GAUHATI UNIVERSITY
Centre for Distance and Online Education

M.A. First Semester
(Under CBCS)

MASS COMMUNICATION

Paper: MMC 1025
History of Media and Global Media Scenario

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LEARNING OUTCOMES

PAPER-MMC-1025 (HISTORY OF MEDIA AND GLOBAL MEDIA SCENARIO)

By means of this particular **Paper-MMC-1025 (History of Media and Global Media Scenario**), the Learners will be able to acquire a great deal of pertinent knowledge and perspicaciously fathomable ideas about the diverse aspects of the Global Media Dynamics. In addition, after reading the contents of this particular paper, the Learners will be able to develop a critical thinking on the overall Global Media Scenario. Also by means of this particular **Paper-MMC-1025 (History of Media and Global Media Scenario**), the Learners will be able to accumulate a wide array of knowledge about the Perspectives of the Global Media Evolution.

More so, after having a thorough reading of the contents of this particular **Paper-MMC-1025 (History of Media and Global Media Scenario**), the Learners will be able to trace the history and evolution of modern media in the global arena and also will be able to get acquainted with the structure of the overall Global Media Scenario and also about the changing scenario of Media Growth in the Global Arena.

More specifically, after skimming through the contents of this **Paper-MMC-1025 (History of Media and Global Media Scenario),** the Learners will be deeply benefitted in terms of gathering a wide spectrum of knowledge about the diverse aspects under the Broad Study Area of the **History of Media and Global Media Scenario.** In a nutshell, the Learners, after having a thorough study of the contents of this **Paper-MMC-1025 (History of Media and Global Media Scenario**) will be able to—

- Discuss the various theoretical aspects of the History of Communication and Media. They will be able to know specifically about the various Early Communication Modes, Origin and Growth of Press in India as well as in the Global Arena, specially highlighting on the Growth of Indian Press in the Pre and Post Independence Periods. Also they will be able to know about the Pioneers in Indian Journalism, Growth of Indian Language Media and its role in the Indian Freedom Struggle. More so, they will be able to know about the History of Press in Assam and its role in the Indian Freedom Struggle.
- Grasp a perspicaciously fathomable idea about the various relevant aspects of the Growth and Development of Electronic Media, Alternate Media and New Media. Specifically they will be able to acquire some precious knowledge about the Growth and Development of Radio and Television as Mass Media in the Global Arena and also will be able to accumulate some precious knowledge about some other aspects such as the Golden Period of Radio, Radio during the World War, Community Radio, Prasar Bharati, SITE, Satellite TV, CAS, HDTV, History of Computer and Internet and so on.
- Know about the Overall Global Media Scenario and some of its Key Aspects such as the Importance of the Study of the Global Media Systems, Historical Dimension and some other key aspects of the International Information System etc. Also they will be enlightened about the key concepts such as the Free Flow of Information and Imbalance, its origin, Information Imbalance Between the Developed and the Developing Countries, the Western Bias in Free Flow of Information, Contemporary Trends in the Media and

International Relations etc. More so, they will be able to get aware about the significant International Information Agencies such as the NWICO. NIEO, NAMEDIA, NANAP, UNESCO, UNO etc and also about the MacBride Commission and all.

- More specifically, to get an Overview about the Global Media Scenario. They will be able to gather some knowledge about the Newspapers, Magazines, Radio and TV of Different Countries, International Broadcasters, Community Media in the Global Perspective etc. Also, they will be able to know about the International Media Conglomerates and their Current Status, Transnational News Agencies, Media Commercialization and some of the related aspects.
- Be aware about the diverse aspects of the International Film Industry, Satellite TV, Documentary Film, Short Film, Animated Film etc.

BLOCK: I(HISTORY OF COMMUNICATION AND MEDIA)

Unit 1: Early Communication Modes

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UNIT: 1

HISTORY OF COMMUNICATION AND MEDIA

Unit Structure:

1.1 Introduction

1.2 Objectives

1.3 Early Communication modes

1.4 Meaning and examples of oral traditions

1.5 Written language

1.6 Introduction to traditional and folk media

1.7 Traditional and folk media in India

1.8 Traditional and folk media in northeast India

1.9 Summing Up

1.10 References and Suggested Readings

1.11 Check Your Progress

1.1 Introduction

This unit introduces you to the meaning and concept of communication. The unit aims at understanding the early modes of human communication. In this unit you will be familiarised with various modes of early communication through examples. Further in this unit you will be introduced to the concept of traditional and folk media with special reference to India and northeast India. The examples provided will help you with clear and better understanding.

1.2 Objectives

The unit aims to fulfil the following objectives:

- To provide a detailed understanding about the process of communication.
- To acquaint you with the early forms of communication.
- To present a detailed understanding about the traditional and folk media of India and Norrtheast.
- To explore the various traditional and folk media of India and northeast with the help of examples.
- To develop critical thinking so that you can analyse and check your progress about the same.

1.3 Early Communication Modes

1.3.1 Meaning of Communication

Communication, well we come across this term every single day and it is a vital aspect of human survival. How? Come let us learn about it:

Marcel Danesi defines communication as exchange of message through some channel and in some medium. In simple words the term communication refers to a process of information exchange among individuals or groups through gestures, verbally, visuals and body language or through written words. Communication is the process of sending and receiving messages through both verbal and non verbal methods. The word communication is derived from the Latin word 'Communis' which means to share. Communication refers to the sharing of ideas, facts, feelings, attitudes, and opinion. It is usually is two way process where there is a sender and a receiver , where the message is exchanged through a medium or a

media. Communication is an ongoing process which comprises of the following components:

- Sender: The sender is the source who usually transmits the messages.
- Message: The messages which includes information, opinion, attititudes, knowledge and ideas are generated by the sender.
- Media: It is the medium through which the message is conveyed.
- Receiver: Receiver is the one to whom the message is sent. The receiver decodes the message.

Communication is one of the basics of human life. It is one of the integral part of human existence and survival. communication is one of the basic rights every living being have. Even when you are reading this, you and I are communicating.

There are two types of communication, verbal communication which refers to the process of communication that occurs through spoken or written forms of communication and Non Verbal communication refers to the process of communication that occurs through signs, symbols, colors, touches, body language and facial expressions.

1.3.2. Early Communication

Let us now try understand what does the term early communication refers to. We humans have communicated in some way or the other since time immemorial. Before the advent of spoken language or written messages for communication, our ancestors communicated with each other through gestures, signs and symbols and body movements.

The earliest known forms of human communications were cave

paintings which dated back to 30,000 BC. Cave paintings were one of the primary communication forms among early human beings which helped them communicate with one another. cave drawings were murals that the primitive people painted onto the walls of caves depicting stories of their culture, battles, huntings etc.

Where you cannot imagine a day without your mobile phones early humans used smoke signals as another method of communication to communicate with another group who lived far away.

During the end of upper paleolithic period, emerged another mode of early communication which is cravings and engravings on the rock surfaces also known as petroglyphs. Petroglyphs represented a more developed form of communication through storytelling by depicting events in a chronological order.

During 9000 BC evolved another method of communication which are the pictograms. Pictograms refers to graphical representation of ideas and concepts which eventually lead to the early forms of writing as a method of communication.

After pictograms, ideograms emerged as an effective early mode of communication. Ideograms are signs and symbols that represented a particular word or an idea. For instance there were particular signs which represented sadness or any other human emotion or ideas.

CHECK YOUR PROGRESS

1. give an insight about the major components of the process of communication.

2. what was the first mode of early communication?

3. analyse the history of communication among early human beings.

1.4. Oral Traditions

1.4.1 Meaning of Oral Traditions

Proverbs, riddles, folktales, myths, legends, songs, poems, drama performances are examples of oral traditions. Well you can in simple terms define oral traditions as the process of communication where the culture of a group is passed down from one generation to another verbally or by word of mouth. It includes spoken words and involves face to face conversations. Oral traditions involves the practice of verbally transmitting a culture's wisdom, stories and histories.

When we are discussing about oral traditions, you can simply refer to the stories and folktales our grandparents told us, the songs and riddles our parents shared with us, the proverbs we grew up listening to. Remember the times you sat with your grandparents or parents and they just shared a story, a song or a riddle, that's when oral communication takes place.

If put simply, oral traditions refers to the method by which information is passed from one generation to the next in the absence of writing or a recording medium. It is one of the early methods of communication. This communication takes place through speeches, songs, chants, and other forms of spoken word. The definition of oral tradition encapsulates cultural knowledge and tradition that keeps communities connected and their history alive.

Oral tradition serves as a living memory for many societies. It's a way to keep the past alive, to remember who we are and where we came from. Oral tradition also acts as a social glue, bringing people together and strengthening community bonds. For many cultures, especially those without a written language, oral tradition is a vital tool for survival. It enables them to preserve their heritage and pass it on to the next generation.

STOP TO CONSIDER

let us discuss one advantage and disadvantage of oral tradition:

ADVANTAGE: it brings quick feedback

DISADVANTAGE: absence of deep and critical thinking in the communication process.

1.4.2 Examples of Oral Traditions

1. Folktales: folktales represents the culture of particular community which is passed down through generations through storytelling. For instance, cindrella, little red riding hood, hansel and grettle, panchatantra etc. Folktales always carries a moral at the end of the story.

2.Myths and Legends: myths and legends refers to the traditional stories of different cultures passed down through generations.myths are stories derived from cultural traditions which involves a lesson for the listener, whereas legends are stories based on true events or beings. Examples of myths and legends are Ramayana, mahabharata, the story of vish kanya, lord Shiva and parvati etc.

3.Proverbs: well we have grown up listening to many proverbs. For instance, a stitch in time saves nine, look before you leap, all that glitters is not gold and many more. Proverbs are important part of oral traditions which carries important life lessons. They are short lines of wisdom passed through generations.

4.Songs and Ballads: next time you sing an old song you heard your grandparents singing once upon a time, remember it is a part of oral tradition. Folk songs and ballads tell stories, preserve history, and express cultural values.

CHECK YOUR PROGRESS

1. analyse the role of oral traditions in preserving one's culture.

2.what are the different types of oral traditions still practiced in your region?

3. name the legends and myths in your culture.

1.5 Written Communication

At present times you cannot recall a day when you haven't sent a WhatsApp text to your friend or a family. Or we can hardly imagine a day at work without an email. Well any communication that involves the use of written language can be termed as written communication. Written communication is different from oral communication. Here grammar plays a prime role.

Written communication is the most common form of business communication and has become important during the information age. Written communications can take place traditionally on paper or as of today's digital era, on an electronic device, such as by email or electronic memo. They are an effective method for transferring information. Written communications are essential to any scenario involving more than one person.

Written communication is used in various forms for example letters, emails, blogs, instant messaging, books, newspapers, etc. Writing has become an integral part of our survival and communication for time.

Written communication involves skills for an effective communication. The skills required for written communication process are as follows:

- **Clarity**: All written communications should be clear, direct,

straightforward, and understandable.

- **Concision:** Written communications should be kept short to avoid repetition .

- **Tone**: Keeping a courteous tone builds effective rapport and maintains a polite, respectful, and culturally sensitive dialogue.

- **Promptness:** in written communication, promtness helps connect with the masses and build an effective communication.

1.5.1. Why are written communication important?

Now let us discuss why communication through written modes are important through the following points:

- Written communication provides a permanent record of information that can be referred to and used at any time.

- Written records plays a vital role in conveying ideas, sharing knowledge, and transmitting information across vast distances and diverse audiences.

- Without written communication, much of our history, culture, and scientific discoveries would be lost over time.

1.5.2. Examples of Written Communication

For clear understanding, let us check out some examples of written communication which are as follows:

- **Letters:** writing and sending letters is one of the oldest modes of written communication.

- **Email: E**mail or electronic mail are one of the primary communication at present times. It involves sharing and informing people in written format through the use of internet. It is mainly

used for formal communication.

- **Books:** books have been around for thousands of years, and although people read more electronically, it is still one of the best ways to communicate information irrespective of geographical boundaries.
- **Instant messaging: w**ith the emergence of internet connectivity through smartphones, instant messaging is one of the primarily used written mode of communication today.
- **Blogs/ Social Media:** in today's world, anyone can give their opinion and be seen by the entire world through expressing thoughts and sharing information by writing over social media platforms or by writing one's own blogs. Even websites store and share various written records to the masses.

1.5.3. Types of written Communication

There are two types of written communication we will discuss in this unit:

- Formal Written Communication: This type of written communication includes the following – Pamphlets, press releases, official letters or emails, bulletins, house journals, questionnaires, circulars, leaflets, business letters.
- Informal Written communication: personal letters, text messages, WhatsApp messages, etc.

1.5.4. Advantages and Disadvantages of written Communication

ADVANTAGES	DISADVANTAGES
Easy to preserve	Time consuming
Permanent record	Not effective for literates
Wider reach	Costly
Clarity and accuracy	Difficult in maintaining secrecy
Can be used as evidence	Once written it is difficult to change

STOP TO CONSIDER

Oral communication is the process of exchanging information through words and non-verbal cues whereas written communication includes exchanging information through letters, symbols, or even drawings.

The process of written communication involves the following stages: Pre-writing, Drafting, Revising, Editing, Publishing

CHECK YOUR PROGRESS

1. why is written communication important? Discuss

2. what are the examples of present day written communication?

3. analyse the shift in written communication mediums since the beginning to the present day context

1.6 Introduction to Traditional and Folk media

1.6.1 Meaning of Traditional Media and folk media

Do you recall visiting a local fun fair or watching a puppetry show or bhaona? Have it crossed your mind that these fares and festivals always communicate or brings together a group of people or a community together? This is how traditional or folk media works. Let us now dive into details what traditional and folk media mean.

Traditional media has been in existence since a long time and it is mostly used as a medium of communication in the remote or rural areas. Traditional media can be defined as the medium of communication targeted to a particular community or a group of people in their local dialects. Before the beginning of printing press,

electronic and digital mediums of communication, traditional media played a vital role in the process of communication. Even today the rural areas where people are deprived of electricity, or internet access traditional media plays a prominent role. In simple terms, the non electronic mediums which works as a part of our culture and a vehicle of transmitting traditions from one generation to another is called traditional media. Through traditional media, musical or vocal art forms are transmitted to the society from one generation to another. Traditional and folk media are personal forms of communication which are evolved and rooted to beliefs, customs, traditions, and practices of a particular group pf people and are important tools of persuasion. Traditional and folk media are used mostly today for communicating developmental issues among the members of a society. Over the years, traditional and folk media have proved that it is one of the most powerful propaganda that can be effectively used to direct the attention of the masses towards various programmes of development. This medium is very close to the heart and mind of the villagers that can overcome the obstacle of literacy, language, and is also a very cost effective medium for communication.

Traditional media are non technological in nature. They are an effective and culturally rigid medium of communication. Traditional media and folk media are less expensive medium of communication. This media form have been in existence in India for long and have been used as a medium of communication in rural areas. Over the years, rural masses have been using the folk media for expressing their social, ritual, moral and emotional needs. It helps in convincing and influencing people in a very effective way.

Traditional and folk media have a vivid impact on rural society because of their acceptable idioms, functional significance and entertainment component. Folk media can overcome the difficulty

of language, speech, words and other barriers of communication. Folk media convey various messages related to social issues, awareness and as well as agriculture messages.

STOP TO CONSIDER

Men and women of different age groups participates and enjoys traditional media. Traditional media create a 'face to face situation' between the communicator and the receiver of the message.

Entertainment is an important element in traditional and folk media of communication. Along with entertainment, educating the audience on various issues is a vital characteristic of traditional media. Entertainment is the bridge to involve the audience in the process of communication. Messages are communicated with a blend of entertainment, education and communication.

1.6.2 Features of traditional and folk media

Let us now discuss some of the important features of traditional and folk media. Traditional and folk media is enjoyed by all age groups and has the following features:

- Flexible : traditional and folk media offers flexibility in day to day life and can be introduced into traditional folk forms of art such as wall paintings, puppet show, dances, dramas, folk songs, bioscope, tamasha, nautanki, story telling etc.

- Impact: traditional and folk media creates a huge impact on the audience as it is presented in their local dialects and blended with entertainment and is presented live or face to face.

- Appeal: Traditional media have more appealing effect to the target audience as it has been designed in communication cum

entertainment mode so as to make the messages more convincing.

- Cultural compatibility: Traditional media have proved effective in communication because the speaker and the receiver can build the communication on the common cultural background.
- Feedback: this oldest medium of communication provides instant feedback.

1.6.3. Advantages of traditional and folk media

- messages disseminated through traditional media are eefctive as it is a medium close to the hearts of the audiences.
- Effects on the masses is greater compared to other mass media.
- It encourages audience participation.
- It is live and it helps in establishing connection immediately with the audience.
- The costumes, language used and the settings and background etc. Refects locality of ones culture hence it is effective and catches the attention of the masses quickly.
- It is not restricted to any age group.
- It is a cost effective medium of communication.

1.6.4. Disadvantages of Traditional and folk media

- Reach of traditional or folk media is limited.
- Limited scope of archiving the performances.
- Can cater to the needs of limited audience.
- Time consuming compared to new media.

1.7 Traditional and Folk Media In India

Traditional and folk media are of various kinds and vary from place

to place, culture to culture with a similar purpose , that is to inform, educate and entertain the audiences for generating awareness among them about various development issues, including health and family welfare, rural development, agriculture, social aspects and everything that is happening around the globe. Different methods of traditional media are predominantly used in different parts of the country. For your understanding the chapter lists some of the popular traditional and folk media forms of India:

- **Folk Dance:** Every geographical area has a different folk dance which is the most popular folk form of the respective area and is usually a mix of folk songs and folk tales are narrated through them. It is performed mainly at community get-togethers. For eg. Garba in Gujarat, Ghoomar in Rajasthan, Bihu dance In Assam.

- **Folk Music:** Folk music is also a popular folk form accompanied by some musical instruments. People usually gather in groups and sing folk songs. The songs are generally reflective of the culture, lifestyle and oral literature of the communities. For example, Babul and Bhaitali of Bengal.

- **Puppetry:** puppetry is a popular form of traditional media which exists in rural areas of India. Rod puppets make use of tall bamboos, Shadow puppets these are flat figures illuminated from behind and create shadows that fall on a transparent screen. Hand/glove puppets These make use of a large flat screen with strong light on it and are made by manipulation of palms and fingers.

- **Nautanki:** Nautanki is one of the most popular folk operatic theatre performance traditions of South Asia, particularly in northern India. Before the advent of cinema in India, Nautanki was the single most Traditional Media of Communication in northern

India. The pleasure of Nautanki lies in the intense melodic exchanges between two or three performers; a chorus is also used sometimes. The performance is often punctuated with individual songs, dances, and skits, which serve as breaks and comic relief for audiences.

- **Harikatha:** Harikatha is a well known traditional media form of the southern region in India. It is very popular in Andhra Pradesh and Karnataka. Its basic characteristic is that it narrates varied themes. Harikatha includes, narrations, histrionics, thematic stories, music and dance in addition to moral and philosophical advices. The performer acts, sings, narrates and dances often. His performance is laced with humour. The origin of Harikatha can be traced to the emergence of the Bhakti movement. This was also responsible for the evolution of bhajans and puranapravachanam.

- J**atra:** jatra is a popular folk-theatre form of Bengali theatre, including Bangladesh and Indian states of West Bengal, Bihar, Assam, Orissa and Tripura. The dramatic performance is mixed with monologues, songs and duet dances on the folk tune. Jatra are usually performed on the stages that are open on all sides.

- **Pala:** Pala is a popular cultural institution responsible for the popularisation of ancient Oriya literature. Pala is directly concerned with the life of a common man. Being crowned with the indigenous and special traits of Oriya life, it not only entertains the common man but also inspires him to religious, moral, truthful and lead a spiritual way of life.

- **Daskathia:** this form of traditional and folk form hails again from Orissa. It is simpler than Pala, where usually it is performed by two men, the singer and his assistant. The singer begins with an introduction in which he seeks the blessings of a deity. The Daskathia performance is of a shorter duration than the

Pala. The attire is chosen with a view to create impact in the minds of the audience. Themes are usually drawn from the Purans, Ramayan and the Mahabharata.

- **Fairs and Festivals:** India a land of diverse culture, is known for it's fairs and festivals. Every region has it's own festival reflecting their customs and beliefs. The famous kumbh mela of Allahabad, Haridwar, Ujjain and Nasik, the ambubachi mela held in Assam are examples of fairs. Similarly there are festivals that are celebrated in states like Durga Puja in Bengal, Ganesh Chaturthi in Maharastra etc. The fairs and festivals are considered as traditional forms of communication in India.

- **Street play:** Street plays are used for spreading messages on various issues like sanitation and hygiene, adult education etc., and they create awareness against social evils. It is still practiced to catch the attention of the masses regarding various issues.

- **Tamasha :** Tamasha existed as a traditional media form some 400 years ago. A group of people are cluster with six to eight male singers cum performers and two or more female dancer-singers make to troop. The story is based on tamasha in the form of agriculture related songs and dance is based on stories derived from myth and folklore.

STOP TO CONSIDER

Some of the traditional forms of media belonging to some other states of India are:

- Bhand Pather' of Kashmir, 'Kariyala' of Himachal Pradesh and 'VeedhNatakam' of Andhra Pradesh lay emphasis on communications of social messages. So does the 'Naqal' of Punjab, 'Villupattu' of Tamil Nadu, 'Powada' of Maharashtra and 'Baul' of Bengal

CHECK YOUR PROGRESS

1. why are fairs and festivals considered as an effective medium of traditional media? Comment.

2. which state does the traditional art form Jatra belongs to?

3. discuss why puppetry is a powerful traditional and folk media ?

1.8 Traditional and folk media forms of Northeast India

The north east India comprises of states namely, Assam, Meghalaya, Arunachal Pradesh, Manipur, Tripura, Nagaland, Mizoram and Sikkim. The entire northeastern region is a hub of rich and vibrant culture. The region still practices and uses the following few mentioned traditional and folk media forms:

- **Oral narratives:** story telling has been an integral part of the northeastern culture. There are famous oral narratives and folktales which are transferred to generations orally. The folktales, myths, legends and ballads reflects the culture and traditions of a society. The Assamese folktale named Burhi aai r xadhu, the Manipuri legend of Khamba and Thoibi, Meghalaya has the myth, Tara Rabuga who is believed to have created the earth, there are Miri and Khampti tales from Arunachal Pradesh about the creation of earth, Nagaland has its tale of Tower of Badel. Similarly Mizoram also has tales (Thawnthu) about animals, supernatural beings, humuorous tales etc.

- **Folksongs:** the Assamese community terms all types of sung forms as geet. There are folksongs for every occasion like Bihu geet is sung during the festival of Bihu. There are also religious songs and prayers, ballads and narrative songs. There are different songs, work songs, religious songs, lullabies songs of love and yearning present among every northeastern states of India.

- **Bhaona :** Bhaona is a traditional medium of entertainment prevalent in Assam. It mostly carries out religious messages. The plays of bhaona are known as Ankiya Naat.

- **Ojapali:** Believed to be one of the most ancient dance forms of Assam, Ojapali is a combination of songs, dance and narration of stories. It is performed by a group of men comprising a leader and his assistants. Among the assistants, one is known as 'Daina Pali,' which literally means primary sidekick. The performance conveys stories from the Hindu epics and other religious texts.

- **Festivals:** festivals are another medium of traditional and folk media which reflects the society and their way of living. In Assam during the month of November-December the festival of Mohoho is celebrated in Kamrup, Barpeta, Nalabari, Goalpara and Darrang district. This festival accompanied with singers singing mohoho geet is celebrated to ward of mosquitos. Similarly in Nagaland Luira festival is celebrated during the month of february by the Tangkhul tribe. It is the main agricultural festival celebrated by the tribe. It is celebrated to mark the sowing season. Shad Suk Mynsiem is a dance festival of Meghalaya which is celebrated after every successful harvest. The dance is performed by men and unmarried women or young girls. Dhol Cholom, a drum dance is one of the dances performed during Holi festival in Manipur. The dance is performed by men who display acrobatic moves while playing the dhol. The dance usually begins with a slow tempo and gradually gathers pace.

1.9 Summing Up

Traditional and folk media are the oldest tools of development in societies. The uniqueness of this media is that it involves people's participation to the maximum. The folk media make use of varying

combinations of performing arts like village drama, rural dance and folk songs which are unique to a certain community and society. This belongingness to a community gives the folk form a distinct identity of its own. Though the folk art and music of different states of India are distinct, they have some common bearing among them. This form of communication have been found extremely effective in contemporary times. Traditional media has been an effective medium for social messages. For instance, to tell them about the evils of the dowry system through puppetry or song or drama and make them ponder over society and nature. Traditional media like street plays, songs and dances have a special role in disseminating developmental messages in India. Various governmental bodies non-governmental organizations use traditional media for creating awareness amongst people.

Taking into consideration the effectiveness and reach of the traditional folk media, there is an immediate need for reviving and sustaining these media as they focus on important part of our rich cultural heritage. They also provide useful means for the upliftment of the common people and national reconstruction programmes especially in developing countries like India.

1.10 References and Suggested Readings

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Datta, B., Śarmā, N., & Das, P. C. (1994). *A handbook of folklore material of north-east India*.

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1.11. CHECK YOUR PROGRESS

1. Define the meaning of communication. Also discuss the types of communication.

2. according to you what are the different modes of early communication?

3. analyse the advantages and disadvantage of written communication.

4. suggest the most effective medium to reach the rural audiences.

5. Briefly state the traditional folk mediums of India with special reference to northeast India.

6. Why are oral communication effective? Give your view.

UNIT: 2

ORIGIN AND GROWTH OF THE PRESS IN PRE-INDEPENDENT INDIA AND THE WORLD

Unit Structure:

1.1 Introductionto Origin and Growth of the Press in Pre-Independent India and the World

1.2 Objectives

1.3 The Origin of the Printing Press: Global Context

1.4 Press in Pre-Independent India

1.5 Growth of the Press in Pre-Independent India

1.6Growth of the Press in the World

1.7Summing Up

1.8 References and Suggested Readings

1.9Model Questions

1.10Answer to check your progress/ Possible Answers to SAQ

1.1 Introduction to Origin and Growth of the Press in Pre-Independent India and the World

In human history, the press has had a profoundly transformational effect on politics, education, and society. Its beginnings can be found in the early stages of printing in ancient civilizations. This fundamental advancement paved the way for a global revolution in information sharing that eventually reached pre-independence India.

The printing press's worldwide origins can be traced back to ancient China. Woodblock printing, which involves carving text and images into wooden blocks, inking them, and pressing them onto paper or

fabric, first appeared during the Tang Dynasty (618–907 AD). Printed books started to be used for religious and educational reasons in China by the ninth century. Future innovations were made possible by this early innovation.

The moveable type printing machine, invented in Mainz, Germany, by Johannes Gutenberg in 1440, marked a revolutionary advance in printing technology. Compared to the labor-intensive hand-copying techniques previously employed, Gutenberg's press could generate up to 3,600 pages per day, a significant improvement. Due to this invention, books became more widely available and affordable, which caused a boom in printed materials. With printing presses in over 200 European cities by 1500, the Reformation and the dissemination of Renaissance ideals were made easier.

The printing press had a significant social impact as it expanded throughout Europe. Public discourse was shaped by newspapers like ‘The Times’ in London and ‘Le MoniteurUniversel’ in France, which also shaped social and political environments. Newspapers like ‘The Pennsylvania Gazette’ and ‘The New York Times’ set standards for journalism and influenced public opinion on important subjects like abolition and civil rights. The press was vital to the political process in the United States.

In pre-independent India, the story of the press began with European colonization. The Portuguese introduced the printing press to Goa in the mid-16th century, primarily for missionary work. The first printing press in India was established in 1556 by Jesuit missionaries in Goa, producing religious texts,however, it the history of the press in pre-independence India started with European colonization. In the middle of the 16th century, the Portuguese brought the printing press to Goa, mostly for use in missionary activity. Jesuit missionaries in Goa set up the country's first printing press in 1556, printing religious materials. But the press didn't start to grow considerably until the 18th century, until the British colonial period in the 18th century that the press began to expand more significantly.

James Augustus Hicky launched ‘Hicky's Bengal Gazette,’ the country's first newspaper, in 1780. Subsequently, additional newspapers were launched, including the ‘Madras Courier’ and the

‘Bombay Courier,’ broadening the scope of print media in India. The vernacular press emerged in the 19th century and developed into a potent instrument for social and political awakening. Newspapers published in the local tongues were essential in promoting nationalist ideologies and inspiring people to rebel against colonial control.

Additionally, social reform movements gained a platform in the Indian press. Newspapers were a tool utilized by reformers like Raja Rammohan Roy and Ishwar Chandra Vidyasagar to promote women's rights, education, and the elimination of social evils including child marriage and caste discrimination. The Indian press was tenacious and kept expanding in spite of British attempts to control and stifle it with legislation like the Vernacular Press Act of 1878.

The experiences of India and the rest of the world with the press demonstrate its transformative ability. The press has always been a major force behind social change, from its beginnings in ancient China to its crucial role in the political upheavals in Europe and India's fight for independence. It has become an essential component of modern civilization by promoting the dissemination of knowledge, empowering social transformation, and aiding in the political mobilization of societies.In this unit,we will explore about the Origin and Growth of the Press in Pre-Independent India and the World.

1.2 Objectives:

This unit is an attempt to understand the Origin and Growth of the Press in Pre-Independent India and the World etc. After completing the unit you will be able to –

- Understandthe origins of the printing press from ancient China to Gutenberg’s innovation.
- Explore the evolution of the press in India, from Portuguese introduction to British expansion.

- Assess the role of the vernacular press in India’s socio-political awakening.
- Analyze British regulation of the Indian press and its resilience.

1.3 The Origin of the Printing Press: Global Context:

The printing press, a revolutionary invention, originated in Europe in the 15th century, transforming the way information was disseminated and contributing to the democratization of knowledge. The process of reading evolved from oral to private reading over centuries, with the wider availability of printed materials leading to a significant rise in adult literacy rates across Europe. The printing press facilitated the reproduction and distribution of classical works, fostering the spread of knowledge and enabling more people to engage in discussions about various topics.During the Industrial Revolution, advancements in printing press technology further enhanced efficiency. Lord Stanhope's cast iron press, developed by 1800, significantly increased printing capacity, paving the way for the industrialization of printing. German printer Friedrich Koenig introduced steam power and rotary motion of cylinders to printing presses, revolutionizing the industry and enabling mass production of newspapers and books.The evolution of the printing press continued with the invention of the typewriter in 1868 and the steam-powered rotary printing press by Richard M. Hoe in 1943, which significantly increased printing speed and efficiency. Different types of printing presses emerged, such as offset lithography, letterpress, digital printing, engraving, screen printing, and flexography, each offering unique advantages in terms of cost-effectiveness, quality, and applications.In the global context, the printing press played a crucial role in the dissemination of information and the rise of literacy rates. It facilitated the standardization of titles and metadata in book production, contributing to the growth of the economy and the commercialization of the publication trade. The printing press also led to the development of national and state languages, challenging colonial structures of rule and promoting the use of vernacular languages in printed works.The impact of the printing press

extended beyond Europe, influencing communication and knowledge dissemination worldwide. The rise of the telegraph in the 19th century, pioneered by Samuel Morse, further revolutionized long-distance communication, enabling the transmission of complex messages over electrical wires. The telegraph system spread globally, enhancing international communication and standardizing codes for efficient message transmission.

Stop to Consider

The printing press, invented in Europe in the 15th century, revolutionized information dissemination and democratized knowledge. It evolved from oral to private reading, increasing literacy rates and enabling discussions of classical works. During the Industrial Revolution, advancements like Lord Stanhope's cast iron press and Friedrich Koenig's steam-powered rotary press enhanced efficiency and enabled mass production of newspapers and books. The printing press's impact extended globally, facilitating standardization of book production, developing national languages, and challenging colonial structures. The telegraph, pioneered by Samuel Morse in the 19th century, further revolutionized long-distance communication worldwide.

Check Your Progress

Question 1:Who developed the cast iron press around 1800 that increased printing capacity?

Question 2: What invention did Friedrich Koenig introduce that revolutionized the printing industry?

Question 3: What communication system, pioneered by Samuel Morse, revolutionized long-distance communication in the 19th century?

1.4 Press in Pre-Independent India:

The press in pre-independent India played a pivotal role in shaping public opinion and challenging colonial rule. The introduction of the printing press in the mid-18th century coincided with the expansion of British imperialism. Initially, the press was employed by colonial authorities to inform the metropolis about new territories acquired by the empire and to perpetuate the ideology of just and liberal governance. This medium was crucial for maintaining the image of the British Empire as a civilizing force.

However, the role of the press evolved significantly over time. It became a powerful tool for Indian social reformers and political leaders to voice their concerns and aspirations. Pioneering figures such as Raja Rammohan Roy, M.G. Ranade, and Surendranath Banerjee utilized the press to reflect critically on colonialism, challenging its portrayal as a benevolent and progressive force. These leaders used the press to disseminate their ideas on social reform and political emancipation, gradually awakening national consciousness among Indians.

Realizing the potential of the press to mobilize public opinion against colonial rule, the British authorities imposed stringent regulations to control its content. The Wellesley Regulations of 1799, the Hastings Regulations of 1814, and the Adam Regulations of 1823 were designed to define the tone, tenor, and reporting style of the press. These regulations prohibited the publication of sensitive news items, including military intelligence, commercial information, the state of public credit, finances of the East India Company, shipping news, and any criticism of government officials. Such measures were intended to stifle dissent and maintain the colonial narrative.

Despite these restrictions, the press continued to grow. By the second half of the 19th century, several influential English and Anglo-Indian newspapers had emerged. Notable publications included The Times of India in Bombay, The Statesman and The Englishman in Calcutta, and the Pioneer in Allahabad. These newspapers, often supported by merchants, planters, and the government, maintained an appearance of objectivity but ultimately upheld the legitimacy of British rule. They played a dual role:

providing news and information while subtly reinforcing colonial authority.

The formation of the Indian National Congress in 1885 marked a significant shift in the landscape of Indian journalism. The emergence of nationalist and vernacular press with a clear nationalist orientation led to a new dynamic in colonial governance. Publications in regional languages became vital in spreading nationalist ideas and mobilizing the masses. The colonial government responded with repressive measures such as the Newspapers Incitement to Offences Act of 1908 and the Press Act of 1910, which reintroduced censorship and intensified the confrontation between the press and colonial authorities.

The press's role in the nationalist movement cannot be overstated. Publications like Young India and Navajivan, edited by Mahatma Gandhi, were instrumental in advocating for civil disobedience and Satyagraha. Gandhi, himself a journalist, believed that the press should uphold the truth and serve the country, regardless of the consequences. He used his publications to communicate his vision of non-violent resistance and to mobilize support for the independence movement. The press in pre-independent India transitioned from a tool of colonial propaganda to a medium of nationalist expression and resistance. It played a critical role in shaping public opinion, advocating for social reforms, and challenging British rule. The evolution of the press mirrored the growing national consciousness and the eventual quest for independence. Despite facing censorship and repression, the Indian press remained resilient, contributing significantly to the country’s socio-political transformation. Through the persistent efforts of journalists and reformers, the press helped to forge a new national identity and laid the groundwork for India’s eventual independence.

Stop to Consider

The press in pre-independent India evolved from a colonial tool to a medium of nationalist expression and resistance. Initially controlled by British regulations to maintain their narrative, the press gradually became a platform for Indian reformers like Raja Rammohan Roy and political leaders such as Mahatma Gandhi to challenge colonial rule and mobilize public opinion. Influential newspapers emerged, spreading nationalist ideas despite censorship. The press played a crucial role in the socio-political transformation leading to India’s independence.

Check Your Progress

Question 4: What role did the press play in pre-independent India?

Question 5:Which notable Indian reformer used the press to advocate for social and political changes?

Question 6: How did Mahatma Gandhi use the press during the nationalist movement?

1.5 Growth of the Press in Pre-Independent India:

The growth of the press in pre-independent India was a complex and multifaceted process, shaped by the interplay of colonial rule, nationalist aspirations, and social reforms. The introduction of the printing press in the mid-18th century coincided with the expansion of British imperialism, and the press was initially used by the colonial authorities to inform the metropolis about the new lands acquired by the empire and perpetuate the ideology of just and liberal governance.However, as the press evolved, it became a medium for Indian social reformers and political leaders to voice their concerns and aspirations. Figures like Raja Rammohan Roy, M.G. Ranade, and Surendranath Bannerjee used the press to reflect on the perception of colonialism as a redeemer and developer. The colonial authorities, realizing the potential of the press, imposed strict regulations to control its content, such as the Wellesley Regulations of 1799, the Hastings Regulations of 1814, and the Adam Regulations of 1823.Despite these restrictions, the press continued to grow, and by the second half of the 19th century, several influential English and Anglo-Indian newspapers emerged, such as The Times of India in Bombay, The Statesman and The Englishman in Calcutta, and the Pioneer in Allahabad. These newspapers, supported by merchants, planters, and the

government, tried to maintain an appearance of objectivity but ultimately upheld the legitimacy of the Raj.The formation of the Indian National Congress in 1885 and the emergence of nationalist and vernacular press with nationalist leanings led to a new orientation of governance from the colonial state. The Newspapers Incitement to Offences Act of 1908 and the Press Act of 1910 reintroduced censorship, and the confrontationist attitude between the press and the colonial authorities intensified.The press played a significant role in the nationalist movement, with publications like Young India and Navajivan, edited by Mahatma Gandhi, advocating for civil disobedience and Satyagraha. Gandhi himself was a journalist and believed that the press should uphold the truth and serve the country, irrespective of consequences. Hence the growth of the press in pre-independent India was a complex process that reflected the changing dynamics of colonial rule, nationalist aspirations, and social reforms. While the colonial state tried to control and manipulate the press, Indian journalists and political leaders used it as a tool to challenge colonial rule and promote their vision of an independent India.

Stop to Consider

The growth of the press in pre-independent India was influenced by colonial rule, nationalist aspirations, and social reforms. Initially used by the British to promote their governance, the press evolved into a platform for Indian reformers and leaders like Raja Rammohan Roy and Mahatma Gandhi to challenge colonialism and advocate for independence. Despite strict regulations and censorship, influential newspapers emerged, playing a crucial role in the nationalist movement. Indian journalists and leaders used the press to voice their aspirations and promote social reforms, ultimately contributing to India's independence.

Check Your Progress

Question 7: What was the initial purpose of the press in pre-independent India?

Question 8: How did Mahatma Gandhi contribute to the press?

1.6 Growth of the Press in the World

The growth of the press worldwide has been a transformative journey spanning over four centuries, evolving from amateur publications to multinational corporations utilizing cutting-edge technology to shape human ideas and communication. The press has transcended barriers of illiteracy through mediums like television, radio, and the internet, revolutionizing the dissemination of information and ideas.In the United States, the evolution of the press has been closely intertwined with the principles of free speech, democracy, and freedom of the press. The U.S. has been a pioneer in scientific development and socio-political enlightenment, setting the tone for press freedom and journalistic integrity globally. The country's approach towards free speech and democracy has influenced the development of journalism worldwide.Similarly, Britain and France have also played significant roles in the evolution of the press. Britain, a powerhouse during the Industrial Revolution and an imperial superpower, saw the emergence of a class of educated elites that fueled the demand for news and gossip publications. The 17th century witnessed the coexistence of pamphlets, posters, ballads, and news periodicals, gradually evolving into a more standardized profession.In France, the press evolved amidst political upheavals, wars, and censorship. The French press became more uniform during war years, facing rising production costs, inflation, and government censorship to maintain morale and control information flow. The post-war era saw newspapers relying heavily on advertising revenues, leading to concentration and commercialization of the press industry.The 20th century marked a period of intense political polarization, economic challenges, and technological advancements that reshaped the news business. The rise of socialism, communism, and nationalism influenced press coverage, leading to the emergence of tabloids, sensational journalism, and fierce circulation races. The advent of radio, telephone, and later internet and satellite television revolutionized news dissemination, challenging traditional print media.In the 21st century, the landscape of the press has undergone significant changes with the rise of digital media, declining circulation and advertising revenues for newspapers, and a shift towards online platforms. The trust in written press has declined compared to television and radio, reflecting changing consumer preferences and media consumption habits. Hence the growth of the

press in the world has been a dynamic and evolving process, reflecting societal changes, technological advancements, and the evolving needs of information dissemination in a rapidly changing global landscape.

Stop to Consider

The growth of the press over four centuries has evolved from amateur publications to high-tech, multinational corporations, transforming information dissemination globally. In the U.S., the press has advanced free speech and democracy, influencing global journalism. Britain and France have also played crucial roles, with Britain's press evolving during the Industrial Revolution and France's press developing amid political upheavals. The 20th century saw significant changes with technological advancements like radio and the internet. In the 21st century, digital media has led to declining newspaper revenues and shifting consumer preferences, reflecting the dynamic nature of the global press.

Check Your Progress

Question 9: How has the press evolved over the past four centuries?

Question 10: What major shift occurred in the press during the 21st century?

1.8 References and Suggested Readings:

1. *History of the Press in* India by S. Natarajan
2. *Mass Communication in India* by Keval J. Kumar
3. *A Social History of the Media: From Gutenberg to the Internet* by Asa Briggs &Peter Burke

1.9Model Questions:

1. What was the significance of Gutenberg's printing press invention in 1440, and how did it impact the spread of knowledge in Europe?
2. How did the Portuguese contribute to the introduction of the printing press in India, and what was its initial purpose?
3. Which was the first newspaper in India, who launched it, and what was its significance?
4. How did social reformers like Raja Rammohan Roy use the press in pre-independent India, and what issues did they address?
5. What impact did 19th-century technological advancements have on the printing press, and how did these changes affect the dissemination of information?

1.10Answer to check your progress/ Possible Answers to SAQ

Answer 1: Gutenberg's printing press, invented in 1440, was significant because it revolutionized the mass production of books, making them more accessible and affordable. This invention facilitated the dissemination of Renaissance and Reformation ideas, contributing to the spread of knowledge and literacy throughout Europe, profoundly influencing society.

Answer 2: The Portuguese introduced the printing press to Goa, India, in the mid-16th century, primarily for missionary purposes. Jesuit missionaries established India's first printing press in 1556, which was used to produce religious texts, marking the beginning of printed material production in the country.

Answer 3: The first newspaper in India was "Hicky's Bengal Gazette," launched by James Augustus Hicky in 1780. Its significance lies in being the pioneer of the Indian press, providing a platform for disseminating news and opinions, thereby laying the foundation for journalism in India.

Answer 4: Social reformers like Raja Rammohan Roy used the press as a powerful tool to promote social reforms and advocate for women's rights, education, and the elimination of social evils such as child marriage and caste discrimination. The press served as a platform for raising public awareness and mobilizing support for these causes.

Answer 5: Technological advancements in the 19th century, such as the steam-powered rotary printing press and the typewriter, significantly increased printing speed and efficiency. These innovations enabled the mass production of newspapers and books, greatly enhancing the dissemination of information and making printed materials more widely accessible to the public.

UNIT: 3

HISTORY OF PRESS IN INDIA IN THE POST-INDEPENDENCE PERIOD

Unit Structure:

3.1 Introduction

3.2 Objectives

3.3 Press in India during Post Independence period

3.4 Summing Up

3.5 References and Suggested Readings

3.6 Model Questions

3.7 Answer to Check Your Progress

3.1 Introduction:

Since India gained independence in 1947, the newspapers in India has had a crucial role in shaping the country's social and political environment. India's rich journalistic history has witnessed substantial transformations, evolving from challenging beginnings into a thriving and varied medium that upholds democracy, free expression, and the public's right to know. The development of the press in India since independence has been remarkable, marked by the growth of print media, the rise of regional and language Press in India , and the indomitable spirit of journalists dedicated to their work. While challenges remain, the Press in India continues to play an important role in democracy by informing citizens, holding power accountable, and shaping public opinion.

3.2 Objectives

This unit on the press history after the independence in India is mainly based on the growth, role and criticism on the Indian press.

There are some objective which may be highlighted as follows for this unit are :

a) It demonstrates basics about post independence journalism .

b) The learners will get an idea on post independence print journalism.

c) about the role played by the print media and deficulties faced by the media to grow upto the present day.

3.3 Press in India during Post Independence period

After independence, India enshrined freedom of the press as a fundamental right in its constitution. The right to free speech and expression, which includes press freedom, has become a pillar of Indian democracy. This constitutional guarantee laid the ground work for the press to thrive and serve as an important check on the government's actions.

The Press in India experienced a rapid expansion of print media in the early years after independence. Several prominent newspapers, including The Times of India, The Hindu, Hindustan Times, and The Indian Express, were established and became influential voices in the nation's political discourse. They were crucial in informing the public and advocating for social justice. If we see the press landscape in India, it reflects the country's linguistic and cultural diversity. Along with the growth of English-language newspapers and Metropolitan newspapers, regional and language newspapers expanded significantly in various states. Newspapers published in regional languages such as Hindi, Tamil, Bengali, Telugu, Malayalam, Urdu, Oriya, Assamese, Marathi, Gujrati, Panjabi etc. catered to the specific needs and interests of various linguistic communities, ensuring more localized information dissemination. Post-independence India's journalists emerged as key influencers

and watchdogs, fearlessly reporting on issues of public concern. They exposed corruption, brought to light social injustices, and raised awareness about the difficulties that marginalized communities face. Many journalists became symbols of truth and integrity, fighting censorship and defending press freedom. In the latter half of the twentieth century, new technologies such as offset printing, phototypesetting, and, eventually, digital printing revolutionized the Press in India. These advancements resulted in increased printing and distribution efficiency, making newspapers more accessible to a wider audience. With the rise of the internet, online news portals and digital platforms became popular sources of information, further altering the media landscape.

The Press Acts and Commissions :

The Press Enquiry Committee was set up in 1947 with the aim of examining press laws in the light of fundamental rights formulated by the Constituent Assembly.

In 1951, the Press (Objectionable Matters) Act was passed along with an amendment to Article 19 (2), which empowered the government to demand and forfeit security for publication of "objectionable matter". It remained in force till 1956.

A Press Commission was set up under Justice Rajadhyaksha in 1954. A major recommendation of the committee was the establishment of the All India Press Council i.e. Press Council of India (PCI). It was formally established on 4 July, 1966, as an autonomous, statutory, quasi-judicial body, with Justice J.R. Mudholkar, then a judge of the Supreme Court, as Chairman.

Other Acts passed include Delivering of Books and Newspapers (Public Libraries) Act, 1954; Working Journalists (Conditions of Services) and Miscellaneous Provisions Act, 1955; Newspaper

(Price and Page) Act, 1956; and Parliamentary Proceedings (Protection of Publications) Act, 1960.

Today, there is no formal body that exclusively deals with the freedom of Press in the country. All matters concerning the freedom of the Press falls under Article 19(1)(a) of the Constitution, which states that “All citizens shall have the right to freedom of speech and expression…” . These freedoms are restricted under Article 19(2) that prevents absolute power under 19(1).

Other self-regulatory organisations such as News Broadcasters Association (NBA) and Broadcast Editors Association (BEA) were established that self- regulates the news content aired on television.

The electronic media complies with the guidelines of Central News Media Accreditation Guidelines, 1999, which falls under the Central Press Accreditation Committee that grants accreditation to the representatives of media organisations.

The Media's Role in Nation Building :

Newspapers had an unbreakable relationship with the struggle for independence. Newspapers in India were the catalyst that brought out the national spirit of Indians and organized them for a collective demand for independence. Before the independence, the Indian press played a key role in unlocking the possibilities of attaining political independence and bringing in social and religious reforms in India. During the initial years of post-independence, the press flourished focusing mainly on timely circulation of authentic information which was crucial at that time for the development of scientific temper of the nation.

After the globalization of economy and India’s opening up to that, media expanded and expounded in the true sense. The introduction

of advanced technology in mass communication made media more powerful than ever before. Affordable smart phones, easy access to internet have facilitated media to disseminate information within second that catalyses formation of hasty and ambiguous public viewpoints. In India, the press has played a critical role in educating and illuminating the masses.
(https://www.presscouncil.nic.in/Pdf/Topic2022.pdf)

It is a fact that our nation is huge in terms of its area, and compromises of a very complex composition of population, which varies according to race, class and caste. In such a situation sticking to the democratic norms as well as taking care of each and every citizen of the nation is a tedious job for the governments, more so in smaller villages and panchayats. As such media enterprises, especially the small and medium press are the only hope for bringing out the realities of rural India and act as a mediator to voice their causes of concerns

The Indian press is largely in private hands and is commercial enterprise from the days of its pioneers. From number point of view, individual ownership accounts for majority of the newspaper titles but their circulation is limited. On the other hand, small number of companies (about 75) own major daily newspapers with multi editions and magazine accounting for over 80 per cent of the circulation.

During the Emergency period press in India played a critical role. It was imposed national emergency and censorship on the press in 1975 which lasted for about one and a half year. That the "journalists crawled when they were merely asked to bend" is a sad commentary on the profession as a whole during emergency days.

With the end of emergency and lifting of censorship in 1977 gave boost to growth of the press in India, especially the news magazines.

As a result, the Second press commission was constituted in 1978 that stressed upon building cordial relations among government and the press. Exposing the failures of the Government and those in public life is an age-old and well recognised function of the press. However, with the exposure of the Bhagalpur blinding case in Sunday, the English weekly in 1979 resulting in the public uproar, began a new phase in Indian journalism. Some public-spirited lawyers took up the case with the Supreme Court giving a new turn to the watchdog function of the press. Since then the investigative journalism in India has covered many milestones. From being a mission, it has graduated into being a competitive and market-driven industry. Promotion and hard selling have become necessary. Skills and strategies of selling news and newspapers have become essential. Catchy headlines, attractive layout are necessary for sale and promotion some time even at the cost the 'contents' the main substance of the press - the news. In 1980s and 1990s the revolution in communication technologies and opening of Indian economy with liberalisation and globalisation transformed the press in India rapidly. Computerisation, enormously improved telecommunication services, satellite, mobile phones, latest printing technologies, digital cameras all contributed to introduction of colour and the rapid expansion of the press in the country. Simultaneously, the perception about press changed. Press came to be viewed as an industry and a business and the newspaper as a product to be marketed and sold just as any other product.

The present time is also a period of rapid technological advancements helping in first hand news gathering from distant places including remote areas with speed or simply downloading from the internet services, transmitting, editing, colour printing and delivering the final product- to the readers all over the country. The result is multi-editions of major newspapers, special supplements,

segmentations and zoning giving rise to regional and district news editions. The increased capacity to handle large amount of news daily made it possible for newspapers to take upon some of the features of magazine journalism as well. Consequently, some of the news magazines were closed down, while many special interest became more popular.

The coming of many 24x7 television news channels posed some threats to newspaper industry but soon it adjusted to new environment. Television news channels may have become the prime sources of hot spot news and breaking of news stories, the newspapers continue to be the providers of the details of the news stories and analysis. Ever Expanding Press, Books Thus, notwithstanding the growth of television, the press continues to expand and grow in India. In1950s only 240 daily newspapers were published in India. This number rose to 2, 856 dailies in 1990 and to 5364 daily newspapers in 2000. In March 2018, there were more than a lakh publications registered with the RNI. In 1993, the total number of newspapers and periodicals published was 35,595 which has gone up to 62,550 in 2006 which indicative of substantial growth of the press since 1990s. As per the 55th annual report of Registrar of Newspapers of India, we have a total of 82,237 registered periodicals of which 32,793 were in Hindi. English came second with 11,478 newspapers and periodicals. The total circulation of newspapers increased to 32, 92, 04, 841 from 30, 88, 16, 563 copies in 2009- 10. In the last decade, magazine industry was valued at INR14 billion. Niche magazines targeting a specific audience like magazines on photography, travel, lifestyle, Bollywood, architecture, sports, business etc. are performing the best.

3.4 Summing Up

To summing up, it can be said that press in India is much more developed during Post Independence period. The media has changed it's nature from the service to the nation to the professional journalism and a business model now. Now Media industry is huge and can't be comparing to the pre independence period in any way. Development of new technology, professionalism and business policy makes the media one of the fast growing and fast changing industry.

3.5 References and Suggested Readings

3.6 Model Questions

1. What was the role played by press in post- independence period?

2. How you can define the objectives of press?

UNIT: 4

GROWTH OF INDIAN LANGUAGE MEDIA

Unit Structure:

4.1 Introduction

4.2 Objectives

4.3 Major Indian Languages

4.4 Language media in India

4.5 Summing up

4.6 References and Suggested Readings

4.7 Model Questions

4.8 Answer to check your progress/Possible Answers to SAQ

4.1. Introduction

India has not only called Unity in Diversity, but in case of language also India is the house of third highest numbers of languages in a single state. More than seven hundred languages are spoken in different parts of India from different linguistic groups. The Indian languages are mostly drawn from the origin of Indo –European, Dravidian, Austroasiatic, Sino-Tibetan etc. Many languages in India does not have the written form. Again many of the languages have very less number of speakers, making that linguistic group in-significant in the national arena.

Thus from the size of speakers and development of literature, Constitution of India has recognized 22 languages till now as the official languages. Apart from these 22 languages, there are many other languages which have written form and also have some literature in it's own, they are also publishing in their own languages. In this unit we will mainly focous on the major Indian languages to study the language press in India.

4.2 Objectives

This unit is an attempt to analyse the ideas

- about the Indian languages
- to give an overview of the press in major Indian languages

4.3 Major Indian Languages :

Out of the hundreds of languages, Indian Constitution mentions 22 languages as official languages. These are :
Assamese, Bengali, Dogri, Gujrati, Hindi, Kashmiri, Konkani, Maithili, Marathi, Nepali, Oriya, Punjabi, Sanskrit, Sindhi and Urdu which are belongs to Indo Aryan language family of Indo-European group.
From the Dravidian language family there are Kannada, Malayalam, Tamil and Telugu, mostly spoken in the southern part of India.
Manipuri and Bodo are spoken in the North Eastern states of India and from the Tibeto Burman language family of Sino-Tibetan language group.
Santhali is classified as Munda language.

STOP TO CONSIDER

The basic characteristic of the Indian languages is diversity. There are three major language families viz. Indo Aryan, Dravidian and Tibeto-Burman. There are 22 major Indian languages recognised by the Constitution of India as official languages.

Check Your Progress

Question 1. What are major language families of Indian languages?

Question 2. Trace the language coverage of major Indian languages.

4.4 Language media in India :

Since independence we have seen an enormous growth of the press in India. The press is no longer a metropolitan or a big city phenomenon. It has spread t o the districts and even to sub-districts and villages. Predominance of the Metropolitan press is facing a massive and crucial challenge from the regional language press which has a wide reach in its respective areas of operation. The English press may still claim to influence the policy makers, but the power to mould public opinion has been wrested by the Indian language press. Today the English press constitute only 15% of the total number of publication.

Growth of press in the Indian Languages

The first language newspaper of India was *Dig Darshan,* in Bengali language. It was started byDr. Carey from Calcutta in 1818. Later it was named as *Samachar Darpan*. With the intention of answering the criticism made in *Samachar Darpan*, Raja Ram Mohun Roy started a magazine called Brahmanical magazine in 1821. Later he started *Brahmin Sevandi* , a bilingual magazine, *Sambad Kaumudi* , a Bengali newspaper and *Mirut-ul-Akbar* (mirror of news) in Persian, and contributed much to Indian language journalism. Raja Ram Mohun Roy is rightly called the father of Indian language journalism.

Hindi

Among language newspapers Hindi gets first place in number of publications. There are almost 18 thousand publications in Hindi language. Among them 2202 dailies. The earliest Hindi newspaper was started in Calcutta in1826. It was '*Oodunt Martand'* a weekly edited by Jooghul Kishore Sookool. The first Hindi daily, *Samachar Subha Varshan* came out in 1854 with Shyam Sundar Sen as its editor. A literary magazinewhich set the standard for Hindi journals in the early years of the century was *Saraswathi,* a monthly edited by Mahavir Prasad Dwivedi. In 1920, *Aaj* was started and it played a very important part in the Indian freedom struggle. In Patna, *Desh* a weekly founded by Babu Rajendra Prasad and his friends in 1920 was an influential journal and mouth piece of Congress. When freedom came to India one of the important Hindi dailies to greet it from the capital was Hindustan, a sister newspaper of the 'Hindustan Times', started in 1936. The Nav Bharat Times from the Times of India group started in 1950. Hindi newspapers played an important role in freedom struggle and in crea ting awareness on political, social and religious issues.

Urdu

Today Urdu Journalism has assumed an All India character, coming next to English and Hindiin a number of states and Union territories. Delhi's earliest Urdu newspapers, *Fawaid-ul-Nazarin* and *Kiram-lis-Sadai* (1852) were edited by a Christian convert Ram Chandra. In the 1860's there were six Urdu newspapers in Delhi. The most enduring of these was *Akmal-ul-Akbar* published by HakimAbdul Majid Khan. In 1877, Maulvi Nasir Ah, one of the founders of the Anjuman Islamia, editedthree newspapers namely *Nusrat-Ul-Islam* , *Nusrat-ul-Akbar* and *Mihir-e-Darakshan* . A notable Urdu journal of the first decade of this century was Maulana Abdul Kalam Azad's

Al-Hilal which came out from Calcutta in 1912 and marked a turning point in Urdu journalism by creating a revolutionary stir among the masses. Urdu national papers had their share of participation during the freedom struggle. One of them was ' *Milap* ' of Lahore started in 1923 and another ' *Pratap* 'started by Mahesha Krishnan in 1919.A prominent daily in Delhi in 1923 was *Tej* . The most important Urdu daily to make it to the top

was *Hind Samachar* launched by Lala Jagat Marain in1948. Hyderabad, is one of the strongholds of Urdu newspapers.

Bengali

The year 1818 marks the beginning of Bengali journalism, with Samachar Darpan as the first newspaper in Bengali language published by Serampore Mission Press on May 23, 1818. Started by missionaries Carey and Marshman, it began as a monthly, but soon converted into a weekly. After surviving a number of crises, it closed down in 1852. Meanwhile, another remarkable Bengali journal Sambad Kaumadi was published under the patronage of Rammohan Roy in 1821, however, it did not survive for long. Sambad Prabhakar was the first Bengali daily newspaper published in 1839, patronized by Ishwar Chandra Gupta. It was followed by Tattobodhini, published by Akshya Kumar Dutta in 1843. The other Bengali journals during this time were Samachar Chandrika, Bangadoot, Vividhartha Sangrah (1851), Masik Patra (1854) and Som Prakash (1851).The early Bengali papers took up the cause of the oppressed workers in the indigo plantation and of the peasants. Amrita Bazar Patrika became a threat for the government with its exposure of the exploitation of labour in plantations and on the fields, violent denunciation of the European planters and the government. In the course of this campaign, it became the most significant newspaper of its time in Bengal and led to the births of many smaller newspapers in villages and districts in the state. However, the Bengali press suffered much in the reprisals launched by the government after the mutiny in 1857, especially by the Vernacular Press Act of 1878.

Meanwhile, till the 1880s, Bengal was the hub of newspaper publication. A survey of the Indian Language Press by Sir George Campbell in 1876 showed that half of the total number of thirty-eight newspapers was published from Kolkata, though by that time newspapers from other parts of the country were also coming up. End of 1890s and the beginning of the 20th century saw some remarkable newspapers and journals coming out from Bengal including Sulava Samchar (1870) by Keshab Chandra Sen and Haishakar Patrika edited by Babu Kisari Mohan Ganguli. The first newspaper to espouse the cause of the working class, Bharat Shramajibi, was started as a weekly during this time. The first Bengali daily to adopt modern methods of production was Basumati (1880), founded by Hemedra Prasad Ghosh and edited by Krishna Kamal Bhattacharya. Surendranath Banerjee published Bengalee (1900) which was the first vernacular paper to subscribe to Reuter's foreign news

service. An associate of Bengalee was Nayak (1908), published by Panch Cowrie Bannerjee. Through Bande Mataram, another important newspaper of this period, Aurobindo Ghose proclaimed his philosophy and the "New Path" which meant passive resistance as an instrument of political action. In 1922 came Ananda Bazar Patrika, started by Mirinal Kanti Ghosh, Prafulla Kumar Sarkar and Suresh Chnadra Majumdar. Another daily named Jugantar was started in 1937 by the management of the Amrita Bazar Patrika, which scaled great heights under the editorship of Vivekananda Mukherjee.

Nevertheless, new publications including Loksevak (1948) and Jansevak kept coming in the first two decades after independence, especially under the leadership of Congressman Atulya Ghosh. In early 1980s three new newspapers entered the marked – The Telegraph in lieu of Hindustan Standard (1982), Aajkal (1982) and Bartaman (1984). Apart from these the CPI(M) started their mouthpiece in Bengali Ganashakti and CPI came up with Kalantar during that period. In this period, Amrita Bazar Patrika and Jugantar were shut down and another paper entered the market in 1992, Sambad Pratidin. (Arani Basu , https://www2.hu-berlin.de/transcience/Vol4_Issue1_2013_13_19.pdf)

Gujarati

Gujarati journalism owes its origin to the enterprise of the leaders of the Parsi community. The first Gujarati newspaper, *Bombay Samachar* began its long career in 1822. It is the oldest existing newspaper of India. Another paper which made an illustrious beginning was *Jam-e-jamshed* , a weekly started by Pestonji Motiwala in 1831. After 1850, the development of Gujarati journalism was marked by the starting of a number of papers, many of which had a s hort life. Some of the important newspapers of the time are *Kheda Vartman* (1861) from Kaira, *Surat Mitra* (1880) from Bombay, *Desh Mitra* (1873) from Surat and *Kathiawar Times* from Rajkot.

Marathi

Bal Gangadhar Shastri Jambhekar (1812-1846) has the distinction of pioneering Marathi journalism. Jambhekar launched the *Darpan* a bilingual fortnightly (English and Marathi) in 1832. Thefirst all Marathi journal was *Mumbai Akhbar* started in 1840. It carried news from all corners of theMarathi region. *Jnanodaya* started in 1842 was a

paper vocal in speaking out strongly against socialevils like child marriage. The back issues of this paper, according to media historians, are a source of the social history of Maharastra. Today there are 603 dailies in Maharastra, but the principal ones are: *Loksatta*, *Maharastra Times* , Times of India, and Navabharat Times (Hindi), *Navakaal* , *Janmabhumi* (Gujarathi), and *Sakaal* (Marathi).

Oriya

Journalistic activities in Oriya began rather late because printing came late to Orissa. The firstmonthly periodical in Oriya, *Jnanaruna,* came out in 1849 from the Orissa Mission Press. It was edited by Charles Lacey. It could not continue for long because of fi nancial difficulties. Another paper, *Prabhat Chandrika* , launched by the same Mission served the news and information needs of theliterate people of the region. But journalism of a more secular nature started with *Utkal Deepika* startedin 1865. This paper played a major role in the formation of a separate Orissa Province. Another newspaper that made much impact on Oriya journalism was *Asha* founded by Sashi Bhusan Rath in1913. The paper tried to make the British government aware of the people's grievances. The most prominent dailies of Orissa now are the *Samaj* and the *Prajatantra* published from Cuttack, the journalism capital of Orissa.

Punjabi

The first printing press in Punjab was established at Ludhiana in 1809 by English missionaries.The earliest Punjabi newspaper was a missionary newspaper. Maharaja Ranjit Singh, the great patriotand nationalist leader encouraged the development of Punjabi journalism. Today the prominentPunjabi newspapers are: *Ajit* (Jalandhar), *Jag Bani* (Jalandhar). There is also a prominent Hindi paper, *Punjab Kesari* , besides an Urdu one, *Hind Samachar* (Jalandhar).

Tamil

The first periodical in Tamil, *Tamil Patrika* was brought out in 1831 by the Religious TractSociety in Madras. The next Tamil Publication, another weekly named, *Dina Vartamaani* was broughtout in Madras from 1856 onwards by the Dravidian Press. It had a circulation of 1000 copies! The firstsecular Tamil press, in fact the only Tamil press till 1917, was *Swadeshamitram* started by G.Subramania Aiyar in 1882. Aiyar was also one of the founders of The Hindu. A great poet and patriotof Tamil Nadu, Subramania Bharati was a sub-editor with *Swadeshamitram* . Later he started two publications; India in English and *Balabharati* in Tamil. The British government annoyed with thewritings of Subramania Bharati, deported him to Pondicherry. The early Tamil newspapers foughtagainst superstitions and outmoded customs as much as they fought for freedom from the British.Today there are 276 dailies in Tamil Nadu. The major dailies are The Hindu, New Indian Express, *Dinamani* , *Dina Thanti*, *Malai Murasu*, *Malai Malar* and *Dina Malar*

Telugu

The earliest Telugu newspaper was *Satyodaya*, a missionary journal started from Madras by theChristian Association of Bellary in the 1830s.*Vrittantini* (1840), *Sujana Ranjini* (1845), *DinaVartamani* (1860) are all early newspapers in Telugu. Today the principal Telugu dailies are *Eenadu* (six editions), *Andhra Prabha* , Andhra Jyoti, Andhra Bhoomi, Visaalaandhra, New Indian Express,Deccan Chronicle and The Hindu. The principal publishing cities are Hydrabad, Vijayawada andVizag.

Kannada

The first venture in Kannada journalism was *Magalooru Samachar*, published from Mangalore in 1843. A publication of the Basel Missions, this paper was edited by Herman Moegling. Lack of subscription compelled the Basel Mission to shift the newspaper to Bellary where printing facilities were available. The name of the paper was changed now into *Kannada Samachara* . The first native

attempt at Kannada journalism was from Khiru Seshu who edited *Subudhi Prakasha* , a weeklyin 1854-55.

Jnana Prakasha , another Kannada newspaper was in circulation during 1855. D.VGundappa, T.T Sharma, P.R Ramaiah, M. Venkata Krishnaiah, R.R Diwakar, H.R Mohary wereoutstanding journalists of Karnataka. *Navayug* and *Rastramatha* were leading Kannada dailies which played an important role in freedom struggle.Today the principal dailies circulating in Karnataka are *Prajaavani*, *Udayavaani*, *Samyukta Karnataka* and *Kannada Prabha* . Weeklies like *Sudha, Taranga, Karmaveera, Mangala* and monthlieslike

*Tushara, Kasturi, Mayura*are popular. The English dailies with signi ficant circulation inKarnataka are The Hindu, Deccan Herald, The Times of India and The New Indian Express (https://www.scribd.com/document/137589443/Indian-Languane-Press)

STOP TO CONSIDER

There are many newspapers in Indian languages published. They were actively took part in Indian Freedom Struggle. The newspapers were also had a strong hold in society, hence they were opinion leaders and social changers.

SAQ:

Question 1. Discuss about the various language press.

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……

Question 2. What are the role played by the Indian language press?

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UNIT: 5

HISTORY OF INDIAN JOURNALISM, MEDIA AND SOCIAL REFORMS, MEDIA FACILITATING FREEDOM STRUGGLE AND MASS AWAKENING

Unit Structure:

5.1 Introduction

5.2 Objectives

5.3 History of Media: Global Scenerio

5.4 History of Print Media: Indian Scenerio

5.5 Press and Social Reforms

5.6 Pioneers of Indian Journalism

5.7 Press and Indian Freedom Struggle

5.8 Summing Up

5.9 Check Your Progress

5.10 References and Suggested Readings

5.1 Introduction

Dear learners, in this unit we will discuss the history of global and Indian media. The unit will also significantly discuss the role of media in freedom struggle. Media's active participation significantly aided the fight for Independence in India. Newspapers were the potent media tool during freedom movement. Further the unit will discuss about media's contribution towards combating social stereotypes along with knowing the pioneers of journalism in India.

5.2 Objectives

The present unit will fulfil the following objectives:

- discuss the history and evolution of media in the world.
- understand the history of journalism in India.
- know the pioneers of journalism in India.

- analytically acquire the knowledge about the role of media in India’s struggle for freedom.
- to understand how media plays a vital role in social reforms.

5.3 History of Media: Global Scenerio

China is credited with the invention of moveable type and paper, while the earliest known book printed with movable type was produced in Korea during the 14th century. In Europe, printing was mechanised for the first time in the fifteenth century. Created in China, the printing press revolutionized society there before being further developed in Europe in the 15th Century by Johannes Gutenberg and his invention of the Gutenberg press.

Around the beginning of the first millennium A.D., China produced the earliest known printed text.

The oldest known printed book is believed to be the Diamond Sutra, a Buddhist text from Dunhuang, China, which dates to the Tang Dynasty and was written sometime around 868 A.D. Block printing, a technique used to make the Diamond Sutra, involved using panels made of hand-carved wood blocks that were inverted.

A printed calendar from approximately A.D. 877, mathematical charts, dictionaries, almanacs, funeral and wedding guides, etiquette instruction, and children's educational materials are among the numerous texts from Dunhuang that have survived.

Texts in book format started to take the place of rolled-up scrolls during this early printing era. At the time, woodblock printing was also utilized in Korea and Japan, and metal block printing was also developed at some point during that period, typically for Buddhist and Taoist texts.

After the invention of the printing press, let us now know briefly about another means of early communication which is important from the perspective of history of media in global scenerio, which is the invention of the telephone. Today we take the ability to use a telephone for granted, but in 1876, Alexander Graham Bell was busy realising a dream that he hoped would once again revolutionise communication.

Guglielmo Marconi was the inventor of radio, who Improved and commercialized Hertz' apparatus. He used for radio telegraphy. He was among the first radio engineers. On December 12, 1901, Marconi's place in history was forever sealed when he became the first person to transmit signals across the Atlantic Ocean. Since its inception in the early 1900s, broadcast radio has amazed and pleased the public by delivering news and entertainment with a promptness never before imagined. Radio became the first electronic mass medium between 1920 and 1945, dominating "the airwaves" and influencing a whole generation of mass culture in addition to newspapers, magazines, and movies. With World War I the importance of the radio became apparent and its usefulness increased significantly. During the war, the military used it almost exclusively and it became an invaluable tool in sending and receiving messages to the armed forces. In the 1920s, following the war, radios began to increase in popularity amongst civilians. The British Broadcasting Company, or BBC, in London launched radio transmissions in the country in 1922. Although the broadcasts soon became popular throughout the United Kingdom, newspapers were still dominant until 1926, when they went on strike. At this point, the public's primary information sources were the radio and the BBC. It also developed into a form of entertainment in the United States and the United Kingdom, where family get-togethers in front of the radio became typical in many homes.

Compared to what Tesla and Marconi could have ever dreamed, radio has evolved into much more today. Radio broadcasts and traditional radios have gradually disappeared from the world. Rather, it has gradually changed as more Internet and satellite radio stations have been added. In addition to being commonplace in households, radios are also widely used in cars. Radio talk shows have grown in popularity as an alternative to music for many. In terms of two-way radios, digital two way radios, digital two-way radios provide encrypted one-to-one communication.

After the emergence of radio as a medium of communication in the world, television gained popularity. In 1939, television made its formal premiere at the World's Fair in New York. It was considered a humorous but superfluous gadget, and people still preferred to communicate by radio. When World War II first broke, radio's appeal soared because televisions were not yet ready to deliver rapid and reliable news. That was all starting to change in the late 1940s. The television set, which was first made commercially available in the late 1930s, has become a standard domestic communication device in homes and businesses, serving as a source of news and entertainment. Though the idea of delivering visuals over vast distances dates back to the 19th century, television did not become mainstream until the 1950s. Scottish inventor of television John Logie Baird (1888–1946) unveiled the first television system in 1926. Television is a multi-media system where visual media predominates. Television has the ability to take viewers to the real action scene so they may witness events unfold. In today's world, having a television in the house has become vital. We rely on it to keep us informed about current events across the globe and to amuse us with comedies, serials, and other entertainment-related programming. On September 7, 1927, electronic television was successfully exhibited for the first time in San Francisco. Philo

Taylor Farnsworth, who had been working on the system since 1920, created it. A television that displays images on a video screen by means of electronic signals is known as an electronic television. This kind of television is a visual medium that uses infrared rays, microwaves, or radio waves to broadcast images and sounds. The first electrical, color television system was created by RCA Laboratories' research team between 1946 and 1950. On December 17, 1953, a successful color television system based on a system created by RCA started airing in commercials.

Most wealthy countries have adopted digital television as the standard by the late 2000s. By 2010, the switch from analog to digital broadcasting will be finished in a number of countries worldwide. With the widespread adoption of digital television in the middle of the 2000s and the beginning of the 2010s, Smart TVs saw significant improvements in terms of affordability and functionality thanks to new features like 3D technology and 4K resolution capabilities, which produced sharper-than-before images.

After the advent of television in the history of media, cinema came into existence. The Silent Era marks the birth of cinema when marquee cinema was all about experimentation and pushing boundaries. All of the new discoveries of this era helped shape the eras that followed and the filmmakers and films that came after them. The experiments of Eadweard Muybridge aided in the creation of motion movies. The renowned Lumière brothers created the cinématographe. The Arrival of a Train at La Ciotat Station, a short film they screened in 1896, was one of their earliest public showings. The 50-second clip, which shows the occurrence in question, is alleged to have terrified viewers as a silent locomotive that seemed larger than life raced toward the camera.

It was time for the Lumières and their contemporaries to give the art a new depth after they had mastered the discipline of efficient visual composition. One of the first science fiction movies, A Trip to the Moon by Georges Méliès, released in 1902, marked this milestone. The nine-minute film centers on a group of astronomers who, naturally, travel to the moon and, in order to return home, must flee from its insectoid residents. Imagine how audiences responded to spaceships and alien combat if an ordinary train could wow them. Martin Scorsese's 2011 family film Hugo, a potent ode to Méliès's artistic approach, beautifully captures this enchanted era in filmmaking. Méliès received a the Legion of Honor in 1931 when historians rediscovered his lost works. It was not until 1925 when Warner Bros. commissioned the first sound-film system the Vitaphone and used it in the controversial 1927 musical The Jazz Singer. By signing Hollywood's best actors, such as Clark Gable and Joan Crawford, MGM controlled the film industry in the 1930s and closed the decade with a year full of classics in 1939. The Wizard of Oz, Gone with the Wind, Ninotchka, and numerous other highly successful films were released in that year alone. However, the Golden Age of cinema was only growing brighter at the same time as it was starting to find its dramatic expression in the musical, western, and comedy genres. With various new technological developments, the cinema industry have come a long long today.

After the introduction of cinema the world was introduced to internet. In 1967, the original Internet was created with military applications in mind. In its most basic form, an Internet is just a collection of computers that can communicate with one another and exchange data. When the Internet gained popularity, businesses were the main users for collaboration. The Internet is accessible to everyone and everywhere these days. These days, everyone agrees that the information revolution brought about by technology has had

a significant impact on business, the economy, everyday life, and our ability to control and govern our information.

In the 1970s, Bob Kahn and Vint Cerf developed the Internet. They started working on the creation of what is now known as the "internet." It was the outcome of an additional research project known as ARPANET, or the Advanced Research Projects Agency Network. The original plan was for this to serve as a network that could withstand a nuclear strike, for the Defense Team of the United States of America. In due course, it developed into a prosperous countrywide trial packet network. However, when did the first Internet go live? That is thought to have happened on August 6, 1991, the day the World Wide Web went live. British computer scientist Tim Berners-Lee presented a solution to his workplace, the international particle research laboratory CERN, in Geneva, Switzerland, in 1989. He put out a fresh idea for quickly and simply accessing all of the data on CERN's computer network by connecting and arranging it. What started out as his "network of information" eventually became the World Wide Web.

A broader, non-academic audience was introduced to the web with the release of the Mosaic browser in 1993, and individuals started realizing how easy it was to create their own HTML websites. Consequently, the quantity of webpages surged from 130 in 1993 to more than 100,000 at the start of 1996.

STOP TO CONSIDER

- The earliest known book printed with movable type was produced in Korea.
- In the 1970s, Bob Kahn and Vint Cerf developed the Internet.

- One of the first science fiction movies, A Trip to the Moon by Georges Méliès, released in 1902.
- Guglielmo Marconi was the inventor of radio.
- In 1939, television made its formal premiere at the World's Fair in New York.

CHECK YOUR PROGRESS

1. which was the first text book that was printed?
2. when did radio come into existence?
3. where was the first television premiere held?
4. trace the history of cinema in global scenerio.
5. who started the world wide web and in which year?

5.3 History of Print Media: Indian Scenerio

In the previous section of the unit we had a brief introduction to the history of print, electronic and new media in global context. But in this section, dear learners we will narrow down to the history of print journalism in India. We will categorise the history and beginning of press in India in three categories which are, Pre Independence era, post independence era and the present status.

5.3.1 Press in Pre Independence Era

Although newspapers had been operating in Goa since 1556, long before colonial administration, the founding of The Bengal Gazette signaled the beginning of the free press. James Augustus Hickey established it in 1780. The Calcutta General Advertiser was another name for the newspaper. James Hicky is credited with planting the seed of journalism in India during the colonial era, which is how the Indian press got its start. The first newspaper ever published was

called the Bengal Gazette, but it was shut down in 1872. The strong criticism of the East India Company in its publications was the cause of it. After the Bengal Gazette was stopped from publishing, many other newspapers came into existence, such as the Calcutta Chronicle, the Bengal Journal, the Bombay Herald, and the Madras Courier.

Press During The British Rule

The East India Company voiced its concerns about the news of their unethical actions in India when so many newspapers were introduced.

The East India Company attempted to place limitations on the publication of all newspapers and journals in order to stop the information published in these publications from getting to London. To impose restrictions to the publication of Indian press, the following Acts and Regulations were passed by the British Government:

1) **Censorship of Press Act 1799:** Lord Wellesley introduced the Censorship of Press Act, 1799, in that year. The intention was to prevent the French from disseminating any information that would endanger the British people. This statute made all newspapers subject to government inspection before to publishing. Later, in 1807, this statute was expanded to include all publications by Press Publications, including books, pamphlets, magazines, and newspapers. When Lord Hastings took over, the regulations were loosened.

2) **Licensing Regulation Act 1823 and John Adams Press Regulation:** In 1823, acting Governor-General John Adams promulgated the Licensing Regulation

Ordinance. Under this legislation, it was illegal to operate a press without a license. Indian-language newspapers or those edited by Indians were the target audience for the prohibition. Raja Ram Mohan Roy stopped publishing his Persian journal "Mirat-ul-akhbar," which he started in 1822, as a result of this.

3) **Metcalfe Act or Press Act 1835:** The Press Act or the **Metcalfe Act** came to be known as the *liberator of the press*. The act revoked the License Regulations of 1823. It enabled the press to be more liberal, which contributed to the development of press in India to a great extent.

   The main requirement of the Metcalfe Act was that the printer of the publisher of the newspaper must provide all details regarding the place of publication. If the instructions are not followed, the newspaper shall be stopped from publishing.

4) **Licensing Act 1857:** The Licensing Act of 1857 placed limitations on licenses and gave the government the authority to stop publishing and distributing any books, newspapers, or printed materials it possessed. The Metcalfe Act had already established a registration procedure, but this Act added restrictions on licensing because of the emergency created by the 1857 revolt. The government also retained the authority to forbid the publication and distribution of any books, newspapers, or printed materials.

5) **Vernacular Press Act 1878:** The local language press, or the vernacular or regional press, was a key instrument against British rule. As a result, in 1878, the government clamped down on the vernacular press. Lord Lytton was

responsible for the Vernacular Press Act. It was dubbed the 'Gagging Act' by the press. Using this act, magistrates can order any newspaper publisher to guarantee that they would not print anything that threatens the country's peace, and security. The magistrate's decision would be final. The English press was exempt from the law. The act gave the government the authority to issue search warrants and access newspaper premises without judicial authorisation.

STOP TO CONSIDER

- The development of Press in India was an important event in the history of the nation. It showed how the media and journalism could play a significant role in spreading the required message and information among the people. It had the power to generate a mass uprising and even initiate revolts and protests.
- *James Augustus Hickey i*s the father of the Indian Press.
- Press Censorship was imposed by Lord Wellesley in the year 1799 and imposed strict restriction on the newspapers published from India.
- Charles Metcalfe is known as the liberator of the Indian Press.

CHECK YOUR PROGRESS

1. why was the British government concerned about the Indian Press?

2. when was the Vernacular Press Act introduced?

3. how is the press an important tool in the freedom struggle?

4. which Act is known as the liberator of press?

5. who introduced the censorship of press act?

5.4 Press and Social Reforms

Press played a crucial role when it comes to social reforms. The press in India has been a catalyst for various social movements. It popularized reform movements against social evils, made the people aware about global agitation for freedom democracy and equality, reported calamities like plague and famine that killed thousands of Indians and also motivated people to protest against British rule and exploitation.

By providing a forum for the expression of criticism, the opposition to colonial rule, and the promotion of social justice, the Indian press was instrumental in accelerating social reforms prior to independence. The following are some ways that the press helped advance social changes prior to independence:

- **Exposing Colonial Exploitation:** Indian newspapers and journals revealed the exploitative aspects of British colonial rule, emphasizing cultural imperialism, political repression, and economic exploitation. The press pushed for self-rule and sparked popular outrage against colonial policies with biting editorials, essays, and cartoons.

- **Encouraging Nationalism:** Among the various Indian communities, the press was essential in creating a feeling of shared national identity. Newspapers that supported nationalism included The Hindu, Amrita Bazar Patrika, and Kesari. They also pushed for Indian culture, languages, and customs, as well as freedom from British authority.

- **Supporting Social Reforms:** Indian newspapers were instrumental in promoting social reforms that attempted to address the myriad social inequities that were pervasive in Indian society, including gender inequity, caste prejudice, and religious dogma. Periodicals such as Prarthana Samaj and The Indian Social Reformer supported social reform movements headed by leaders such as Mahatma Gandhi, Ishwar Chandra Vidyasagar, and Raja Ram Mohan Roy.

- **Mass Education:** The media was essential in raising public awareness of social concerns and the need for reform by educating the public about them. Newspapers discussed societal problems such as child marriage, sati, untouchability, and women's subjugation in their articles, essays, and editorials, which sparked public debate and helped advance reformist agendas.

- **Legislative Reforms:** Indian press actively advocated for legislative changes to address discriminatory practices and social inequities. Publications such as The Bengalee and The Indian Mirror, for instance, promoted the elimination of child marriage and sati, which resulted in legislation modifications like the Age of Consent Act of 1891 and the Bengal Sati Regulation Act of 1829.

- **Empowering the Marginalized:** The press gave voice to underrepresented groups and fought for their respect and rights. Newspapers run by Dalits, such as Mooknayak and Bahishkrit Bharat, were instrumental in fighting against the caste system and promoting Dalit rights.

5.5 Pioneers of Indian Journalism

The Indian press has a rich history. Dear learners let us learn about the pioneers who contributed towards the Indian press:

- **James Augustus Hickey**: considered the father of Indian journalism, Hickey started the "Bengal Gazette" or the "Calcutta General Advertiser" in 1780. It was the first newspaper printed in India and played a crucial role in shaping the early landscape of Indian journalism.

- **Raja Ram Mohan Roy:**Raja Ram Mohan Roy was an ardent supporter and patronizer of freedom of press. He was a pioneer of Indian Journalism. He brought out journals in some major languages including Bengali, Persian and Hindi in order to create socio-cultural and political awareness among the people of India. He was deeply devoted to the work of religion and social reform, so he founded the 'Brahmo Samaj in 1825. He condemned polytheism and idol worship and propagated the concept of one God. He is truly said to be the Father of the Indian Journalism. In 1822, Ram Mohan published MIRAT-UL-AKBAR in Persian language. The Mirat-ul-Akhbar happened to be the first journal in Persian language to be published in India. Brahmonical Magazine ceased to exist after publication of few issues. But Sambad Kaumudi, a newsweekly, covered topics such as freedom of press, induction of Indians into high ranks of service and separation of the executive and judiciary. Ram Mohan made a significant contribution to the advancement of Indian journalism. He was the first Indian to recognise the newspaper's potential as a vehicle for spreading knowledge.

- I**shwar Chandra Vidyasagar:** Not only was Vidyasagar a social reformer but he was also a journalist and a pivotal figure in the Bengal Renaissance. His editing and publishing of publications like "Shome Prakash" and "Tattwabodhini Patrika," which promoted social changes including widow remarriage and women's education, made a contribution to journalism.

- **Bal Gangadhar Tilak:** A well-known journalist and patriot, Tilak started publications including "Mahratta" in English and "Kesari" in Marathi. These publications were vital in stoking nationalist feelings and organising public opposition to British colonial rule. Generally regarded as the pioneer of the independence movement, he oversaw the publication of two journals, Kesari in Marathi and Mahratta in English. Notable personalities in the liberation movement Gopal Agarkar and Vishnushastri Chiplunkar also established the publications. Both publications frequently included nationalist pieces that frequently criticised the British. Kesari, which began operations in Pune on January 4, 1881, documented the social history and independence movement of pre-independence India. It has also chronicled the progressive transformation of Maharashtra and all of India from impoverished, agrarian nations into industrial superpowers. In the years leading up to and including independence, Kesari was also a major force behind the socio-political movement. One of the most well-known leaders of the Indian liberation movement, Bal Gangadhar Tilak, used it as his sociopolitical platform. He used Kesari as a platform to disseminate his political and social views and refute those of his rival.

- **Annie Besant:** A theosophist and social reformer from Britain, Besant had a big impact on Indian media. Through her editing of publications like "New India" and "Commonweal," she promoted social reforms, worker rights, and Indian self-rule.

CHECK YOUR PROGRESS

1. Who started the newspaper Kesari?
2. How Annie Besant contributed to the Indian Journalism?
3. Ishwar Ch. Vidyasagar was the editor which two publications?
4. In which year, Mirat Ul Akbar was published and by whom?
5. In which year Hicky’s Gazette was first published?

5.6 Press and Indian Freedom Struggle

An essential and pivotal role in the Indian independence movement was performed by the press. Newspapers developed become effective mobilisation tools that helped bring disparate populations together for a single cause and propagate nationalist ideas. Newspapers like The Hindu founded in 1878, and Amrit Bazar Patrika, 1868 contributed towards the freedom struggle to a very significant extent.

The Indian press has undergone multiple periods of growth. Following independence in 1947, it was recognised as a valued ally in the fight for independence. It was dubbed "the nationalist press." The press that backed the freedom movement. In this section we will discuss about the role of Mahatma Gandhi in the freedom struggle where he used the press as the weapon.

During the Indian independence movement, Mahatma Gandhi's work as a journalist played a crucial role in influencing public opinion, rallying support for independence, and promoting social reform. Gandhi's dedication to the truth, nonviolence, and productive activity defined his journalism. The following are some salient features of his journalistic role:

Throughout his life, Gandhi launched a number of newspapers, including "Navajivan" in India, "Young India," and "Indian Opinion" in South Africa. Gandhi used these periodicals as forums to discuss his beliefs in Sarvodaya (the welfare of all), Satyagraha (the truth-force), and nonviolent resistance.

Gandhi reached a larger audience by using his newspapers to spread his beliefs in nonviolence, civil disobedience, and independence. He encouraged people to take part in the nonviolent freedom movement by using his publications to elucidate the idea and tactics of satyagraha. Gandhi supported the Swadeshi movement and the use

of hand-spun cloth, or Khadi, as symbols of independence and defiance of British rule through his publications. He urged Indians to switch from buying British to buying native things in order to develop their economy and revitalise their culture.

Gandhi opposed untouchability and the caste system. Through his newspapers, he advocated for the rights and dignity of Dalits, who were traditionally known as untouchables in Indian society, and waged a campaign against social ills like prejudice and untouchability.

Gandhi's journalism concentrated on drawing attention to the social injustices and disparities—such as poverty, illiteracy, and gender discrimination—that are pervasive in Indian society. Through his journals, he attempted to bring attention to these problems and galvanise public opinion in favour of social reform and advancement.

The injustices and atrocities carried out by the British colonial government, such as the Rowlatt Act, the massacre at Jallianwala Bagh, and the harsh land revenue laws, were largely brought to light by Gandhi's newspapers. He advocated for India's self-rule and sparked popular outrage against colonial oppression through his books.

A key factor in the success of the liberation movement was Mahatma Gandhi's work as a journalist. He inspired public opinion, garnered widespread support, and gave the Indian people moral guidance in their struggle for social justice and independence through his newspapers.

5.6.1 Press After The Freedom Struggle

The Indian press remained vital in influencing the political climate of the nation, promoting democratic ideals, and pushing for social

advancement even after India won its freedom from British rule in 1947. As watchdogs, newspapers and other media outlets ensured transparency in government and held public officials and the government responsible. After Independence the press too contributed towards nation building. There was a lot of passion for articulating the desires and goals of the country and creating a powerful, independent India. These desires and goals were both fuelled by and a part of the press. The press was meant to assist the government's development initiatives and contribute to the process of constructing a nation. The press was so highly valued that it was referred to be the fourth estate, after the legislative, executive, and judicial branches.

Jawahar Lal Nehru, the first prime minister, made significant contributions to the growth of the press as well. He pressed for a free and fair press.

After independence, the government felt compelled to regulate the newspaper sector. As a result, the First Press Commission of India was established in 1952 with the goal of assisting newspapers in preserving their independence, raising the bar through a code of conduct, and upholding both high public and professional standards. The Press Council of India was founded in 1966 and the Press Council Act, 1965 was approved as a result of its suggestions.

With time , and the emergence of digital media and the new media after reach and access of information is possible. Despite this the Indian press is still growing and expanding despite the rise of television. In India, there were just 240 daily newspapers produced in the 1950s. In 1990, there were 2, 856 dailies, and by 2000, there were 5364 daily newspapers. Over a lakh publications were registered with the RNI as of March 2018 and over a 146,000

registered newspapers and periodicals as of 2023 the print media industry is still thriving.

STOP TO CONSIDER

- Mahatma Gandhi published "Navajivan" in India, "Young India," and "Indian Opinion" in South Africa.
- The Hindu was founded in 1878, and Amrit Bazar Patrika , 1868.
- There are 146,000 registered newspapers and periodicals as of 2023.

5.7 Summing Up

In the fight against colonial rule, print media was a crucial instrument for advocacy, communication, and mobilisation during India's independence movement. Newspapers had a significant role in influencing public opinion, igniting large-scale movements, and ultimately leading to India's 1947 declaration of independence.

Newspapers, which were widely read throughout the nation, served as the main information source during the independence campaign. In order to keep people informed and involved in the movement, they gave information on political developments, the actions of nationalist leaders, and the advancement of the freedom struggle. Print media played a vital role in mobilizing the masses and galvanizing public opinion against British colonial rule. The exploitation of Indian resources, the economic problems that Indians endured, and the oppressive colonial policies were among the injustices and crimes carried out by the British colonial administration that the print media revealed. Newspapers covered

events like the massacre at Jallianwala Bagh, which increased awareness of and disapproval of British rule worldwide.

Thus the press was a potent tool in the Indian society which brought social reforms and also played a crucial role in the independence struggle.

5.8 Check Your Progress

1. Analytically trace the history of global media.
2. Discuss the history and begining of global cinema.
3. who is considered the father of Indian Journalism? Discuss the history of Indian press.
4. who are the pioneers of Indian Journalism?
5. How did Mahatma Gandhi as a journalist play a crucial role in India's freedom struggle?
6. critically discuss the role of Raja Ram Mohan Roy in the freedom struggle.
7. How did media participate in the social reforms?
8. state the current status of press after Independence.

5.9 References and Suggested Readings

1. Handbook of Journalism and Mass communication (Vir Bala Agarwal and B.S. Gupta)
2. The Press In India An Overview (G.S. Bhargava)
3. Mass Communication, Principles and Concepts (Seema Hassan)
4. Role of Press and Indian Freedom Struggle: All Through the Gandhian Era (A.S. Iyenger)

UNIT: 6

HISTORY OF PRESS IN ASSAM, ROLE OF PRESS IN ASSAM IN THE FREEDOM STRUGGLE

Unit Structure:

6.1 Introduction

6.2 Objectives

6.3 History of press in Assam

6.4 Role of Press in Freedom Struggle

6.5 Summing Up

6.6 References and Suggested Readings

6.7 Model Questions

6.8 Answer to check your progress/Possible Answers to SAQ

6.1. Introduction

In Assam, there are various languages spoken among the different communities. Mainly the Assamese is lingua franca for the state as this is state language, but Bengali and Hindi are also used widely as many peoples are from that linguistic community. Besides these Indo Aryan languages, there are various languages spoken in Assam under the Bodo Naga linguistic stock. Bodo Naga is a linguistic stock originated from Tibeto-Burman group under Sino-Tibetan family. So, almost eleven linguistic communities from the Bodo group are there in Assam. Within these group, major linguistic communities are Bodo, Rabha, Karbi, Mising, Deori, Tiwa etc. With

these much of linguistic communities, it is difficult to determine a single language as always acceptable language. But as the Assamese is the state language and also the dominant language in the Brahmaputra valley, it became the lingua franca for the people residing in Brahmaputra Valley. In Barak Valley, Bengali is dominant language. So if we have to trace the history of press in Assam then we need to consider Assamese, Bengali, Hindia, English, Bodo, Karbi etc. language press serving the people of Assam.

Started with O*runodoi* in 1846, Assamese newspapers are publishing in Assam from different places. Most of these newspapers are published from Sivasagar, Dibrugarh, Jorhat, Tezpur and Guwahati. Both Assamese and English newspapers are publishing since the first part of twentieth century. But daily newspapers were publishing from 1935 onwards with *Natun Asomiya*.

Presently, more than a dozen Assamese newspapers are publishing along with English, Hindi and Bengali newspapers. There are daily newspapers in Boro and Karbi languages published from the BTC area and Karbi Anglong District respectively.

6.2 Objectives

This unit is an attempt to analyse the ideas

- about the brief history of press in Assam
- to give an overview how many language have their own media in contemporary time
- A little detailed discussion on Assamese press as dominant media
- about the role of Assam press during freedom movement in India

6.3. History of press in Assam

The introduction of first printing press by the American Baptist Missionaries marked birth of journalism in Assam. The Baptist mission press at Sivsagar published *Orunodoi*, the first Assamese newspaper in January, 1846. Two American Baptist Missionaries Dr. Nathan Brown and Oliver T. Kotter were the men behind this landmark work. The publication of *Orunodoi* in Assam is an epoch changing event not only the history of Assam but also in the social history in the region. *Orunodoi* was a combination of both a magazine and newspaper. In Assamese the paper *Orunodoi* introduced as *Orunodoi* Sambad Patra from January 1846 to December 1850 and as *Orunodoi* only from 1851. (*Dr. Maheswar Neog,1998*). Besides fulfilling the objectives of newspaper and magazine together *Orunodoi* was a precursor of Assamese grammar, dictionary, drama and poem, various types of article and school books. The cluster of Assamese letter and spelling and spelling system had undergone a process of change and development during the early years of *Orunodoi*. The structure of Assamese language and way of expression changed too and all these together brought a new rhythm to Assamese language and literature. In the first issue it was written as The *Orunodoi* a monthly paper devoted to religious science and general intelligence. It encouraged studies devoted not only to religion but also to science and general intelligence.

In spite of its limitations, The *Orunodoi* inspired the younger generation and prepared the ground for an intellectual awakening. The sincere effort of American Baptist Missionaries in spreading the news of science and technology and contemporary world to every nook and corner of Assam through *Orunodoi* had broaden the mental horizon of Assamese people

and brought a sea change into sphere of Assam language, literature and culture. It also succeeded in kindling and fostering a spirit of enquiry among the Assamese people.

The *Orunodoi* gave an impetus to the birth of a galaxy of Assamese newspaper and Magazine in Assam both in English and Assamese. In last decade of 19th century was marked by the appearance and disappearance of over a dozen of newspapers and journals.

It is a thing of great surprise that the second Newspaper in Assamese language *Assam Bilasini* was published from Majuli, a very isolated place. This indicates the courage, determination and farsightedness of Sri Sri Duttadev Goswami, Satradhikar of Auniati Satra, Especially when we look at the situation of Assam at that period time (1870-1871). It was extremely courageous task on the part of the Auniati Satradhikar to set up a printing press and bring out a newspaper from a river island like Majuli. It is being noted that Majuli did not also have the atmosphere and infrastructure for running a printing press and a newspaper. Sri Sri Dattadev Goswami himself was the editor of *Assam Bilasini*; Sridhar Baruah ojha was the publisher for long twelve years up to 1883. *Assam Bilasini* was a great achievement of the great vaishnavite and erudite scholar revered Dattadev. But it cannot be said the educated young generation was impressed by the topic selections, sentence framings etc. of *Assam Bilasini*.

The *Assam Bilasini* was published from Jorhat for the second time as a weekly (1993-1924). Many literatures stared their literary carriers through *Assam Bilasini*.

Assam News (1871-1883), the first Newspaper published from Guwahati was bi-lingual. News and articles were published in both Assamese and English in this weekly. This is the first Assamese weekly & bilingual newspaper. The Editor of this paper was author of ‘Hemkosh’ dictionary. Hem Chandra

Baruah better known as the “Master of Assamese Language”. Assam News was published from the Assam printing corporation set up by “Baruah Phookan Brothers”. Abhay Shankar Guha was the Assistant Editor of Assam News. Assam News brought a new era to Assamese Language. Assamese spelling took a modern form in this newspaper. It did the spade work for creation of Assamese prose & poetry in modern form. Not only literature but also socio-economic & political analysis of different issues pertaining to Assam is featured in Assam news. The use of the word BATORI KAKOT in Assamese from English word NEWS PAPER was started in this newspaper. Hem Chandra Baruah managed to publish the paper very nicely from 1882 to 1885.

Assam Banti (1900-1944) was exception in several contents. No such instance is known before *Assam Banti* that public donations were raised after organizing a meeting in order to set up a press and bring out a newspaper from it. When the publication of the paper had to be stopped under the burden of liabilities, Padma Gohain Baruah collected contribution from people all over Assam. No other Newspaper in Assam is known to have undergone such circumstances.

The first editor was Mathura Mohan Baruah, the second Jaydev Sarma and after that Padma Nath Gohain Baruah. This is significant for the history of Assamese Newspapers that *Assam Banti* became the first newspaper to survive for 44 years.

The publication of *Asomiya* was one of most significant contributions of the famous Agarwalla family of Assam to the Assamese language, literature and culture. It brought revolution to the history of Assamese Journalism. This weekly was published from Dibrugarh since August 26, 1918 with a view of “taking country on the path of progress by publishing new developments in the country and abroad, by publishing the

injustice, grievances, necessities in conveniences of the publics by focusing on the causes of their ill fate & discussing their remedies and over remaining conscious as the representative of the public." (*Radhika Mohan Bhagawati,1998*). Famous poet Chandra Kumar Agarwala spearheaded the publication works. From 1924, the paper began to publish from the new press of Guwahati. The paper was initially weekly, but a tri-weekly edition was also published during the period 1930-1942. The Editors of this paper were_Sadananda Dowarah, Maheswar Baruah, Omiyo Kumar Das, Harendra Nath Baruah, Lakshmi Nath Phukan, Ananda Chandra Baruah, Mohan Chandra Mahanta, Padmadhar Chaliha, Jyoti Prasad Agarwala, Jogendra Nath Borkakoti.

'*Dainik Asomiya*' was published in 1946 from the *Asomiya* establishment. Its founder editor was Debakanta Baruah. The publication of *Dainik Asomiya* was started in January 26 1946. It was written as *"The daily edition of Asomiya established by late Chandra Kumar Agarwalla. The paper was of six pages in foolscap size. It was printed at the bottom of the last page Editor Sri Debakanta Baruah printed and published by Sri Sonaram Bez at new press Guwahati, on behalf of Assam printers and publishers Ltd."* This newspaper started a column for the children named 'Akonir Chora'. The standard of poems, articles, and other discussion published in this forum were quite high. It was new addition to the world of Assamese Journalism.

The column 'letter to the editor' was also attractive. Open discussion were held on important topics by publication of arguing letter on those. This was the second Assamese daily newspaper, which used Tele-printer for getting news.

Deka Asom was of four page of foolscap paper. In the first issue it was written-first year, first issue and started in 1935. Editor was Sri Ambikagiri Raychoudhary. The objectives of *Deka*

Asom, was to be the spokesman of conservation forum in the context of nation building. This newspaper played a significant role in the development of Assamese nationalism in that period. It published a series of informative, analytical articles.

The weekly newspaper *Batori* established by distinguished Assamese tea planter Siva Prasad Barooah was launched in October 1930 and it was printed

at the press of Jorhat Dass Company. Later this newspaper was converted to *Dainik Batori* in 12 August, 1935 is a memorable day in the history in the history of newspaper of Assam as the date of birth of the first Assamese daily newspaper.

Generally, the daily newspapers are town or city based; but *Dainik Batori* was an exception in this respect. It was published from Thengal, 8 miles away from Jorhat the place of Siva Prasad Barooah's residence. The circulation hardly exceeded 2,500 copies. But it carried the Associated Press & Reuters News. It was first which purchased the foreign news from the news agencies sent via Telegraph. They had total 55 employees along with 20 compositors. From the first issue it published with 45 cm long and 30 cm wide paper which contain 8 pages. Editor was Nilomoni Phukan. According to Lakhminath Phukan this was may be the first daily Newspaper of India which published from a village where there was no post office even. Only after the publication of this newspaper a small post office was established in that place. (*Prakash Goswami, 1998*)

Nagaror Kotha the first daily Newspaper of Assam was started on July 20, 1935. The editor was Mr. Mafjal Hussain. No one wants to recognize the paper as the first daily newspaper of Assam as it carried the news of incidents in Jorhat town only; there was not news of the country and abroad. According to Eminent Journalist Lakhminath Phukan Dainik Batori was the first Assamese daily Newspaper. *Nagaror Katha* was only a

bulletin. (*Prafulla Ch. Baruah, 1998*). However, *Nagaror Katha* survived for a few months, though there is no confirmed information about it. It was printed at the "Assam Printing Works" of Jorhat Das & Company. The paper was of four pages in foolscap size. Though there is no evidence, some people say that about hundred fifty copies were printed.

Distinguished Gandhian leader Dr. Hare Krishna Das launched a weekly paper named *Assam Sevak* by setting up a press of the same name in Guwahati in 1937 with the purpose of discriminating the message of freedom movement in the country. The first issue of the paper was published in November 28, 1937. Debendra Nath Sarma was the Editor. Dr. Das himself acted as Editor from June 5, 1938 to November 20, 1938. Then he appointed Bijoy Chandra Bhagavati as Editor. The press was also shifted to Tezpur for convenience of Bhagavati at his request. The paper began to be published at Tezpur from January 1, 1939 under the editorship of Bijoy Chandra Bhagavati. The Government forced to closed the press of this paper in the mass movement of 1942. The paper was relaunched on January 14, 1948 and was in print till September 20, 1953.

The weekly Assamese Newspaper *Tarun Asom(1939-1942)* published from Dibrugarh survived only for four years. Owner & founder of this paper was Nandeswar Chakravarty a distinguished personality of Dibrugarh. Tarun Kumar Bhattacharya was the first Editor. After him, eminent historian Bendhar Sarma became the Editor.

This paper is known to have made special contribution towards the journalistic excellence in Assam. The paper could not become popular for many reasons, though Benudhar Sarma had made an attempt to bring some specialty in the paper by using old proverb; adage etc.

Eminent Educationalist Mahesh Chandra Deva Goswami made a significant contribution to the Assamese Newspaper world through the fortnightly newspaper *Bihlongoni*. The first issue of *Bihlongoni* was published on September 6, 1947, but it could not become regular for many reasons. It appeared for the second time in October 1949, that time also it become irregular. Again it appeared for the second time in October 1949, that time also it become irregular. Again it appeared for the third time on August 15, 1980. But this time too there were many obstacles which prevented the paper becoming irregular.

Another significant contribution was brought to the world of Assamese journalism with the weekly *Janambhumi* in March 1947. It is the oldest Assamese paper in circulation. The first editor of this paper was Dulal Chandra Bhuyan, then lecturer of J.B. College, Jorhat. The second editor was Sri Jagadish Phukan son of distinguished journalist Lakhminath Phukan. Sri Trailukya Nath Sarma was a man closely associated with the paper since its inception, functioned as an editor from 1951 to 1969. There after Sri Prafulla Boruah remained editor from April 1969 to November 1986, and after him Sri Manoram Baruah took charge as editor.

Janambhumi was first printed at the Darpan Press and then at Annada Printing Press. After that the paper has its own press named as *Janambhumi* press in 1949. It was nationalist in principle right from the beginning. Protection of the interest of Assam & Assamese people was its main principle. The pre-censorship was introduced in this paper as well as several other papers in Assam during the anti-foreigners movement. Eminent journalist, intellectual & revolutionary leader of Assam, Kedarnath Goswami wrote the political commentary in this paper regularly for a long time. The columns by Dr. Bhupen Hazarika, Lila Gogoi were quite attractive for the readers. A

singular success of this paper was the birth of the organization 'Mainar Mel' in Assam from the column 'Mainar Mel' in this paper. The column was run by Sri Trailukya Nath Sarma & Sri Hemanta Bordoloi in the beginning. Many new feature and practices were started during the time of Prafulla Baruah. Those are _ (1) Publication of a special magazine supplement on the Bohag Bihu occasion, (2) Publication of a regular forum on cinema (3) Starting a special forum "along the cover of green leaves" to give encouragement to the educated people and children of the tea gardens (4) Opening a separate forum for the youths, (5) Launching a column where live and achievement of the Veteran Assamese litterateurs where discusses, (6) Youngstar special column and etc.

Though it was Sri Debeswar Sarma who had taken the initiatives of founding the '*Janambhumi*' establishment, later his brother Sri Kanak Chandra Sarma looked up the entire management and administrative responsibilities while bringing out the '*Dainik Janambhumi*' on June 1st 1972 as a daily newspaper. This was the new addition of *Janambhumi* Press along with the weekly *Janambhumi*. The founder editor of *Dainik Janambhumi* was Kanak Chandra Sarma. After him Sri Prafulla Baruah was the editor. Again Kanak Chandra Baruah became the editor of the newspaper and afterward, Jatindra Kumar Borgohain, Dhirendra Nath Chakraborty, Dr. Jogendra Nath Baruah, Debo Kumar Bora were the editor of the newspaper. This newspaper's contribution to Assamese journalism is very significant. They published important international and national news along with the local news stories. This newspaper used modern medium for getting exclusive news. This newspaper also gave importance to the public interest issues and also focuses on news related to state, development news like agricultural column for the farmers of state. *Janambhumi*, every year published a special supplement

magazine during the occasion of Rongali Bihu and Durga Puja. This paper is in circulation and one of the oldest news papers of the Assam.

Another daily of Assam *Natun Asomiya* first published on 26th of June 1949 on behalf of Ramdhenu Publication Limited of Guwahati. Poet Devakanta Baruah was the first editor of the newspaper. For a short period it was weekly. When Devakanta Baruah was elected as Member of Parliament, Kritinath Hazarika served as editor of this newspaper. During those days the paper became daily newspaper. In 1955, Harendra Nath Baruah took charge as editor of the paper and his service continued for 20 years. After him Radhika Mohan Bhagawati became the editor. Due to financial and management crisis after the death of Indra Kamal Bezbaruah, the main force behind this newspaper, *Natun Asomiya* again reverted to weekly and stopped its publication in 1982. This newspaper proved that an Assamese daily can survive for more than three decade and can get readers for the growth. The newspapers had a great numbers of readers as this newspaper was involved in creating awareness about the various issues of Assam. This newspaper played a crucial role in the Indo-China war (1962), Refinery movement and also language movement in Assam. This newspaper also paved the way to take journalism as a profession in Assam.

The oldest Assamese daily in circulation, *Dainik Asom* was published by The Assam Tribune Group in 4th August, 1965 from Guwahati. The first editor was famous journalist Kirtinath Hazarika. *Dainik Asom* played a role in the various issues related to Assam. This newspaper helps to create an environment of professional journalism in Assamese which was then initiated by *Natun Asomiya*. Major role of this newspaper were played during the famous student movement in Assam from 1979 to 1985 by creating awareness among the common mass people of

Assam about this movement and motive. *Dainik Asom* first introduced the professional cartoons in the newspaper on regular basis. Assam government imposed the censorship on this newspaper during the 1980 but the newspaper fought against this imposes in the court of law.

In 15 August, 1987. Sentinal group came out with an Assamese daily newspaper *Ajir Asom*. It was started with a view to focus common people's life to the people of Assam. In that period *Dainik Asom* was published from Guwahati and *Dainik Janambhumi* from Jorhat, and those two newspapers already in the heart of Assamese people. It is remarkable in the history of Assamese newspaper to publish another newspaper at that time within limited readers. Radhika Mohan Bhagawati was the founder editor of the newspaper and serves a very long period of time in this newspaper. This paper boasts of publishing the writings of several well known writers like Sayed Abdul Malik, Nabakanta Baruah and Jogesh Das. It took a new turn to Assamese Journalism by introducing special Sunday and Saturday supplement, Occasional literary columns and puzzle games for Children and preferred scientific writings also popularized the paper.

After this, Assamese press got a new momentum in the history of journalism in Assam. Numbers of new newspaper started their publications and marked some innovative creation and add a new life to Assamese press. Among those *Natun Dainik* was one of them. It was published by Young Businessman Surya Hazarika in January 1988 from the Chandrakanta Press Pvt. Ltd. in Guwahati. The renowned writer Chandra Prasad Saikia was the founder editor of the newspaper. This paper brought a new era to the development of Assamese newspaper. It took new turn with the invention of Sunday special contain different new topic like Science & Technology, education, culture, youth affairs,

women issues etc. to give new taste to reader and also for better benefit. This newspaper tried to present on these topics with a new dimension and in an attractive way. For these reason it got popularity among the reader within a short period of time. But it has gradually lost its readers and popularity as the arrival of new newspapers with better page makeup and layout with variety of new topics covered.

Growth of Assamese newspapers and magazines get accelerated since the Assam agitation during 1980 onwards. The phenomenon became more prominent in the later years. Once again, the professionalism in journalism climbed one step ahead with these new practices. As we are very young and did read the newspapers and magazines those days, it is our experience that a new era for Assamese nationalism was began with the publications of newspapers, journals, magazines and even the new books. There has been always a competition among the newspapers to exhibit their new skills in journalism and also in production of newspapers. Ideological support or opposition by the newspapers to the various groups during the agitation was seen.

After 1990, a new chapter began in the history of language press in Assam with many publications came up within a short span of time. As we have already mentioned about the *Natun Dainik* which was started with new techniques in journalism, paved the way to later publications .*Ajir Batori*, published in December, 1991 with the editorship of Dhirendra Nath Chakravorty, bought new bloods in the field of journalism to lead from the front. Manoj Kr. Goswami, then executive editor of *Ajir Batori* was one of the young journalists to reach to that position of mainstream journalism those days.

Asomiya Pratidin (1995), is another popular newspaper started their publication from the house of *Sadin* a popular weekly from

Guwahati. Founder editor Ajit kr. Bhuyan with executive editor Parag Kr. Das brought a new style of language used in this paper which was mostly the Guwahati's urban dialect. Till then, newspapers used the standard dialect of Assamese which is deviated by this newspaper to attract the young generation and little educated peoples. Political commentary and analysis were one of the major attractions of this newspaper. As *Asomiya Pratidin* printed in 8 pages so, much more coverage along with advertisements got place there. This newspaper covers international, national state news along with the special city page which was unique at that time. Photographs got more importance in this newspaper and others were followed it later on. This is the highest circulated newspaper in Assam.

In the same year, *Dainik Agradoot* (1995) was first published on 6th October. This newspapers is publishing from the Agradoot Publisher private Limited, Guwahati under the editorship of Kanak Sen Deka. Kanak Sen Deka already publishing a popular tabloid published twice in a week from the same house. The rise of Kanak Sen Deka as an editor of a reputed daily newspaper in Assam is a story of long journey of ups and downs. He was the editor, publisher, reporter and seller of *Agradoot* in eighties. From that stage he did struggle to make this one man newspaper to the daily after almost thirty years. The first editorial of this daily newspaper was titled as '*Bhoi Nai*' means no fear. This title of the first editorial explained the arrival of a newspaper which makes people believes to be fearless to speak the truth. According to the editorial, the main characteristic of this newspaper is the objective journalism. As declared in the editorial, this newspaper is trying to give information on different topics in order to fulfill the various requirements of the readers.

Another popular Assamese newspaper, *Amar Asom* was published from the G.L. Publications, Guwahati on 21st April, 1997. The founder editor of this newspaper was eminent writer and award winner Homen Borgohain. This is the first Assamese newspaper to publish with two editions from Guwahati and Jorhat simultaneously in its first publication. This newspaper started the colour printing on regular basis for seven days in a week in 1999. Earlier also *Ajir Batori* printed colour pages on the Sunday or other supplements. The main motto of the newspaper is '*satya nistha sangbadikotat utsargita*' written in the must head which means 'dedicated to truthfulness journalism'. This newspaper is trying to give new taste to the readers by introducing new columns especially for the literature and culture and received good response from the readers.

Aji is another Assamese daily newspaper published from Guwahati under the editorship of Ajit Kr. Bhuyan. This was started its publication from Ramdhenu Prakashan Private Ltd, Guwahati on March, 2000. The motto of this newspaper was '*jati, mati aru manuhar babe*' written on the must head means 'belongs to nation, land and people'. This was followed by the editorial policy till the editorship of Ajit Kr. Bhuyan(2000-2006). This newspaper had also influence on the common people and some specific areas.

Frontier Publication Private Ltd., Guwahati published an Assamese daily newspaper *Asomiya Khabor* on 20th November, 2001 under the editorship of Dr. Khiren Roy. The newspaper published simultaneously from Guwahati and Jorhat. From the very beginning, the newspaper was published with colored pages and tried to attract the attention of the readers with well decorated layout and design. This newspaper gives national and international news coverage more than the other existing Assamese newspapers. This newspaper tried to attract the youth

generation with some new pages and column like beauty and fashion, fashion photo and short stories and novel in series. The newspaper did publish for 12 pages, and later on other newspapers in Assamese language did follow the number of pages.

Dainik Janasadharan is another Assamese daily newspaper published by Janasadharan Printers and publisher private Limited. It publishes in two editions, from Guwahati and Jorhat. The founder editor was Manoj Kr. Goswami. The researcher had experience through the conversation with various readers this was popular for its literary pages and for the news editing style.

Ajir Dainik Batori was first published on 16th January, 2005 from Guwahati by H.K. Publication under the Chief editorship of Homen Borgohain. This is first Assamese newspaper with seven columns and also published from three places simultaneously from the first issue. This was published from Guwahati, Dibrugarh and Lakhimpur. Later on one more edition was from Silchar, which is for the first time any newspaper added this remote place of the state for its edition. With full colored pages, it gives more emphasis on the local news coverage along with national and international news coverage.

Adinor Sambad is another newspaper published from Guwahati on 29th October, 2006 under the editorship of Adip Kr. Phukan. This newspaper was published from Asom Infomedia Private Limited, Guwahati. This newspaper has also tried to add some new innovations to the Assamese journalism with news and feature content. Its' contents like school profile, interview, family oriented column our home; infotainment etc. gave a new horizon to the journalism in Assamese media.

Assamese press as described above is a combination of different types of periodicals. There are various subject matters covered by these newspapers and magazines. Those newspapers which

are published for special purpose or with a specific subject they have not been taken for this discussion due to space constrain. For example, some newspapers and magazines are very much subject specific, such as-Literary or literature, women, children, farmers, cinema, drama, cartoon, humor, religion, science, history, economy and business, politics, nature and environment etc. are serving the community for a specific role only. They are not the substitute of the newspapers in general for getting information to the needs of a community.

There are some bilingual newspapers and magazines which published in Assamese as one of their language are only taken for discussion. Some newspapers are very temporary, and published only single or two or three issues of their publications. Again, some newspapers and magazines are for special purpose, for example, many of newspapers and magazines were publishing during Assam Movement by the students organizations during 1979-1985 to create awareness and to support or against the movement.

Highest numbers of daily newspapers published in Assamese in between 1987 to 1996 followed by eight in the decade 1997 to 2006 and seven in between 2007 to 2015. Trend of weeklies are mostly started in the decade of 1947 to 1956, during the post independence period with new government and new advertisement policies. Later on from 1967 to 1976 there are ten weeklies started which is also the rise of Assamese nationalism along with the movement of Assamese Language. The next wave is the biggest ever in the history of Assamese newspaper with almost thirty four weeklies followed by ten weeklies in the decade 1987 to 1996. There after there is a significant low data regarding the starting of new weekly newspaper in Assamese with only seven in next almost 19 years. That is the case for fortnightly newspapers also. Fortnightly newspapers rise is seen

during 1967 to 1986, where in these 20 years almost thirty four newspapers were published as fortnightly. There are little numbers of newspapers which are Tri-daily or published twice in a week. Tri-daily first published in the decade 1927 to 1936 and then only six newspapers since 1957. In case of monthlies also the decade for 1977 to 1986 is highest in numbers as news magazine.

There are more than eight hundred newspapers registered from Assam in various languages including English, Assamese, Bengali, Hindi, Bodo, Karbi and others. According to the data of Registrar of Newspapers in India (RNI), majority of the newspapers and magazines are publishing in Assamese language i.e. almost three hundred eighty eight Titles. Around hundred and thirty three Titles in English are publishing in the state, where as twenty nine Titles are publishing in Hindi, sixteen titles are in Bodo language, seven titles in Karbi language and thirty nine titles as bilingual newspapers (*RNI website, 2015*).It is noticed that in the RNI website data, some of the newspapers appeared in duplication and many of the daily newspapers are mentioned separately for its different editions as a different entry, which results the increase of total number of newspapers and magazines.

Regarding the periodicity, the RNI data shows the information from annual to dailies including monthly, bi-monthly, fortnightly, quarterly, weekly, twice a week etc. and it is seen from the data that most of the titles are registered for weekly with around hundred and twenty three, followed by monthly at around hundred and fifteen, fortnightly at fifty, daily at forty, quarterly at nineteen, bi-monthly at fourteen, twice a week at eight and annual at four (*RNI et al*.).

STOP TO CONSIDER

- Assamese press is major part in press in Assam
- There are newspapers in other languages also, English, Hindi, Bengali, Bodo and Karbi are major among them.
- Assam press already have a history of more than 175 years.

Check Your Progress

Question 1. Trace the early history of Assam Press?

Question 2. What are the major newspapers according to you?

Question 3. What are roles and responsibilities carried out by Assam press during freedom struggle?

6.6 References and Suggested Reading:

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BLOCK: II (GROWTH AND DEVELOPMENT OF ELECTRONIC MEDIA, ALTERNATE MEDIA AND NEW MEDIA)

Unit 1: Growth and Development of Radio as a Mass Medium in the World

Unit 2: The Indian Radio Scenario

Unit 3: Growth and Development of Television as a Mass Medium in the World

Unit 4: History of Indian Television

Unit 5: History of Computer and Internet

UNIT: 1

Growth and Development of Radio as a Mass Medium in the World, The Golden Period of Radio, Radio during the World War, Growth of Public Service Broadcasting in the World

Unit Structure:

1.1 Introduction

1.2 Objectives

1.3 The Early Days of Radio

1.4 The Golden Period of Radio

1.5 Radio After the Advent of Television

1.6 Radio Since the 1980s

1.7 Summing Up

1.8 References and Suggested Readings

1.9 Model Questions

1.10 Answers to check your progress

1.1 Introduction

Among all the electronic media we have come across, radio is perhaps the most personalized and the most widely used mass medium for development purposes. This is how radio personality Mark Tully spoke of radio,

"Radio, as a means of mass communication, is friendly and has a far bigger reach. When you are listening to radio, you are personally involved, your mind is working. This is because mind is picturising the piece of information being communicated."

Radio is a medium of auditory communication transmitted through radio waves. As a mass medium, it has been significantly well-received for nearly a century. Despite the rise of television, the internet, and social media, radio continues to play a crucial role in delivering information, entertainment, and cultural content to audiences worldwide. While it was predicted that radio would

diminish in popularity after the rise of digital media, the incorporation of radio in cars, smartphones, and other convenient technological options, enabled it to flourish.

Today, radio has become much more than what could have ever been imagined only a century ago. Traditional radios and radio broadcasting have steadily become obsolete as the digital age has stepped in. Radio remains a powerful medium of mass communication with a rich history, diverse functions, and significant impact on society. By understanding its evolution, functions, significance, and challenges, we can appreciate the enduring relevance of radio in the digital era. As the world has evolved, so has the radio – going from the traditional format to more and more satellite radio and Internet radio stations. Instead of homes, radio is becoming the permanent fixtures of cars and smartphones. Also, in addition to music and features, radio talk shows and podcasts have become a increasingly popular option for the audience

1.2 Objectives

This unit is an overview of the history and growth of radio around the world.After reading this unit, you will be able to :

- Discuss the invention of radio and the beginning of radio broadcasting
- Identify and discuss the various stages of radio broadcast history in the world
- Discuss the golden period of radio broadcasting in the world
- Explain the current stage of radio broadcasting around the world

1.3 the early stage of radio

Today someone who has not seen, heard, or used a radio would be almost impossible to find. It has been a common fixture in our homes, cars, and even our phones. It was not always the case. The idea of using radio waves to send and receive messages, let alone using them for mass entertainment and communication was quite novel. Even after the development of the radio transmitter and receiver in the last decade of the 19^{th} century, it took almost two and

a half decades for radio to be a household fixture. The history of the invention of radio is as fraught as it is filled with controversy.

Once Heinrich Hertz proved the existence of electromagnetic waves in the famed Hertz Experiment in 1888, scientists and inventors around the world started An American inventor, Nicola Tesla was the first to demonstrate a wireless radio in 1893. However, he waited to perfect his work instead of filing for patent. That will prove to be his downfall, as in 1896 Guglielmo Marconi obtained a wireless telegraphy patent in England. An Indian scientist, Sir Jagadish Chandra Bose was also invaluable for this research, as he was the one to develop the Mercury Coherer, the radio wave receiver that was later used by Marconi to construct a functional two-way wireless radio (Bose, 1927). However, Bose was more inclined in the science of electromagnetic waves emitted by plants. Also, Bose was a firm believer in disseminating knowledge rather than taking credit. Hence, he never applied for a patent and instead let other inventors like Marconi use his invention. This is why, despite being the first person to demonstrate the science behind capturing radio waves, Bose was never hailed as the inventor of radio. Neither would be Nicola Tesla, who acquired a patent for basic radio in 1900. However, for Tesla, it would be too late, as credit for being the father and inventor of radio went to an Italian inventor named Guglielmo Marconi based on his wireless telegraphy patent in 1896. Amidst the storm of debate on who did it first, Marconi effectively sealed his position as the inventor of radio, by becoming the first individual to transmit radio signals across the Atlantic Ocean. (TechWholeSale, 2014)

To put a timeline on the series of events that led to the invention of radio:

1860- James Maxwell predicts the existence of electromagnetic/radio waves

1886-1889 - Heinrich Rodolph Hertz conducts a series of experiments and proves the existence of radio waves and the potential of its applications.

1893 – Nicola Tesla demonstrates a crude prototype of a wireless radio in St. Louis, Missouri.

1895- Guglielmo Marconi sends and receives wireless signals in Italy.

1895 – Sir Jagadish Ch Bose demonstrates the transmission and reception of radio waves through a wall.

1896- Marconi receives his wireless telegraphy patent

1900 – Tesla receives his patent for a basic radio

1901 – Marconi becomes the first person to achieve trans-Atlantic radio communication

1.3.1 The Early Years and WWI

The first radio broadcast of voice and music was transmitted by a Canadian inventor Reginald Fessenden, who experimentally transmitted talk and music for an hour. This transmission was done in December 1906, from Brent Rock, Massachusetts, and was intended for technical observers and any radio amateurs who might be listening.

In the next few years, there were many similar experimental broadcasts such as by Lee de Forest, who sporadically transmitted a series of musical demonstrations between 1907 to 1910, but none of them led to continuing scheduled services.

Cat's whisker

Among the early handmade radio receivers, used by the radio enthusiasts, were crystal sets, which used a tiny piece of galena (lead sulphide) called a "cat's whisker" to detect radio signals. Although popular, inexpensive, and easy to make, crystal sets were a challenge to tune in to a station. Such experiments were scattered, and so there was little demand for manufactured receivers. (Britannica)

In 1909, Charles (Doc) Herrold, started a college for training radio operators in San Jose, California. Soon he was providing a regularly scheduled program of voice and music to a small local audience of amateur radio operators. He is often regarded as the first person to make entertainment broadcasts on a regular schedule. (Sterling, 2011)

We have to remember that before World War I facilitated the widespread use of radio by the military forces for sending and

receiving messages to the armed battalions, radio communication was mostly used for emergencies and for sending messages out to the seas to contact the ships. This communication was mostly done in Morse code. Any radio enthusiasts had to build their receiver or customize the construction of one, as the radio receivers was not available commercially. Thus, the use of radio broadcasting for entertainment was quite limited and was treated as a hobby mostly for young boys with an innovative streak.

In World War I, radio proved its usefulness as an invaluable tool for communication among the armed forces. During that time, radio was used almost exclusively by the military.

Check Your Progress

N.B. 1. Your answer should be within 100 words

2. you may check your answers at the end of the unit

Q1. Explain the applications of radio during WWI

Q.2. Where was the first radio program broadcast?

1.3.2 Early Expansion of Radio

In the 1920s, once the war was over, radio gained popularity among the civilians. Broadcasting stations such as Westinghouse company's KDKA, England's British Broadcasting Company (BBC) and AT&T began to surface. In 1920 the Westinghouse Company applied for and received a commercial radio license which led to the formation of KDKA. It was the first radio station officially licensed by the government. The first corporation to advertise the sale of radios to the public was Westinghouse. In 1923, AT&T released the first radio advertisement. In the late 20s, CBS and NBC were created in response to AT&T being the sole station with rights to toll broadcasting. These companies were all offered specific rights like toll Broadcasting, manufacturing of transmitters, and manufacturing of receivers by the government-sanctioned Radio Corporation Agreements(RCA).

In Britain, radio broadcasts commenced in 1922 by the BBC. The broadcasts gained huge popularity in 1926, when the newspapers

went on strike and the BBC became the leading source of information to the public. In both the United States and Britain the radio became popular as a source of entertainment as well.

1.4 The Golden Period of Radio

1.4.1 Radio During the WWII

The significance of the radio was proved once again during World War II, as it was a tool to inform the public of the news of the war. The governments also used radio as a rallying source and gain public support. In the U.K. it became the primary source of information after the shut-down of television stations.

Radio played a pivotal role during World War II, emerging as the primary means of communication for coordinating military operations, relaying intelligence, and issuing commands between headquarters and troops on the frontlines. Encrypted radio transmissions were employed to maintain secrecy and protect sensitive information from being intercepted by enemy forces. Radio equipment, such as walkie-talkies and mobile radio units, facilitated real-time communication between ground forces, tanks, aircraft, and ships, enabling swift coordination and response.

All major powers involved in World War II extensively utilized radio for propaganda purposes, broadcasting messages aimed at demoralizing enemy troops and swaying public opinion. The BBC's overseas service became a vital source of news and information for people living in occupied territories, countering the propaganda spread by the Axis forces. Radio played a significant role in boosting morale on the home front, with broadcasts of music, news, and entertainment programs offering a respite from the hardships of war.

Radio also helped maintain a sense of normalcy and community for civilians enduring wartime hardships and separation from loved ones. It marked the advent of entertainment programs targeted at soldiers fighting on the frontlines, providing a much-needed respite from the hardships of war and boosting morale. Radio was instrumental in transmitting coded messages and coordinates for coordinating critical operations like the D-Day landings and other pivotal missions. The Allies employed sophisticated techniques like

the Navajo Code Talkers to transmit unbreakable coded messages over the radio, ensuring secure communication.

Overall, the widespread use of radio during WWII revolutionized military communications, enabled the waging of psychological warfare on an unprecedented scale, and became a vital means of disseminating information and propaganda to both military personnel and civilians.

Stop to Consider

- During WWII, Radio became the primary means of communication for coordinating military operations, relaying intelligence, and issuing commands between headquarters and troops in the field.
- All major powers in WWII used radio extensively for propaganda purposes, broadcasting messages aimed at demoralizing enemy troops and swaying public opinion
- The BBC's overseas service became a vital source of news and information for people living in occupied territories, which countered the propaganda spread by the Axis forces.
- Radio played a significant role in boosting morale on the home front, with broadcasts of music, news, and entertainment programs.
- It was the advent of entertainment programs targeted at the soldiers fighting at the front. This offered a respite from the hardships of war and boosted morale.

1.4.2 The Golden Age of Radio in America

The golden age of radio refers to a period in the 1920s through the 1950s when radio was the dominant form of broadcast media and a crucial source of entertainment and information for millions of households across the United States and other parts of the world. The golden period of radio had heavy contributions from the United States, the country being among the first to embrace this novel media.

The Golden Age of American radio as a creative medium lasted, at best, from 1930 to 1955, with the true peak period being the 1940s. Writer-producer-director Norman Corwin, one of radio's brightest talents, ruefully made the point that radio's most creative era was

“the shortest golden age in history.” During its brief heyday, however, dramatic radio thrived and was a vital part of American culture. As would become true with television in later decades, frequently used expressions from popular programs became part of the vernacular, and people arranged their personal schedules, as they later did with television, around their favourite programs.

The catalysts were the first commercial radio stations like Pittsburgh's KDKA hitting the airwaves in 1920. As receivers started appearing in American homes, radio's reach spread rapidly. By 1922, over 500 stations had launched to meet the skyrocketing demand for live audio programming and entertainment piped directly into living rooms.

With audiences hooked, radio became a marketer's dream vehicle for consumer outreach and advertising. Companies quickly realized they could peddle products and jingles through this new intimate channel reaching masses of potential buyers. Radio's first big national ad campaign was for Volkswagen in the late 1920s, exposing the power of the medium to create brand awareness and convince listeners to purchase.

The formation of radio networks and injections of big investment capital allowed the scale and quality of programming to soar in the 1920s. In 1926, the Radio Corporation of America (RCA) established its NBC Red and Blue networks, intent on producing the best entertainment and drawing top talent from vaudeville and Broadway.

Just as Hollywood became the epicenter of motion picture production, New York City's "Radio Row" on 16th Street flourished as the hot spot where all the major programming action took place. Elaborate NBC and CBS studios in Manhattan drew A-list performers who saw radio as the exciting new frontier.

Different genres and styles quickly emerged as audience tastes solidified. Comedic variety shows starring major talents like Jack Benny, Burns & Allen, and Fred Allen became wildly popular across all demographics. These comic geniuses mastered the timing and art form required for excellent radio execution.

Anthology dramas and episodic serials like The Lone Ranger, Amos 'n' Andy, and The Shadow captivated listeners who religiously

followed the continuing storylines and crazy cliffhangers each week. The craze launched the phrase "tune in next week" into the cultural lexicon. Orson Welles' infamous 1938 "War of the Worlds" broadcast dramatized a Martian invasion so convincingly that mass panic ensued.

From the airwaves also emerged the first major radio stars and celebrities who became household names despite never being seen. News anchor personalities like Walter Winchell, broadcaster Eddie Cantor, and singer-actors like Bing Crosby, Groucho Marx, and Bette Davis reigned as the biggest media stars of the 1930s.

Indeed, news programming had come into its own as radio allowed live coverage of world events unlike anything prior. President Franklin D. Roosevelt embraced radio's unmatched power to speak directly to Americans through his famous "fireside chat" broadcasts during the Great Depression and World War II. Radio bonded and rallied the nation through its most challenging periods.

By the late 1930s, the majority of American households owned a radio, with CBS and NBC dominating the airwaves through hundreds of affiliated stations airing their full program slates across time zones. Movie houses, barbershops, and community gathering spaces all had their radio sets permanently tuned to the most popular scripted shows, live music performances, and sporting events.

Throughout the 1940s, radio remained the king of mass media, fueled by big band remotes, President Roosevelt's reassuring chats, news from World War II front lines, and families crowding around the glow of the radio cabinet. In its golden age peak, radio united, entertained, and informed the nation like nothing prior. Billions of annual advertising dollars poured in to access the hugely captive radio audiences.

While television would eventually dethrone radio's reign starting in the late 1940s, the golden era cemented the medium as a revolutionary new pillar of American culture and society. For the first time, the airwaves directly transported incredible programming and the world's biggest personalities right into people's living rooms at no cost aside from a radio receiver. As America's first true electronic broadcast mass media, radio provided a communal experience that brought the entire nation together in one powerful shared voice during a remarkable period.

Notable happenings during the golden period of Radio

1920 - KDKA in Pittsburgh launches as the first commercial radio station, broadcasting the results of the presidential election.

1922 - Over 500 radio stations are now on the air across the United States. The BBC is established in the United Kingdom.

1923 - The first live radio broadcast of a sports event airs - the Dempsey vs. Firpo boxing match.

1924 - The first radio network is formed by AT&T called the Telephone Group.

1926 - The National Broadcasting Company (NBC) radio network is established by RCA, creating the NBC Red and NBC Blue networks.

1927 - The Federal Radio Commission (later FCC) is formed to regulate U.S. radio broadcasting and licensing.

1928 - The first radio sitcom "Sam 'n' Henry" debuts on WGN in Chicago.

1930 - The radio show Amos 'n' Andy becomes a nationwide hit and the most popular program.

1931 - The Empire Service is launched, the predecessor to the BBC World Service.

1933 - Franklin D. Roosevelt gives his first of many famous fireside chat radio addresses from the White House.

1935 - The first radio commercials featuring jingles and sponsors air for products like Pepsi and Wheaties.

1937 - The Hindenburg disaster is broadcast live via radio reporter herb Morrison's famous call.

1938 - Orson Welles' "War of the Worlds" radio drama causes panic when listeners think it's a real alien invasion.

1939 - Over 28 million American households own a radio, around 80-90% of the population.

1941 - All radio broadcasting is suspended in the U.S. for a day after the Pearl Harbor attack.

1943 - Norman Corwin's epic radio drama "On a Note of Triumph" airs across all four major networks.

1945 - The first radio broadcast from outer space happens on NASA's Explorer I mission.

1947 - The iconic BBC radio comedy "The Goon Show" starring Spike Milligan first airs.

1949 - The first broadcast of the BBC's philosophical radio program "The Archers" occurs.

1950 - Radio broadcasting of baseball games and other sports events reaches peak popularity levels.

Orson Welles' "War of the Worlds" radio drama

Orson Welles, known for his innovative storytelling, adapted H.G. Wells' "The War of the Worlds" for radio broadcast on October 30, 1938. The program was structured as a series of simulated news bulletins interrupting regular programming. It began with seemingly innocuous reports of strange atmospheric disturbances and gradually escalated to reports of Martian cylinders landing in New Jersey. Despite disclaimers at the start and midpoint of the broadcast indicating it was a fictional drama, many listeners panicked, believing it to be real. Some people fled their homes, believing that Earth was really being invaded by Martians, and caused stampedes in the streets.

1.4.3 The Golden Age of Radio Around the World

While the United States is often credited as the birthplace of commercial radio, the golden age of radio as a transformative mass medium had an equally profound impact across the world in this period. From Canada to Europe, Asia, Africa and beyond, radio rapidly spread and flourished into a powerful cultural force in the 1920s through 1940s.

In the United Kingdom, the British Broadcasting Company (later Corporation) launched its nation-wide radio service in 1922, just two years after the U.S. debut of KDKA. The BBC quickly established itself as a pre-eminent broadcaster, pioneering iconic comedy programs like ITMA and The Goon Show. By the 1930s,

the BBC had started the hugely influential BBC World Service to broadcast internationally.

Across continental Europe, state-run radio networks took shape in nations like France, Germany, Netherlands and the Soviet Union in the late 1920s and 1930s. While more overtly used for propaganda purposes by authoritarian regimes, these radio signals still brought entertainment, news and a revolutionary new media experience to citizens.

In Canada, radio broadcasting extended the reach of both British and American content while cultivating its own beloved programs like the hockey broadcast broadcasts, barn dance shows like Max Ferguson's, and Québécois folklore series like Les Joyeux Troubadours.

Latin American nations like Mexico, Cuba, Argentina and Brazil witnessed rapid growth in radio broadcasts and lively genres like radionovelas (radio dramas) caught on. Inside rudimentary studios, rich sonic worlds came alive on the airwaves.

In the British colonies of Africa, radio played a unique role spreading information as the European powers rapidly built transmission stations. Programs from the BBC's African Service were widely received, while domestic stations promoted language preservation through local programming.

Australia's radio boom took place in the 1920s-30s as sports like cricket and horse racing were brought into homes. The government even used radio's reach to deliver distance education to the vast Outback regions. Popular serials and music programs developed loyal fans.

India witnessed radio's impact early on, with Radio Clubs springing up in major cities in the 1920s for group listening. Air strikes by the Imperial British forces were broadcast live. Domestic stations celebrating music, drama and Hindi/Sanskrit culture launched in the 1930s.

No region displayed radio's explosive popularity quite like Japan, where millions invested in receivers during the interwar period. Radio drama series enthralled households. At its peak an estimated 90% of urban households had radios tuned to the domestic programming.

Thus, while American radio pioneered many formats and rose to great heights, broadcasting's golden age represented a transformative social and cultural shift around the world. Even regions with oppressive regimes or poverty still experienced radio's powerful ability to connect, entertain and inform citizens in unprecedented ways during this pivotal period.

Check Your Progress

N.B 1. Your answer should be within 100 words

2. you may check your answers at the end of the unit

Q.3. describe the broadcast of news during the golden age

Q.4. how did radio act to boost morale during the war.

1.5 radio after the advent of Television

1.5.1 The Decline And Re-Invention of Radio(1945-60)

With the arrival of television after World War II, radio experienced a major decline from its golden era heights. As families invested in TVs, listening habits changed dramatically and radio networks lost sponsors and advertisers to the new visual medium.

Many of radio's top stars like Jack Benny, Burns & Allen, and Amos 'n' Andy transitioned to television, further depleting radio's talent pool. Radio soap operas waned, and live musical acts and variety shows became non-existent as they moved to TV studios.

Radio networks downsized rapidly, with hundreds of radio stations going off the air by the early 1950s. The big radio networks like NBC shrank their workforce and eliminated many programs and local stations. CBS gave up its "road" units that traveled for remote broadcasts.

The invention of the 45rpm record and the rise of independent record labels like Atlantic, Chess and Sun further shifted entertainment habits away from radio's control. Young people were now able to purchase and collect music separately from radio.

1.5.2 Re-Invention of Radio (1950s-1960)

To survive the introduction of Television and its inevitable decline, radio was forced to re-invent itself and find new niches beyond simply trying to compete with television's dominance of scripted entertainment programming.

One of the first major shifts was a focus on music and disc jockeys playing recorded music. This allowed radio to be more locally-focused rather than relying on costly nationwide distribution of content. DJs developed followings in local markets by tailoring playlists to regional music tastes.

Radio also emphasized talk formats like all-news stations, sports shows, and ultimately the emergence of opinionated radio personalities and talk radio hosting. These formats thrived without visuals and allowed more localized, narrow-casted content.

The transition to rock and roll music in the 1950s was a boon for radio's re-invention. Youth-oriented Top 40 stations became very popular by playing the new rock records. DJs like Alan Freed and Dewey Phillips were pivotal in championing early rock on radio.

Radio also leaned into news and event coverage, providing on-the-scene reporting of major events in a way TV couldn't match. Civil rights movements and election campaigns were advanced by radio's portable ability to broadcast live updates.

By the late 1950s and into the 1960s, FM radio technology emerged as a new frontier, offering higher audio fidelity and more channels. While AM radio dominated at first, FM allowed for more specialization like educational/NPR stations.

Thus, while TV overshadowed its original entertainment dominance, radio carved out new identities through music, talk, news, and localized formats in this period of re-invention between 1945-1960. This pivot ensured radio's survival as a powerful medium moving forward.

1.5.3 The Newer Initiatives(1960-1980)

The decades of the 1960s through the 1980s ushered in a new era of innovation and evolution for radio broadcasting globally. As television solidified its place as the predominant mass media and entertainment platform, radio was forced to adapt and carve out new

niches to remain relevant and viable. This period saw radio pioneering fresh initiatives across technology, programming, ownership models, and delivery systems.

One of the biggest technological developments was the rise of FM radio broadcasting. While AM radio still reigned supreme in many countries initially, FM's superior audio fidelity and stereo sound capabilities allowed stations to offer higher-quality music and programming. The number of FM stations began growing rapidly worldwide to meet audience demand for this improved listening experience. Advancements like transistor radios and the pioneering Sony Walkman made FM's clear sound extremely portable.

This period also gave birth to the public/non-commercial radio movement. The establishment of networks like National Public Radio (NPR) in the United States and expansions at the BBC in the United Kingdom provided educational, advertising-free programming as an alternative to commercial radio. Publicly-funded stations could focus on less mainstream content like in-depth news, long-form cultural programming, and broadcasting for underserved communities.

Commercially, radio underwent a massive consolidation transformation starting in the late 1970s as ownership rules were relaxed. This allowed major media conglomerates to buy up hundreds of radio stations and networks under centralized ownership. While concerning to some, these economies of scale helped radio owners invest in technology upgrades and expand reach.

To compete in an increasingly saturated landscape, radio stations further specialized their programming to target very specific audience demographics. The blandly broad "pop" formats gave way to narrowly-focused genres like album-oriented rock, urban contemporary, hot talk, all-sports, etc. This allowed stations to super-serve niche audiences with tailored content.

The car dashboard became radio's most crucial delivery platform as in-vehicle listening skyrocketed during this period of suburban growth. Automakers invested heavily in high-quality audio systems to meet driver demand. This captive audience made radio ads even more lucrative for brands targeting car-based consumers.

From a content perspective, opinionated radio personalities and talk show hosts grew in cultural prominence. Unique local voices like Howard Stern as well as nationally-syndicated ideological programs developed loyal followings across music, sports, political talk and more. These radio stars helped offset television's monopoly on household entertainment.

Under the hood, radio infrastructure upgraded through technologies like FM stereo signals, radio data systems displaying song info, and eventually satellite radio broadcasting capabilities. These enhancements kept radio experience fresh and viable even as television and emerging media took center stage.

Thus, through technological improvements, public radio initiatives, consolidated corporate ownership, narrowcast format specialization, and programming shifts emphasizing big personalities, radio broadcasting reinvented itself between 1960-1980 to remain an important cultural force globally. While its days as the dominant mass media platform had passed, radio persisted in sustaining large, passionate audiences worldwide.

1.5.4 Timeline of Notable Radio Events (1960-1980)

1960 - Russia launches first satellite radio broadcasters

1963 - Portable transistor radios become hugely popular

1967 - First radio reading service for the blind starts

1970 - NPR (National Public Radio) founded in the U.S.

1971 - FCC enforces non duplication of AM/FM signal rules

1973 - First radio broadcast from a human spacecraft

1975 - Sony unveils the first commercial Walkman

1978 - Loosening of radio ownership rules begins consolidation

1979 - ESPN launches and pioneering national sports radio.

1980 - Widespread adoption of radio data systems (RDS) technology

Check Your Progress

N.B 1. Your answer should be within 100 words

2. you may check your answers at the end of the unit

Q.5. Define Top 40 music programs

Q.6. what are the public radio initiatives

1.6 Radio since the 1980s

While radio's influence waned in the post-war decades with television's meteoric rise, the medium experienced a renaissance starting in the 1980s thanks to new technologies that democratized and revitalized broadcasting. What once seemed like a relic has proven to be an extraordinarily resilient and adaptive medium.

The 1980s kicked off radio's digital transformation with the introduction of satellite technology. Satellite radio delivered signals with higher fidelity and afforded greater geographic reach for radio networks and syndicated programming. Upstart services like Sirius XM allowed radio to be bundled as a premium subscription-based product, generating new revenue streams.

But it was the proliferation of the internet in the 1990s that catalyzed radio's biggest rebirth. The arrival of streaming audio capabilities effectively removed radio's geographic limitations and cleared the way for global internet radio stations. Suddenly, niche programmers and pirate broadcasters could amass worldwide audiences for even the most hyper-targeted formats and genres.

Internet radio services like Pandora pioneered customized stations and playlists based on user preferences and feedback. This "radio 2.0" approach, coupled with on-demand streaming of specific songs, challenged terrestrial radio's traditional broadcasting model. Major acquisitions of internet radio companies by behemoths like Apple and Sirius XM reflect the technology's disruption.

Alongside internet radio grew the podcasting phenomenon starting in the early 2000s. These downloadable on-demand audio programs empowered anyone to become a broadcaster by allowing simple

distribution of highly niche talk and music content. Popular podcasts like Serial demonstrated audio programming could still captivate audiences in an increasingly visual culture.

As audiences fractured across new digital platforms, terrestrial radio conglomerates that once seemed omnipotent faced fresh competition. This forced changes in terrestrial programming like the return of more personality-driven shows in an attempt to retain loyal local listeners.

Commercial ownership consolidation accelerated as major companies like iHeartMedia swallowed up thousands of stations under single portfolios. While concerning to some, economies of scale helped implement advanced technologies like digital streaming, audience tracking, and targeted ad buys.

Simultaneously, in a direct parallel to commercial aggression, non-commercial radio movements grew more. Low-power FM community stations expanded to give voice to underserved neighbourhoods, universities, missions, and causes. College, public, and nonprofit radio found new life catering to listeners fatigued by homogenized commercial fare.

Throughout the changes, traditional AM/FM broadcast kept its relevance by embracing technology while still providing free over-the-air signals and unmatched local coverage of emergencies, severe weather, traffic and community happenings. Terrestrial radio also remained the primary way most in-car audiences consumed audio. Radio has proven to be secure at the introduction of new wireless technologies. Smart speakers, mobile phones and connected cars now converge radio's multiple distribution platforms into unified experiences. Radio has proven adaptable and complementary in the on-demand streaming era dominated by Spotify, Apple, YouTube and podcasts.

From pioneering satellite subscriptions to the internet's borderless streaming and niche podcasts, the arc of radio since the 1980s has been defined by relentless evolution and innovation. What was once left for dead has instead repeatedly disrupted itself through new technologies, reasserted its cultural imprint via passionate talent, and found a secure foothold in our ubiquitously audio-centric world.

Check Your Progress:

N.B 1. Your answer should be within 100 words

2. you may check your answers at the end of the unit

Q.7. Define the ‘Radio 2.0’ approach.

1.7 Summing Up

In this unit we have learned about the history of radio services, starting from the invention to the most recent scenario. We have learned how radio gained popularity after the WWI, eventually leading to what is now known as the Golden period of radio. We have learned how radio was used during the Wars. We have also read about how radio lost popularity after the advent of television and how eventually it reinvented itself. We have also learned the current scenario of radio services.

1.8 References and Suggested Readings

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1.9 Model Questions

1. describe the military applications of radio during WWII

2. give an overview of the golden period of radio around the world.

3. Describe the initiatives taken by radio after it was dethroned by television

1.10 Answers to check your progress

Q1. Explain the applications of radio during WWI

Ans: During World War I, radio communication became a vital tool for military forces. Previously, radio was primarily used for emergencies and maritime communication using Morse code. However, during the war, radio was extensively employed by the military for sending and receiving messages among armed

battalions. Soldiers relied on radio to coordinate troop movements, relay battlefield intelligence, and issue commands in real-time, enhancing strategic coordination and tactical efficiency. Radio technology played a crucial role in improving communication and coordination on the battlefield, contributing to the outcome of various military operations during World War I.

Q.2. Where was the first radio program broadcast?

Ans: The first radio program broadcast is attributed to Reginald Fessenden, a Canadian inventor and engineer, who conducted an experimental broadcast on December 24, 1906. Fessenden transmitted a program of speech and music from Brant Rock, Massachusetts, to ships at sea in the Atlantic Ocean. This historic broadcast is considered the first known instance of voice and music being transmitted over the airwaves, marking a significant milestone in the development of radio broadcasting.

Q.3. describe the broadcast of news during the golden age

Ans: During the Golden Age of Radio, news broadcasts were frequent and authoritative, delivering updates on current events, weather, and sports multiple times a day. Broadcasters employed formal tones and delivered reports with precision. Major events, such as wars and elections, were covered extensively with live reports and eyewitness accounts

Q.4. how did radio act to boost morale during the war?

Ans: During wartime, radio lifted spirits and united people through entertainment, news, and propaganda. It broadcasted music, comedy, and dramas, offering a break from the hardships of war. Government propaganda messages promoted patriotism and resilience. News updates informed listeners about victories, fostering hope and determination. Personal messages from soldiers to their families brought comfort and connection. Inspirational speeches encouraged perseverance. Overall, radio served as a beacon of support, providing entertainment, information, and encouragement to boost morale during challenging times of war.

Q.5. Define Top 40 music programs

Ans: Top 40 music programs are radio shows that feature the current most popular or bestselling songs across various genres. The term "Top 40" refers to the forty most popular songs of the week, based

on factors such as radio airplay, digital downloads, and streaming. These programs typically showcase a mix of different music styles, including pop, rock, hip-hop, and R&B, catering to a wide audience. Hosts of Top 40 programs often provide commentary, artist interviews, and countdowns of the week's hottest tracks, making them popular among music enthusiasts and fans alike.

Q.6. what are the public radio initiatives

Ans: Public radio initiatives encompass a variety of programs and efforts aimed at serving the public interest and providing diverse, informative, and educational content to audiences. The most notable among them are given below-

1. News and Information: Public radio stations produce and broadcast news programs, talk shows, and investigative journalism that cover local, national, and international events in-depth.

2. Cultural Programming: Public radio features cultural programming such as music shows, interviews with artists, and discussions on literature, art, and film.

3. Educational Content: Public radio initiatives often include educational programs designed to inform and inspire listeners, covering topics such as science, history, and current affairs.

4. Community Engagement: Public radio stations engage with their communities through outreach events, partnerships with local organizations, and audience feedback mechanisms.

5. Independent Journalism: Public radio supports independent journalism and editorial integrity, often free from commercial pressures, ensuring unbiased reporting and diverse perspectives.

Overall, public radio initiatives aim to enrich civic discourse, promote cultural understanding, and provide a platform for voices that may not be heard in commercial media.

Q.7. Define the ‘Radio 2.0’ approach.

Ans: The "Radio 2.0" approach involves modernizing traditional radio by embracing digital technologies, enhancing interactivity, personalizing content, offering on-demand access, and integrating multimedia elements to adapt to changing audience preferences and technological advancements.

UNIT: 2

Unit Structure:

2.1 Introduction to Indian Radio Scenario
2.2 Objectives
2.3 All India Radio to Private Broadcasting
2.4 Community Radio
2.5 Issues of News and Current Affairs in Private Radio
2.6 History of Prasar Bharati
2.7 Summing up
2.8 References and Suggested Readings

2.1 Introduction to Indian Radio Scenario:

Broadcasting in India commenced 13 years prior to the establishment of All India Radio (AIR). In June 1923, the Radio Club of Bombay conducted the country's inaugural broadcast, followed by the formation of the Calcutta Radio Club five months later. However, the Indian Broadcasting Company (IBC), founded on July 23, 1927, faced dissolution within three years.

In April 1930, the Indian Broadcasting Service, operating under the Department of Industries and Labour, initiated its experimental operations. Lionel Fielden assumed the role of the first Controller of Broadcasting in August 1935. Shortly after, in the following month, Akashvani Mysore, a private radio station, was established. On June 8, 1936, the Indian State Broadcasting Service was rebranded as All India Radio (AIR).

In August 1937, the Central News Organisation (CNO) was established. Subsequently, AIR was placed under the Department of Communications in the same year, later transitioning to the Department of Information and Broadcasting four years after independence. By the time of India's independence, there were six radio stations within the country and three in Pakistan. However, AIR's coverage only extended to 2.5% of the area and 11% of the population.

In 1956, the name "Akashvani" was officially adopted for the National Broadcaster, coinciding with the launch of the Vividh Bharati Service in 1957, primarily featuring popular film music.

The growth of All India Radio has been remarkable, evolving into one of the world's largest media organizations. Presently, with a network of 262 radio stations, AIR reaches nearly the entire population and covers 92% of the total area of the country. AIR broadcasts in 23 languages and 146 dialects, catering to diverse socio-economic and cultural demographics.

External Services Division broadcasts in 11 Indian and 16 foreign languages, spanning over 100 countries, providing news and entertainment to overseas listeners. The News Services Division of All India Radio delivers 647 bulletins daily in approximately 90 languages/dialects across various platforms.

Additionally, AIR operates 18 FM stereo channels, including AIR FM Rainbow targeting urban audiences with a refreshing presentation style, and AIR FM Gold broadcasting composite news and entertainment programs from major cities. In alignment with the government's decision to transition to digital transmission, AIR is gradually adopting the Digital Radio Mondiale (DRM) technology, aiming for complete digitization by 2017, promising enhanced transmission quality for listeners in the near future.

2.2 Objectives :

1. To explore and comprehend the rich history of All India Radio (AIR), including its inception, evolution, and significant milestones, in order to gain a comprehensive understanding of its role in shaping broadcasting in India.
2. To analyze and understand the transition from the dominance of All India Radio to the emergence of Private FM Broadcasting in India, examine the factors that facilitated this transition, such as policy changes, technological advancements, and societal demands.
3. To investigate the emergence and development of community radio in India, tracing its origins, evolution, and impact on local communities, and exploring the unique characteristics and challenges faced by community radio stations in the country.
4. To critically examine the debates surrounding news and current affairs programming in private FM broadcasting in

India, including issues related to editorial independence, regulatory frameworks, commercial pressures, and societal expectations, in order to understand the complexities of broadcasting diverse content in a competitive media landscape.

5. To delve into the history, mandate, and functioning of Prasar Bharati, the autonomous public broadcasting agency of India, in order to comprehend its role in overseeing and regulating broadcasting activities, including those of All India Radio and Doordarshan, and its impact on the Indian media landscape.

2.3 All India Radio to Private Broadcasting:

Throughout the twentieth century, radio broadcasting in India operated under a grand vision: to craft and disseminate diverse programs aimed at awakening, informing, enlightening, educating, entertaining, and enriching all segments of society. This lofty objective justified centralized control over the airwaves, a concept embraced both by the British colonial regime and subsequent Indian administrations post-independence. This period, spanning roughly from 1930 to 2000, witnessed what can be termed as a 'nationalist' approach to broadcasting, evident in its organizational structure, infrastructure, and content.

Under this paradigm, broadcasting policies emanated from the corridors of power in the capital, steered by the Ministry of Information and Broadcasting. Day-to-day operations were entrusted to officials drawn from a vast pool of bureaucratic talent. The ethos guiding capital investments and technological advancements was rooted in a developmentalist ethos, envisioning a broadcasting network capable of reaching every nook and cranny of the nation. Medium wave AM broadcasting, with its extensive coverage of up to 500 miles, epitomized this strategy. By the conclusion of the Fourth Five-Year Plan in 1974, the radio network boasted 70 stations, extending medium-wave services to 80% of the populace.

Programming reflected a pronounced nationalist tone, primarily featuring government achievements in growth and development, educational discourse targeting diverse demographics including the

urban and rural underprivileged, and light entertainment designed to uplift listeners while reinforcing civic duties. However, this model encountered mounting resistance from market dynamics and evolving public preferences, gradually losing its allure and potential by the century's end.

The genesis of Indian broadcasting traces back to the colonial era when the inaugural station of the Indian Broadcasting Company (IBC) commenced operations on July 23, 1927. The IBC's financial struggles led to its acquisition by the colonial government in 1930, subsequently rebranded as the Indian Broadcasting Service, modeled after the British Broadcasting Corporation (BBC). Under the dynamic leadership of Lionel Fielden, a former BBC employee, the organization burgeoned into one of the world's largest broadcasting networks, later christened as All India Radio (AIR). Fielden championed a vision of broadcasting diametrically opposed to the commercial ethos advocated by figures like David Sarnoff. In Fielden's paradigm, radio was a social tool wielded by responsible authorities, fostering a collective civic consciousness rather than catering to individual consumer whims.

The colonial blueprint entrenched three pivotal features that defined Indian broadcasting for decades: absolute state control over the airwaves, a preference for centralized programming over regional and local content, and a paternalistic belief in top-down broadcasting. Firstly, broadcasting fell firmly under state jurisdiction, continuing post-independence under the Ministry of Information and Broadcasting. This divergence from the relatively liberal print media landscape underscored the state's tight grip on broadcasting. Secondly, broadcasting policy leaned heavily towards national-centric programming, marginalizing regional and local voices. This trend, inherited from the colonial era, was driven by an expansionist agenda that sought to homogenize broadcasting nationwide. Thirdly, a paternalistic ethos permeated broadcasting philosophy, viewing the audience as beneficiaries of content dictated 'from above.'

This centralized approach faced challenges as consumer demand evolved and market forces exerted pressure. Despite early setbacks, such as the ban on film music under Minister BV Keskar, state broadcasting enjoyed initial prosperity. However, the advent of

television in 1969 and subsequent liberalization initiatives signaled a shift. The introduction of FM broadcasting in 1977 marked a tentative step towards diversification, albeit overshadowed by television's ascendancy. It wasn't until the liberalization of the Indian economy in 1991–1992 that private FM broadcasting gained traction, culminating in the government's decision to auction private radio licences in March 2000, heralding a new chapter in Indian radio history.

The transformation of radio broadcasting in India through the FM revolution stands out as a remarkable example of adaptation to evolving cultural and societal dynamics. In contrast to the previously state-controlled, nationally oriented AM radio, the introduction of FM represented not just a technological shift but a complete rethinking of radio's essence after seven decades of established practices. Under this new regime, radio stations shifted to private ownership, localized transmissions, and profit-driven operations, fundamentally altering perspectives on entertainment and audience engagement.

This profound transformation can be attributed to three interconnected factors: the liberalization of the economy in the early 1990s, developments in television broadcasting from the 1980s to 2000, and the pervasive influence of a market-driven consumer culture. The economic liberalization, akin to India's version of the fall of the Berlin Wall, dismantled socialist structures, paving the way for private investment in broadcasting. Legal battles, notably the 1995 Supreme Court ruling, broke the government's monopoly over broadcasting, enabling private entities to enter the radio market.

Television's evolution, marked by privatization and increased entertainment content, indirectly influenced radio's reinvention. The rise of a middle-class consumer culture, fueled by economic growth, further propelled demand for diverse entertainment options, laying the groundwork for FM radio's ascendancy.

The emergence of FM radio reflects a broader societal shift towards consumerism and market-driven media. However, it's crucial to acknowledge alternative uses of radio technology, such as community radio, and the potential for revitalizing AM radio to

serve public interests. Thus, while FM radio dominates, there remains room for diverse broadcasting models to cater to varied audience needs and preferences.

The landscape of radio broadcasting underwent a significant transformation during the early 2000s, primarily due to the privatization of FM broadcasting in India. This shift was catalyzed by a landmark Supreme Court decision regarding airways and the government's embrace of economic liberalization policies, paving the way for the emergence of private FM radio stations. Consequently, FM channels became dedicated to entertainment content, particularly music, ushering India into one of the largest private radio markets globally.

As of November 2021, the Information and Broadcasting Ministry reported operational figures of 384 private FM radio channels and 338 Community Radio channels in India, reflecting the country's media diversity. The ownership of most private FM radio stations lies with various business and media organizations.

Despite radio's widespread accessibility, with 99% of the population having access to it according to RSF (2019), concerns persist regarding government control over program content. This control, evidenced by historical instances like the 1952 ban on film songs due to perceived cultural concerns, has raised questions about the freedom and independence of media in a democracy.

Efforts by civil society organizations and activists have challenged the government's monopoly on radio news, highlighting issues of censorship and lack of media plurality. However, government resistance to allowing news on private FM radio platforms persists, citing security concerns and the inability to monitor content effectively.

While other media platforms like television, print, and digital enjoy relative freedom in broadcasting news and analysis, radio remains constrained. Denying permission for news broadcasting contradicts the Supreme Court's 1995 ruling on airwaves as public property meant to promote a plurality of views and ideas.

In recent years, the digital revolution has introduced numerous online media platforms, emphasizing the free flow of information. However, government control over radio news persists, illustrating a reluctance to embrace broader media democratization.

The growth trajectory of radio in India has been turbulent, with a decline in relevance after the rise of private television. While private FM radio channels have revitalized the medium, challenges such as competition from digital music apps threaten its sustainability. Diversifying program content beyond music to include news, current affairs, and sports is crucial for radio's continued relevance and audience expansion.

Furthermore, addressing colonial-era laws governing media is imperative for upholding free speech and debate in a modern democracy. The antiquated Indian Telegraph Act of 1885, originally unrelated to broadcasting, underscores the need for legal reforms to accommodate evolving media landscapes.

2.4 Community Radio :

The emergence and proliferation of community radio during the late 1970s marked a significant departure from the dominance of public and commercial radio platforms. Particularly prominent in Western contexts, community radio serves as a vital outlet for self-expression among segments of society marginalized by traditional mass media channels. In regions characterized by autocratic or totalitarian regimes, community radio assumes a role as both a passive and active form of resistance against oppressive governance structures. Within developing nations, community radio stands out as an effective means of reaching excluded or marginalized communities, as underscored by the Rockefeller Foundation. By providing these communities with a platform to voice their concerns and aspirations, community radio becomes integral to the discourse of development communication.

Radio's affordability, in terms of both production and reception, renders it accessible to communities situated at the furthest reaches of development, including those lacking access to telecommunication infrastructure. Its ability to transcend literacy barriers and penetrate even the most economically disadvantaged

locales underscores its potential as a medium for cultural preservation and community empowerment. With the widespread ownership of transistor radios, it assumes the character of a "people's medium," fostering cultural identity and pride among oral-based cultures.

Defined by UNESCO's Tabing Louie, community radio stations operate within, for, and about the communities they serve. These communities may be defined geographically or by shared interests, and ownership and management may be singular or collective in nature, representing diverse demographic groups. Crucially, community radio thrives on high levels of community participation in both operational and programming aspects, setting it apart from mainstream media. Financial support primarily stems from individual community members and local institutions, reinforcing its grassroots nature.

The distinctive characteristics of community radio, as outlined by AMARC and UNESCO, underscore its role as a facilitator of democratized communication systems. These characteristics include a commitment to serving specific communities, fostering media literacy and creative expression, employing locally appropriate technology, and prioritizing community welfare over commercial interests. Editorial independence from external influences ensures that community radio stations maintain integrity and authenticity in their programming.

In essence, community radio embodies a spectrum of practices and profiles, as articulated by AMARC members, ranging from musical to militant, rural to urban, and cooperative to independent. Ownership structures vary widely, encompassing not-for-profit organizations, educational institutions, religious bodies, and grassroots cooperatives. Financing sources include listener donations, international development agencies, advertising, and governmental support. Despite this diversity, community radio stations collectively embody a commitment to inclusivity, cultural diversity, and democratic values, serving as vibrant hubs of local expression and empowerment within the global media landscape.

Various grassroots media initiatives across the globe are striving to foster inclusive local development, advocate for the right to

communication, embrace multiculturalism, and advocate for gender equality. International scholars in media and communication are actively researching these communication endeavours and their practical implications. Our book contributes significantly to the existing knowledge base on global communication trends aimed at social change. Additionally, it aims to enrich contemporary discussions in social sciences regarding alternative media within non-Western contexts.

Community radio stands out as a democratic medium geared towards grassroots empowerment and participatory development. In India, advocates have tirelessly campaigned for nearly a decade to establish not-for-profit radio stations owned and operated by local communities, particularly in rural areas. These stations are envisioned as platforms for marginalized groups to catalyze social change, foster cohesion, and express creativity and cultural identity. The struggle for access to radio frequencies symbolizes a broader challenge to the dominance of capitalist media industries and the one-way flow of information from affluent northern nations to the rest of the world.

This movement seeks to provide an alternative to mainstream media, offering a voice to diverse social actors who have long been marginalized due to social, cultural, economic, geographic, and political factors. The decision by the Indian government in 2006 to open up the airwaves to community-based organizations signifies a positive step not only for India but also for the entire South Asian region.

2.5 Issues of News and Current Affairs in Private Radio:

Over the past few decades, India's media landscape has undergone a profound metamorphosis, driven by rapid technological advancements and evolving ownership structures following liberalization. This transformation has not only reshaped our interactions with the media but has also revolutionized its production and distribution dynamics. The advent of digital technologies has ushered in a multitude of social media platforms, fundamentally altering the content, format, and accessibility of traditional media worldwide.

However, despite these seismic shifts, the regulatory framework governing private FM radio channels in India remains restrictive, prohibiting them from independently broadcasting news and current affairs programs. Remarkably, according to Reporters Without Borders, India stands out as possibly the sole democracy where the government maintains control over news dissemination on private radio channels.

The early post-independence years saw a burgeoning popularity of radio, with policymakers recognizing its potential to mould the aspirations of the nascent nation. Yet, akin to newspapers, radio in India bears the legacy of colonial influence. Since the inaugural broadcast by the Indian Broadcasting Company in 1927, radio broadcasting has predominantly been monopolized by successive governments, exerting tight control over news and current affairs content. This centralized control has stymied the growth of radio broadcasting and constrained its role as a platform for free expression and discourse, unlike in more liberal democracies.

Various governmental committees tasked with reviewing broadcasting practices have highlighted systemic issues stemming from government control. For instance, the Chanda Committee of 1964 underscored how centralization and bureaucracy hindered talent selection, stifled innovative programming, and compromised content quality and presentation.

News and current affairs programming on radio are integral to India's democratic fabric, representing a cornerstone of free speech enshrined in our constitution. Policies enacted since 1995 have profoundly shaped media's engagement with Indian democracy, underscoring the need for regulatory bodies to ensure content diversity and transparency to safeguard media pluralism and democratic ideals. Of particular concern is the growing concentration of media ownership and the infiltration of vested interests, posing threats to pluralism and inclusive representation.

Fostering trust between the government and its citizens is pivotal in a modern democracy. Permitting news dissemination on private radio channels could be a significant stride towards fostering this trust. Minimal government intervention coupled with robust self-regulatory mechanisms within the media sector can significantly

bolster democratic values. Embracing news programming on private FM and community radio platforms will not only bolster the demand for independent journalism but also fortify the foundations of Indian democracy.

2.6 History of Prasar Bharati :

The Indian constitution guarantees fundamental rights such as freedom of speech and expression, outlined in Article 19(1)(a). Broadcasting plays a pivotal role in upholding these rights, especially in a developing nation like India, where access to information is hindered by high illiteracy rates and poverty. Prasar Bharati, tasked with promoting national unity, integration, and citizens' right to information, shoulders significant responsibilities. Its functions encompass diverse areas such as education, agriculture, health, and women's issues, aiming to foster social justice and technological advancement.

Established through the Prasar Bharati Act of 1990, the organization provides autonomy to All India Radio (AIR) and Doordarshan. However, its operational autonomy remains constrained by the Ministry of Information and Broadcasting (MIB). The Prasar Bharati board, though intended to be autonomous, is heavily influenced by government appointments and bureaucratic controls, hindering its responsiveness and efficiency.

The struggle for autonomy within Prasar Bharati is evident, with employees desiring the security of government jobs despite frustrations with bureaucratic hurdles. Former CEOs, such as Jawhar Sircar, have openly voiced their frustrations, highlighting the challenges of managing a large workforce and navigating political pressures. Despite efforts for autonomy, the organization remains in turmoil, underscoring the complexities of its operational dynamics.

Prasar Bharati, established on November 23, 1997, is a statutory autonomous body as per the Prasar Bharati Act, serving as the nation's Public Service Broadcaster. Previously, All India Radio and Doordarshan operated under the Ministry of I&B; however, since its inception, they have been integral components of Prasar Bharati, ensuring the fulfillment of public service broadcasting objectives outlined in the Act. This institution symbolizes India's dedication to

public broadcasting, embodying a journey characterized by evolution, autonomy, and a steadfast commitment to national service.

Enacted in 1990, the Prasar Bharati Act laid the foundation for this pivotal institution. It took charge of managing All India Radio (AIR) and Doordarshan, heralding an era of independent broadcasting in India. Prasar Bharati's roots extend back to the pre-independence era when broadcasting in India was in its infancy. All India Radio (AIR), established in 1936, served as the cornerstone of India's broadcast media, disseminating news, cultural programs, and entertainment across the nation. The introduction of Doordarshan in 1959 marked the advent of television broadcasting, solidifying the role of state-controlled media in shaping public discourse. Recognizing the necessity for autonomy and impartiality in broadcasting, Prasar Bharati was conceived. The Prasar Bharati Act of 1990 marked a significant turning point, granting statutory status to the corporation and bestowing it with operational independence. On September 15, 1997, Prasar Bharati was formally established, marking a momentous milestone in India's media landscape.

2.7 Summing Up :

- The growth of All India Radio (AIR) has indeed been remarkable, evolving into one of the world's largest media organizations. Its history traces back to the colonial era when the inaugural station of the Indian Broadcasting Company (IBC) commenced operations on July 23, 1927. Since then, AIR has played a crucial role in shaping the broadcasting landscape of India.

- As of November 2021, the Information and Broadcasting Ministry reported operational figures of 384 private FM radio channels and 338 Community Radio channels in India, reflecting the country's rich media diversity. This diversity is essential for representing the myriad voices and interests of India's vast population.

- Community radio stations, as defined by UNESCO's Tabing Louie, serve within, for, and about the communities they are situated in. They can represent various demographic groups and interests, fostering a sense of belonging and empowerment among communities. This decentralized form of broadcasting ensures that local issues and perspectives are adequately represented.

- In a modern democracy like India, fostering trust between the government and its citizens is pivotal. Permitting news dissemination on private radio channels could indeed be a significant stride towards fostering this trust. It would enable greater access to information and promote transparency in governance, ultimately strengthening the democratic fabric of the nation.

- Prasar Bharati, established on November 23, 1997, is a statutory autonomous body as per the Prasar Bharati Act. It serves as the nation's Public Service Broadcaster, embodying the principles of impartiality, objectivity, and inclusivity in its programming. Prasar Bharati plays a vital role in upholding the values of public service broadcasting and ensuring that the diverse voices of India are heard across the airwaves.

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UNIT: 3

GROWTH AND DEVELOPMENT OF TELEVISION AS A MASS MEDIUM IN THE WORLD, GROWTH OF SATELLITE TELEVISION IN THE WORLD

Unit Structure:

3.1 Introduction

3.2 Objectives

3.3 Growth and development of television as a mass medium in the world

3.4 Growth of satellite television in the world

3.5 Summing Up

3.6 References and Suggested Readings

3.1 Introduction

Television has undergone a remarkable transformation since its inception, evolving from a nascent technology into a dominant mass medium that profoundly impacts global culture, politics, and society. This note explores the historical development, technological advancements, cultural influence, and future prospects of television as a mass medium.

3.2 Objectives

This unit is an attempt to explain the growth and development television as a mass medium in the world and also to analyse the growth of satellite television in the world.

Early Development and Technological Advancements

1. Invention and Initial Broadcasts

The journey of television began in the late 19th and early 20th centuries with the pioneering work of inventors like Paul Nipkow, who created the Nipkow disk in 1884, an early mechanical device

for transmitting images. However, the true breakthrough came with the advent of electronic television. John Logie Baird in the UK and Philo Farnsworth in the US were pivotal figures. Baird demonstrated the first working television system in 1926, while Farnsworth made significant contributions with his image dissector camera tube in the late 1920s.

The first public demonstration of television in the United States occurred in 1939 at the New York World's Fair, where RCA showcased its new electronic television technology. This period saw the establishment of the first experimental broadcast stations, setting the stage for the medium's rapid growth.

2. Post-War Expansion and the Golden Age

The development of television as a mass medium accelerated after World War II. By the late 1940s and early 1950s, television sets became more affordable and widely available. The introduction of network broadcasting in the United States by major players such as NBC, CBS, and ABC facilitated the rapid dissemination of television content. This era, often referred to as the "Golden Age of Television," saw the rise of iconic programs, including dramas, comedies, and variety shows, that captivated audiences.

Technological advancements continued with the development of color television. The first successful color broadcast occurred in 1953 in the United States, and by the 1960s, color TV became standard, enhancing the viewing experience and further boosting television's popularity.

Cultural Influence and Global Expansion

1. Television as a Cultural Force

Television quickly became a powerful cultural force, shaping public opinion and reflecting societal values. It brought news, entertainment, and educational content into people's homes, significantly impacting how they perceived the world. Programs such as news broadcasts, sitcoms, and live events (e.g., the moon

landing in 1969) became shared cultural experiences, fostering a sense of collective identity.

The medium also played a critical role in the civil rights movement, with television coverage of events like the 1963 March on Washington and the Selma to Montgomery marches raising awareness and garnering support for social change.

2. Global Expansion and Localization

The 1960s and 1970s witnessed the spread of television technology to other parts of the world. In Europe, countries like the UK, Germany, and France developed robust television industries, producing content that resonated both locally and internationally. The BBC in the UK became a model for public service broadcasting, emphasizing educational and informational content alongside entertainment.

In developing countries, television often arrived later but rapidly became an influential medium. Governments and international organizations recognized its potential for educational and developmental purposes, using television to promote literacy, health, and agricultural practices.

Technological Advancements and Diversification

1. Cable and Satellite Television

The 1980s and 1990s saw significant technological advancements that transformed the television industry. The introduction of cable and satellite television expanded the number of available channels, offering viewers greater choice and niche programming. This period saw the rise of specialized channels like CNN (news), ESPN (sports), and MTV (music), catering to specific interests and demographics.

2. Digital Television and High Definition (HD)

The transition from analog to digital broadcasting in the late 1990s and early 2000s marked another major milestone. Digital television offered superior picture and sound quality, more efficient use of the

broadcast spectrum, and the potential for interactive services. The rollout of high-definition (HD) television further enhanced the viewing experience, providing crisper, more detailed images.

The Internet and the Convergence of Media

1. The Rise of Streaming Services

The advent of the internet and digital technology in the early 21st century brought about a convergence of media, blurring the lines between traditional television and online content. Streaming services like Netflix, Hulu, and Amazon Prime emerged, offering on-demand access to vast libraries of content. These platforms disrupted traditional television models, challenging broadcast and cable networks with their subscription-based and ad-free viewing experiences.

2. Impact on Viewing Habits

The proliferation of streaming services transformed viewing habits, giving rise to "binge-watching" and shifting the power from broadcasters to viewers. People could now watch entire seasons of shows at their convenience, leading to changes in content production and distribution strategies. Original content produced by streaming platforms, such as "House of Cards" and "Stranger Things," garnered critical acclaim and demonstrated the viability of this new model.

Social and Political Impact

1. Television and Politics

Television has played a crucial role in shaping political discourse and election campaigns. The first televised presidential debate in 1960 between John F. Kennedy and Richard Nixon highlighted the medium's influence on public perception. Television news and political talk shows continue to be vital sources of information and platforms for political communication.

2. Television and Social Movements

Television has been instrumental in highlighting social issues and movements. The coverage of the Vietnam War in the 1960s and 1970s brought the realities of conflict into living rooms, influencing public opinion and policy. More recently, television and online video platforms have covered movements like Black Lives Matter, amplifying voices and mobilizing support globally.

Challenges and Future Prospects

1. Decline of Traditional Television

The rise of streaming services and internet-based content has led to a decline in traditional television viewership, particularly among younger demographics. Broadcast and cable networks face challenges in retaining audiences and adapting to the changing media landscape. The shift to online content consumption requires traditional television companies to innovate and diversify their offerings.

2. Integration with Digital Technologies

The future of television lies in its integration with digital technologies. Smart TVs, which connect to the internet and offer access to streaming services and apps, represent the convergence of traditional and digital media. Virtual and augmented reality (VR/AR) technologies also hold potential for immersive viewing experiences, further transforming the medium.

3. Regulatory and Ethical Considerations

As television continues to evolve, regulatory and ethical considerations remain important. Issues such as media ownership concentration, content regulation, and the impact of advertising on public health and behavior require ongoing attention. The balance between commercial interests and public service remains a critical concern for policymakers and industry stakeholders.

Check Your Progress

Q.N.1 Discuss the growth and development of TV as a mass medium in the world.

Growth of Satellite Television in the World

Introduction

Satellite television has revolutionized the way people consume media and access information, offering a wide range of programming to global audiences. From its inception in the mid-20th century to its current state, satellite television has undergone significant technological advancements and market expansions, influencing cultural, political, and economic landscapes.

Historical Background

The concept of satellite television began to take shape in the 1960s, following the successful launch of communications satellites. The first major milestone was the launch of Telstar 1 by AT&T in 1962, which enabled the first live transatlantic television feed. This was soon followed by other significant developments, including the launch of Syncom 3 in 1964, which broadcast the Tokyo Olympic Games to the United States.

Technological Advancements

Early Developments

Initially, satellite television was primarily used for point-to-point communications between large-scale broadcasters. The technology relied on geostationary satellites, which remain fixed relative to a specific point on the Earth's surface. This allowed for continuous transmission of signals to and from fixed satellite dishes.

Transition to Direct-to-Home (DTH)

The real transformative phase began in the 1980s with the advent of Direct-to-Home (DTH) satellite services. This technology enabled individual households to receive satellite television directly via small satellite dishes. Companies like HBO in the United States and Sky TV in the UK began to offer subscription-based services, which rapidly gained popularity.

Digital Transition

The 1990s saw the transition from analog to digital broadcasting. Digital signals provided higher quality audio and video, greater channel capacity, and interactive services. This transition also facilitated the use of more compact satellite dishes and set-top boxes, making satellite television more accessible and affordable for a broader audience.

High Definition (HD) and Beyond

Entering the 21st century, satellite television embraced High Definition (HD) broadcasting, significantly enhancing the viewing experience. More recently, Ultra High Definition (UHD) or 4K broadcasting has started to emerge, further pushing the boundaries of picture quality. These advancements have been supported by improved satellite technologies, such as High Throughput Satellites (HTS), which offer increased bandwidth and efficiency.

Market Expansion

North America

In North America, satellite television gained substantial traction in the 1990s with companies like DirecTV and Dish Network leading the market. These providers offered a wide array of channels and exclusive sports packages, attracting millions of subscribers. The introduction of digital video recording (DVR) technology further enhanced the consumer experience, allowing viewers to record and playback programs at their convenience.

Europe

In Europe, the growth of satellite television was spearheaded by services like BSkyB (now Sky) in the UK and Canal+ in France. The liberalization of broadcasting markets and the adoption of the DVB-S (Digital Video Broadcasting - Satellite) standard facilitated rapid growth. European satellite TV providers have been known for

offering diverse multilingual content, catering to a variety of linguistic and cultural groups.

Asia-Pacific

The Asia-Pacific region has seen remarkable growth in satellite television, driven by large and diverse markets. Countries like India and China have witnessed exponential increases in satellite TV subscribers. In India, providers such as Tata Sky and Dish TV have capitalized on the country's vast rural population, providing access to a wide range of regional channels. In China, state-owned enterprises like China Satellite Communications have expanded services to cover vast geographical areas, contributing to increased viewership.

Latin America

In Latin America, satellite television has been instrumental in bridging the digital divide. Companies like DirecTV Latin America and Sky Brasil have made significant inroads, offering affordable and diverse programming options. Satellite TV has provided access to international content and local programming, which has been crucial in areas with limited terrestrial broadcast infrastructure.

Africa and the Middle East

In Africa and the Middle East, satellite television has become a vital tool for information dissemination and entertainment. Providers such as MultiChoice'sDStv in Africa and OSN in the Middle East have expanded their offerings to include a mix of international and local content. The vast coverage area of satellite TV is particularly beneficial in regions with challenging topography and infrastructure limitations.

Economic and Social Impact

Cultural Exchange and Globalization

Satellite television has played a significant role in promoting cultural exchange and globalization. By providing access to international content, it has exposed audiences to diverse cultures, lifestyles, and perspectives. This has fostered greater understanding and appreciation of global diversity.

Political Influence

Satellite television has also had a notable impact on politics. In many regions, it has served as a platform for political discourse and education, providing a wider reach than traditional media. This has been particularly evident in regions with restrictive media environments, where satellite television has offered an alternative source of information and a means for political engagement.

Economic Development

The growth of satellite television has contributed to economic development by creating jobs and stimulating the media and entertainment industries. It has also driven technological innovation and investment in infrastructure, particularly in developing regions.

Challenges and Future Prospects

Competition from Streaming Services

One of the major challenges facing satellite television today is the rise of internet-based streaming services like Netflix, Amazon Prime, and Disney+. These platforms offer on-demand content, which is increasingly preferred by younger audiences. Satellite TV providers are responding by integrating streaming capabilities into their offerings and expanding their digital platforms.

Technological and Regulatory Challenges

Satellite television faces ongoing technological and regulatory challenges. The allocation of satellite frequencies, interference issues, and the need for continuous technological upgrades are significant concerns. Additionally, regulatory environments vary widely across different regions, affecting market operations and expansion.

Future Prospects

Despite these challenges, the future of satellite television remains promising. The development of next-generation satellites, such as those employing Very High Throughput Satellite (VHTS) technology, promises to enhance capacity and coverage further. Hybrid models that combine satellite and IP-based delivery are also emerging, providing more flexible and efficient content distribution.

Satellite television is likely to continue playing a crucial role in areas with limited internet infrastructure, ensuring that millions of people have access to information and entertainment. Moreover, advancements in satellite technology could support the growth of other services, such as satellite internet, which could complement traditional television offerings.

3.5 Summing Up

Television has evolved from a technological curiosity to a ubiquitous mass medium with profound cultural, social, and political impact. Its journey has been marked by continuous technological advancements, global expansion, and adaptation to changing consumer preferences. As the media landscape continues to evolve with the rise of digital technologies and streaming services, television remains a dynamic and influential medium, constantly reinventing itself to meet the demands of a global audience. The future of television will likely be shaped by its ability to integrate with new technologies, adapt to regulatory challenges, and continue to provide diverse, high-quality content that resonates with viewers around the world.

The growth of satellite television has been a remarkable journey marked by significant technological advancements and market expansions. From its early days of broadcasting the Tokyo Olympics to the current era of HD and 4K content, satellite television has continually evolved to meet changing consumer demands and technological possibilities. While it faces competition from digital streaming services, the inherent advantages of satellite technology ensure its continued relevance, especially in underserved regions. As the industry adapts to new challenges and opportunities, satellite television will remain a vital part of the global media landscape, bridging gaps and bringing the world closer together.

Self Asking Questions

Q.N.1 Discuss the present scenerio of Television in India as a popular mass medium.

Q.N.2 Analyse the history of satellite television in the world in your own words.

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UNIT: 4

Unit Structure:

4.1 Introduction

4.2 Objectives

4.3 Evolution of Television

4.4 Growth of Television in India

- **4.4.1 Doordarshan**
  - **4.4.1.1 Autonomy of Doordarshan**
- **4.4.2 Satellite Television**
- **4.4.3 Cable Television**
- **4.4.4 Conditional Access System (CAS)**

4.5 Television for Development

- **4.5.1 SITE**
- **4.5.2 Kheda experiment**
- **4.5.3 Jhabua Development Communication Project**

4.6 Notable Television Broadcast Related Organizations in India

- **4.6.1 Broadcast Audience Research Council India**
- **4.6.2 News Broadcasters and Digital Association**
- **4.6.3 Indian Broadcasting & Digital Foundation**
- **4.6.4 Broadcasting Content Complaints Council**

4.7 Summing Up

4.8 References and Suggested Readings

4.1 Introduction

Television, also known as TV, is a communication medium that transmits and receives moving images, both in colour and monochrome, with synchronized sound. Nowadays, TV has the capability to receive signals through various mediums such as terrestrial radio waves, coaxial cables, satellite reflection, and internet streaming. Nevertheless, the evolution of TV has been a lengthy process, leading to its current universal presence in

contemporary society.The focus of this chapter will be on the evolution of TV and its development within the Indian context. This encompasses the study of three distinct experiments conducted in India, focusing on the utilization of television as a means of development. In addition, we will study the overview of four prominent TV Broadcast Related Organizations in India.

4.2 Objectives

This unit is an attempt to give you an understanding of evolution of TV and its development within the Indian context. After going through the unit you will be able to-

- Discuss theevolution oftelevision.
- Discussthe growth of television in India.
- Examine the use of television as a means of fostering development in India.

4.3 Evolution of Television

The term “Television” was introduced by Constantin Perskyi in the year 1900, while the credit for inventing TV goes to Scottish engineer John Logie Baird in 1924. The broadcast of a straight-line in TV system was conducted by Philo Taylor Farnsworth on September 7th, 1927. The 1936 Summer Olympic in Germany was broadcasted using closed circuit TV. The year 1928 marked a significant milestone with WRGB becoming the first-ever television station in the world. British Broadcasting Corporation (BBC) ofBritain began the first TV service in 1936.The United States initiated TV broadcasting in 1939, with the inaugural TV station being NBC’s WXBS, located in New York City. In 1939, New York World’s Fair and a speech by President Franklin Roosevelt was televised. In the beginning, television shows were only available in black and white.The Columbia Broadcasting System (CBS) achieved a milestone in television history when it demonstrated its “field sequential” colour system by transmitting the first successful program in colour to eight television sets in the Walker Building, located in Washington.June 25th, 1951 marked a significant milestone in television history as CBS aired the first commercial

colour broadcast. The program, titled “Premiere,” was transmitted to a network of five stations in New York City, Boston, Philadelphia, Baltimore, and Washington.The Second World War impeded the progress of television expansion. However, following the war, television broadcasting experienced rapid growth in the United States and other Western nations.By 1953, the number of TV stations in the USA had increased to 512, broadcasting programs to an impressive 50 million television sets, compared to 48 stations and 2 million sets in 1948. In 1950, Zenith Radio Corporation developed the world’s first television remote control.The early remote, named “Lazy Bones,” utilized a wired connection to connect with the television.The year 1955 saw the creation of the “Flashmatic,” a wireless remote control, by Eugene Polley.

The U.N. organized the first World Television Forum on November 21 and 22, 1996, where prominent media personalities gathered.During the forum, the growing significance of television in our ever-changing world was discussed, along with strategies to improve cooperation. U.N. General Assembly officially declared 21st November as the World Television Day.The observance of World Television Day commemorates the innovation and significance of television, which has evolved into a strong representation of global interconnectedness and the process of globalization in the 21st century.

4.4 Growth of Indian Television

The story of TV in India is a fascinating tale that reflects the nation’s social and cultural changes, technological progress, and media development.TV has greatly impacted India’s collective consciousness, public discourse, and social change, starting from its humble beginnings in the late 1950s to becoming a common presence in millions of households today.The introduction of TV in India represented a major turning point in the media landscape of the nation, ushering in a fresh era of visual storytelling and communication.TV, with its capacity to overcome geographical limitations and connect with diverse viewers, became a potent tool for entertainment, spreading information, and fostering development.

4.4.1 Doordarshan

Doordarshan's old Logo
Source: ZEE Entertainment

TV finally arrived in India on September 15, 1959, with Delhi being the starting point. It was launched as an experimental service of All India Radio with support from UNESCO. The humble beginning consisted of a makeshift studio in AIR, a low-power transmitter with a coverage radius of 40 km, and only 21 community TV sets.Its founding was driven by the vision of advancing community development and education, embodying the motto "Satyam Shivam Sundaram", which translates to "which is True, is Permanent and Beautiful".The National Institute of Design was responsible for the design of Doordarshan's logo, while the signature tune was composed by the legendary Pandit Ravi Shankar.

In the beginning, the programs were aired twice a week, each episode lasting one hour. The topics covered included community health, traffic, road safety and the responsibilities and rights of citizens. The launch of School TV (STV) occurred in 1961, aiming to provide training for science teachers in Delhi schools. In 1965, a daily news bulletin service was introduced with one hour of daily service.The program "Krishi Darshan" was inaugurated in 1967 on the occasion of Republic Day, with the intention of benefiting farmers. TV service was expanded from Delhi to Mumbai in 1972, making it the second Indian city to have access to TV. By 1975, the service was extended to Srinagar, Amritsar (1973) and Kolkata, Chennai, and Lucknow (1975). The year 1976 saw Doordarshan (DD) splitting from All India Radio (AIR) to become a separate department in the Ministry of Information and Broadcasting.In 1982, DD started broadcasting national programmes. The first colour program aired was the live broadcast of the Independence Day parade on August 15th, 1982, which was then followed by the Asian Games held in Delhi.Subsequently, DD India was launched in 1995, followed by the introduction of DD Sports and DD News in 1999. TV programming in the 1980s saw a surge in popularity with soap operas like *Hum Log* (1984)*, Yeh Jo Hai Zindegi*(1984)*,*

Khandaan(1985)*, Buniyaad*(1986)*, Malgudi Days* (1986)*,Fauji* (1989)andmythological dramas like *Ramayana* (1987) *and Mahabharata* (1988).

With the launch of INSAT-1A, the country's inaugural domestic communications satellite, Doordarshan experienced a notable increase in its broadcasting reach.This helped Doordarshan reaching a significant milestone as it started "National Programme," transmitting from Delhi to all other stations from 1982.As the country was getting ready to host the Asian Games, it upgraded its TV broadcasts from monochrome to color in 1982.Currently, Doordarshan boasts itself on having 66 Doordarshan Kendra engaged in programme production, spanning across a network of 35 DD channels, alongside a Free-to-Air DTH service that provides access to 104 channels.From its humble beginnings of a single studio at All India Radio, DD has expanded to 66 studio centres across the nation. There are a total of 17 major studio centres located in state capitals, along with an additional 49 centres in various cities.

4.4.1.1 Autonomy of Doordarshan

Doordarshan, much like All India Radio, was a component of the Ministry of Information and Broadcasting. While the ministry asserted that Doordarshan had operational independence, it was still bound by the ministry's directives on news and current affairs. In December 1964, the Committee on Broadcasting and Information Media was established under the chairmanship of Ashok Kumar Chanda. The committee subsequently presented its report in April 1966. The committee proposed the liberation of Radio and TV, advocating for the establishment of an autonomous corporation for Akashvani and Doordarshan. The year 1977 witnessed the formation of the Working Group on Autonomy for Akashvani and Doordarshan, with BG Verghese serving as its chairman. In 1978, the committee submitted its report, which advised the formation of the National Broadcast Trust or Akash Bharati. The committee recommended thatthe autonomous trust would assume the responsibility of managing Akashvani and Doordarshan, with accountability to parliament and ownership by the nation.Verghese committee underscored the importance of impartiality and autonomy

within the corporation, highlighting the utilization of Doordarshan and AIR as medium for government propaganda during the emergency period declared by Indira Gandhi.The Prasar Bharati Bill was formally submitted to the parliament in 1989, leading to its enactment in 1990 and subsequent implementation in 1997.Prasar Bharati, established on November 23, 1997, is a statutory autonomous organization that operates in accordance with the provisions of the Prasar Bharati Act.All India Radio and Doordarshan were moved from the Ministry of Information and Broadcasting to the newly formed Prasar Bharati. The mission and objectives of the Prasar Bharati Corporation are outlined below:

- To uphold the unity and integrity of the country and the values enshrined in the Constitution.
- To safeguard the citizen's right to be informed freely, truthfully and objectively on all matters of public interest, national or international, and to present a fair and balanced flow of information including contrasting views without advocating any opinion or ideology of its own.
- To promote national integration.
- To pay special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health & family welfare and science & technology.
- To create awareness about women's issues and take special steps to protect the interests of children, aged and other vulnerable sections of the society.
- To provide adequate coverage to diverse cultures, sports and games and youth affairs.
- To promote social justice, safeguarding the rights of working classes, minorities and tribal communities.
- To promote research and expand broadcasting faculties & development in broadcast technology.

4.4.2 Satellite Television

Intelsat-1
Source: NASA

The era of satellite communication began on April 6, 1965, with the successful launch of Intelsat-1 or "Early Bird", the first commercial communications satellite. Following the liberalization of the Indian market, new broadcasters emerged in the country, presenting the Indian audience with alternative viewing choices other than Doordarshan channels. But the booming of satellite tv in India can be attributed to the Gulf War. CNN, an American news TV channel, utilized satellite TV to globally transmit real-time footage of the tumultuous incidents transpiring in Baghdad. The intrigued Indian audience had the privilege of observing the event as it unfolded, all from the comfort of their own homes.In May 1991, the Hong Kong-based company STAR (Satellite TV Asian Region) started broadcasting in India using the ASIASAT-1 satellite.Subsequently, STAR entered into a contractual agreement with Dr.Subhash Chandra, resulting in the establishment of ZEE TV on December 15th, 1991, as India's first private TV network.As the TV industry in India expanded, an increasing number of domestic and international broadcasters began their transmissions in the country. The cable TV industry (later discussed) experienced growth as a result of the introduction of satellite channels.

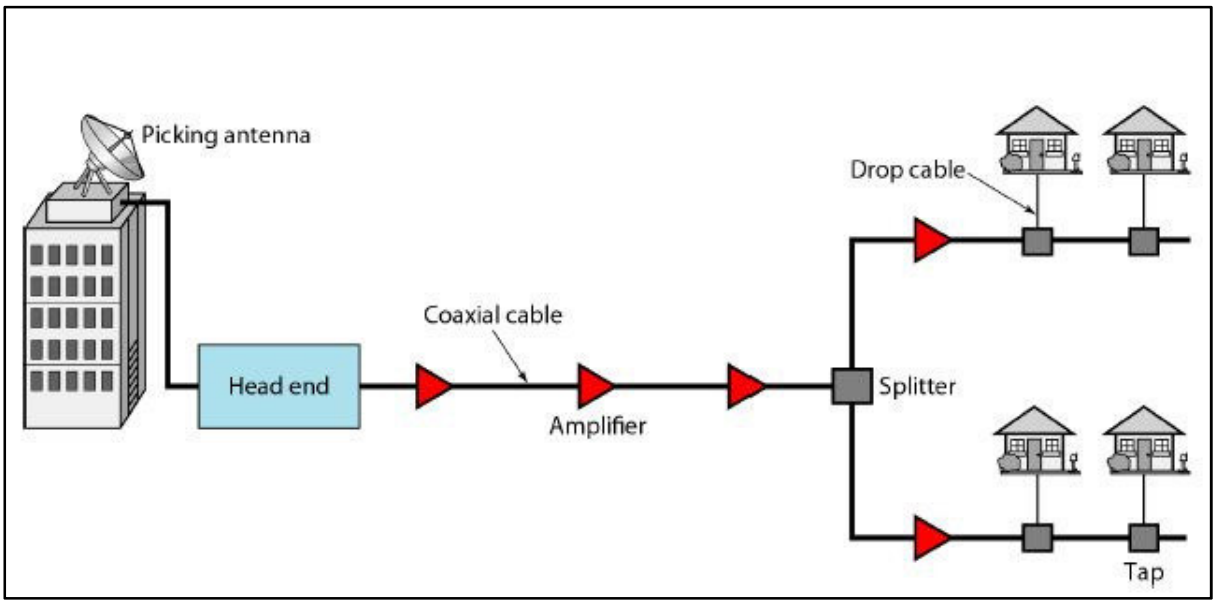
Dr.Subhash Chandra
Source: ZEE Entertainment

The first Direct-to-Home (DTH) service was started by Dish TV with 48 channels. Prasar Bharati launched DD Free Dish DTH service in December 2004. DD Free Dish is the only Free-to-Air (FTA) Direct-To-Home (DTH) Service where there is no monthly subscription fee from the viewers. As of 2023, The TV broadcasting sector in India encompasses approximately 332 broadcasters providing 903 private satellite TV channels.According to the Annual Report 2022-23 published by the Telecom Regulatory Authority of India (TRAI), India currently has four pay DTH service providers and a total of 65.25 million active subscribers to pay DTH services.

4.4.3 Cable Television

Cable TV, also referred to as Community Antenna TV (CATV), utilizes fixed optical fibres or coaxial cables to transmit TV programming to consumers, in contrast to the conventional over-the-air approach that requires a TV antenna. Originally designed to enhance TV reception in remote locations, CATV has transformed into a medium that delivers an extensive selection of channels and services, influencing the way we consumption patter of modern TV. As a solution to reception difficulties in rural and mountainous areas, CATV was introduced in the United States during the late 1940s. In the year 1950, Robert J Tarlton successfully established the inaugural commercial cable TV system in Lansford, Pennsylvania (USA). This system was implemented to address the community's inability to receive a strong broadcast signal from the Philadelphia station due to obstruction from the Allegheny Mountain. By installing community antennas, it became possible to receive broadcast signals from distant stations, which were then distributed to subscribers using coaxial cables.This marked the start of cable TV, which later spread to urban areas, giving viewers the opportunity to access a greater variety of channels and enjoy clearer reception.

Cable TV Network
Source: Data Communication and Networking



4.4.4 Conditional Access System (CAS)

In digital TV broadcasting, Conditional Access System (CAS) is employed to manage viewer access to encrypted channels.By utilizing encryption, broadcasters can secure their channels and grant access exclusively to subscribers who possess the appropriate decryption keys, typically in the form of a smart card or set-top box. The process of how CAS operates involves the authentication of the subscriber's conditional access card and the validation of their entitlement to access encrypted channels. Upon verification of the subscriber's authorization, the CAS system proceeds with decrypting the channel's signal, granting the subscriber the privilege of viewing the content. By implementing CAS, service providers can ensure the protection of their revenue streams by limiting access to premium channels and services solely for paying subscribers. Service providers can offer flexible subscription plans, exclusive content, and pay-per-view options to cater to different audience preferences and revenue models. By streamlining subscriber management, billing, and authentication processes, it empowers service providers to efficiently handle subscriber accounts and entitlements. At present, the extensive utilization of CAS can be observed in cable TV networks, DTH satellite TV, IPTV, and OTT streaming services as a means to manage access to exclusive content and subscription-based services.

Self Assessment Questions

- What makes the Conditional Access System (CAS) crucial for broadcast service providers?

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- How did the introduction of satellite television contribute to the growth of cable television in India?

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Check Your Progress

- Discuss the evolution of television.

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- Discuss the development of Doordarshan.

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- How did the economic liberalization influence the TV industry in India?

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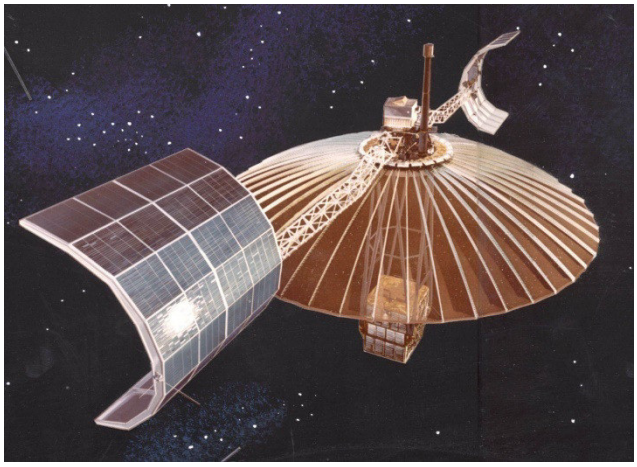
4.5 Television for Development

The inception of India's TV history can be attributed to its initiation as an educational initiative in 1959, supported by UNESCO and the Ford Foundation. Since then, the significant impact of TVon raising awareness and its influence on various demographics across the country cannot be understated.The role of TV in development communication in India encompasses several important aspects, including information dissemination, educational programming, behavioural change communication, cultural preservation and promotion, political awareness and participation, and entertainment-education. The experiments with Satellite Instructional TV Experiment (SITE), the Kheda Communication Project, and the Jhabua Development Communication Project serve as prominent demonstrations of TV's effectiveness as a robust tool for development communication.These projects exemplify the effective utilization of TV to disseminate information, promote education, and foster community development, especially in underserved rural areas.These projects are briefly discussed below.

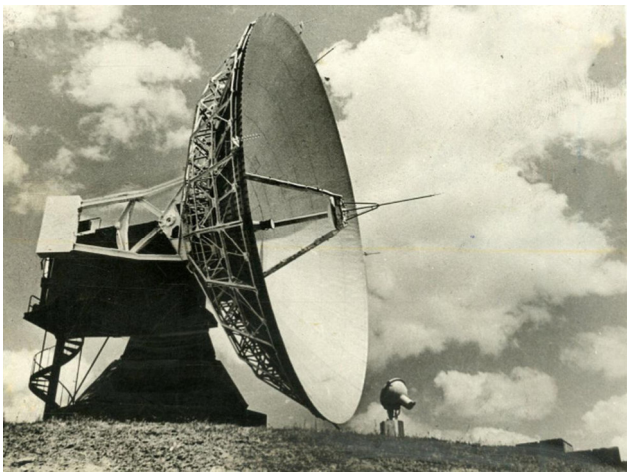
4.5.1 SITE



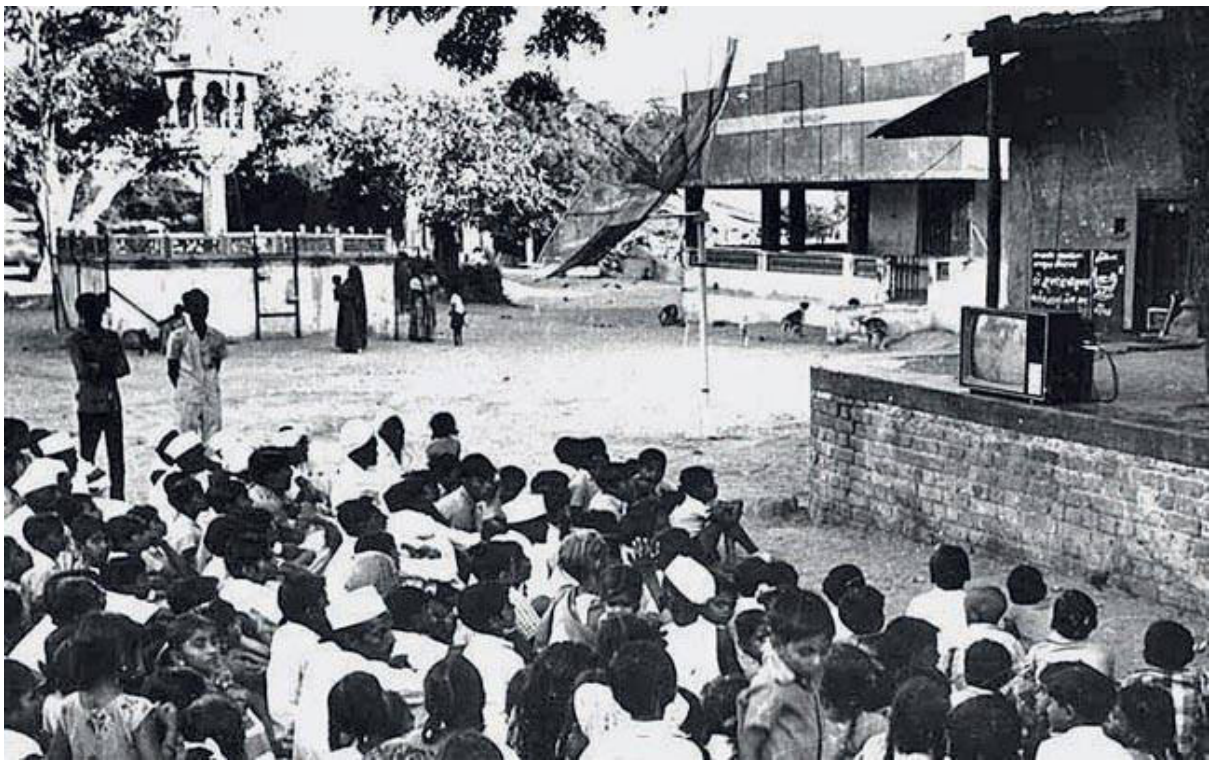
ATS-6 Satellite
Source: National Space Society

A collaboration between India's Department of Atomic Energy and NASA resulted in an agreement in 1969 to loan a satellite for one year.Accordingly,NASA's Application Technology Satellite-6 (ATS-6) was utilized to broadcast educational programs directly to TV sets placed in different rural clusters between August 1975 to July 1976. The Satellite Instructional TV Experiment (SITE), a brainchild of Dr. Vikram Sarabhai, was a pioneering initiative in Indian TV that effectively utilized the medium to promote social initiatives. The United Nations played a crucial role in the development of this project by assisting in the establishment of the Experimental Satellite Communication Earth Station in Ahmedabad. SITE represented the embodiment of Indian Space Research Organisation (ISRO)'s dedication to an application-focused methodology, utilizing technology to address developmental challengesconfronted by the nation.

The experiment served as a means for widespread education through diverse programs. Education, agriculture, health, and family planning were the main areas of concentration for the programs. The experiment took place in 2400 villages across six regions: Orissa, Madhya Pradesh, Bihar, Rajasthan, Andhra Pradesh, and Karnataka. To ensure widespread comprehension, the transmission was carried out in local languages including Hindi, Oriya, Telugu, and Kannada.The initial experiment involved the direct transmission of educational programs from a satellite to receivers. Four-hour programs were broadcasted daily by the earth stations in Delhi and Ahmedabad. There are two main categories of programs: Educational TV (ETV) and Instructional TV (ITV).As part of their school activities, students were exposed to a 1.5-hour TV program specifically created for educational purposes during weekdays. The time allocated for teacher empowerment during holidays involved the development of various content aimed at training teachers. As a result, close to 50,000 schoolteachers participated in the training programs.



Antenna at the prime earth station of SITE
Source: The Hindu



Villagers watching programmes
Source: The Better India

4.5.2 Kheda experiment

In the district of Kheda, located in Gujarat, the Kheda Communication Project was carried out for a period of ten years with the objective of promoting development via independent TV broadcasting. The year 1975 marked this initiation of India's first local rural TV telecast project, which lasted until 1990.The transmission was carried out by the Space Applications Centre (SAC) using a transmitter located in Pij village.The transmission of the programs, which were created with an emphasis on development, reached around 650 community TV sets in 400 villages. Public areas such as schools were chosen as the site for installing these TV sets, as they provided a gathering place for villagers to view the broadcasts in the evenings.The project has been widely acknowledged on an international scale and was awarded prestigious UNESCO Prize in 1984 for its exceptional effectiveness in rural communication.

The endeavour served as a catalyst for rural development while driving social change within the local community.Villagers

enthusiastically joined forces in the production of TV programs, tackling pressing local matters like exploitation, caste discrimination, and alcoholism. They played multiple roles, including actors, writers, and visualizers, all with the aim of finding local solutions.TV serials, folk dramas, puppet shows, and other popular local formats were utilized to address issues such as family planning, gender equality, and village sanitation, effectively engaging the community.Shows like *DaadFariyad* tackled one problem every week, interviewing villagers and government officials and coming up with solutions. Another show,*Hawe Na Saheva Paap*themed on the exploitation of Harijans by high caste farmers.In addition to the mentioned shows, *Chatter Mota, Nari Tu Narayani, Kaka Chale Vanka, Hu Ane Mari Bhuri, Mari Mahenat,* and *Mari Kamani* were also highly popular entertainment-education programs.

4.5.3 Jhabua Development Communication Project

In 1996, the Jhabua Development Communication Project was initiated in Jhabua, Madhya Pradesh by Development and Educational Communication Unit (DECU) of Space Application Center (SAC).The project's objective was to explore the use of an interactive satellite-based broadcasting network to promote development and education, specifically targeting the rural population with low literacy rates. In the villages, 150 TV sets were installed for direct reception, while at the block headquarters, 12 satellite-based interactive talkback terminalswere installed.Every evening, there were two-hour programs dedicated to development, which included interactive sessions. The talkback terminals enable the community to engage in question-asking, feedback provision, and progress reporting.The purpose of these broadcasts was to offer communication assistance in raising awareness about a range of activities, including healthcare, education, watershed management, agriculture, forestry, and local governance.

Self Assessment Questions

- How did the SITE experiment contribute to the evolution of television as a tool for development communication in India?

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- What were the key objectives of Kheda Experiment?

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Check Your Progress

- How did the Kheda Experiment influence rural development?

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- Discuss Jhabua Development Communication Project.

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- How did the SITE utilize television as a tool for promoting development?……

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4.6 Notable TV Broadcast Related Organizations in India

The TV sector in India is a vibrant and diverse field, comprising of numerous broadcasters, regulatory bodies, industry associations, and audience measurement organizations.The production, distribution, and consumption of TV content nationwide are overseen, regulated, and facilitated by this network of organizations. In the following section, a brief overview of three notable TV-related organizations in India is provided.

4.6.1 Broadcast Audience Research Council India (BARC)

Broadcast Audience Research Council India (BARC)is founded in 2010, with the recommendation of the Telecom Regulatory Authority of India and the Ministry of Information & Broadcasting (MIB). It is an industry-led organization that was established to develop, implement, and oversee a reliable and effective TV audience measurement system for India. The key stakeholders include broadcasters, advertisers, and advertising and media agencies, represented by their respective apex bodies such as the Indian Broadcasting & Digital Foundation (IBDF), Indian Society of Advertisers (ISA), and Advertising Agencies Association of India (AAAI). The data collection method employed by BARC consists of four steps, the first being the embedding of audio watermarks in content prior to its broadcast. Although these audio signals are not audibly detectable by humans, they can be easily identified using dedicated hardware and software. The second step involves the inclusion of watermarks in the content. Following that, the BAR-O-Meter records the viewing details and watermarks. Lastly, the raw data is cleaned and analysed to extract insightful information. At present, BARC gathers data from a total of 45,000 TV households across the nation.

4.6.2 News Broadcasters and Digital Association (NBDA)

News Broadcasters and Digital Associationserves as the representative body for private TV news, current affairs, and digital broadcasters.The mission of NBDA is “To serve as the eyes and ears of the private news, current affairs and digital broadcasters, to lobby on its behalf and to act as a central point of joint action on matters of interest.” The objectives of the NBDA are provided below:

1. To promote, protect and secure the interests including the right of freedom of speech and expression of the news broadcasters, digital news media and other related entities.

2. To promote awareness about the latest developments in the media industry relating to TV news broadcasters, digital news media and to disseminate knowledge amongst its

Members and the general public regarding such developments.

3. To provide for the Members a place of meeting so as to enable them to work in consensus to achieve common goals for the overall betterment of their industry and to have a common platform/forum at which they may air their grievances and arrive at solutions.

4. To promote the growth of friendly relations amongst the Members and amongst persons engaged in the production and broadcasting of TV/media software and to encourage co-operation among the Members so as to maximize mutual benefits.

5. To protect all its Members from persons or entities who carry on unfair and/or unethical practices or who discredit the TV news broadcasters, digital news media and other related entities.

6. No objects of the Company will be carried out without obtaining prior approval/ NOC from the concerned authority, wherever required.

7. None of the main objects shall be carried out on commercial basis.

4.6.3 Indian Broadcasting and Digital Foundation (IBDF)

The primary objective of the Indian Broadcasting and Digital Foundation is to encourage the expansion, enhancement, and endurance of the broadcasting and digital media industry in India. Since its inception in 1999, IBDF, a non-profit organization, has been actively involved in advocating for the interests of the Indian TV Industry. The organization visions that, in a diverse and democratic society like India, the essentiality of freedom of thought, expression, speech, and choice is emphasized. Any effort to limit these freedoms is perceived as regressive and in opposition to the ethos of a plural democracy. Furthermore, it emphasizes the dedication of IBDF members to conducting business in a manner that is culturally sensitive, socially responsible, and governance-

driven. IBDF provides a platform for its members to engage in ideation and collaboration, specifically focused on shaping policies and positions related to legislative, regulatory, and operational challenges that have an impact on the industry.

4.6.4 Broadcasting Content Complaints Council (BCCC)

The rapid growth of 24-hour General Entertainment Channels (GECs) since the early 1990s resulted in a significant increase in non-news programming on Indian TV.It became apparent that regulating TV content and addressing complaints about programs was necessary.Consequently, IBDF made the decision to develop a set of content guidelines and establish an autonomous complaint redressal mechanism for GECs.As a result, the Broadcasting Content Complaints Council (BCCC) was established in June 2011 as an independent self-regulatory organization overseeing non-news GECs.The goal was to establish guidelines for program content on the channels, implement a complaint resolution system for viewers, and promote creative programming in a free-speech environment without ad-hoc interventions.

Self Assessment Questions

- Broadcasting Content Complaints Council was established in (choose the right option)
  - **a.** 2010
  - **b.** 2012
  - **c.** 2022
  - **d.** 2011
- What is the vision of Indian Broadcasting and Digital Foundation?

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Check Your Progress

- What is the importance of TRP in the TV industry?

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- What are the objectives of News Broadcasters and Digital Association?

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- Whoare the key stakeholders of Broadcast Audience Research Council India?

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4.7 Summing Up

The history of television has been a voyage filled with innovation, change, and significant effects on society.Starting as a novel invention and now a widely used medium, television has experienced remarkable progress, shaping cultures, influencing public discourse, and bringing the world into people's homes.Television networks and channels in India have experienced significant growth, offering a wide range of programming that caters to different languages, regions, and cultures.Millions of viewers across the nation rely on it as a source of news, education, and entertainment.The proliferation of television in India has not only facilitated widespread access to information and entertainment, but has also played a pivotal role in influencing public sentiment, fostering social consciousness, and promoting national unity.The future of television holds great promise and potential as India embraces the advancements in digital technology and convergence of media platforms.Nevertheless, with numerous channels and platforms available, it is crucial to uphold the fundamental values of public service broadcasting, journalistic ethics, and ethical behaviour in the media.The evolution of television necessitates a steadfast commitment from stakeholders to foster diversity, inclusivity, and responsible content creation. This dedication is vital to ensure that television remains a catalyst for positive social change and cultural enrichment in India. This unit provided you with an

understanding of the development of television and the expansion of television in India. You were informed about the initial phases of Doordarshan and the various experiments carried out in India to effectively employ television as a tool for development communication.Moreover, you acquired information about a handful of significant TV broadcast related organizations in India.

Model Questions

- What lessons can be learned from the experiences of the SITE, Kheda experiment, and Jhabua Development Communication Project in leveraging television for rural development and community empowerment in India?
- Discuss your thoughts on the monitoring and regulation of broadcast content.
- How has the proliferation of digital streaming platforms and mobile viewing devices influenced the consumption patterns and growth trajectory of television in India?

4.8 References and Suggested Readings

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UNIT: 5

HISTORY OF COMPUTER AND INTERNET, DEVELOPMENT OF NEW MEDIA, NEW MEDIA AND MOBILE TELEPHONY SERVICES

Unit Structure:

5.1 Introduction

5.2 Objectives

5.3 Origin of computers

5.4 The Introduction of the Internet to the World

5.5 Development of New Media

5.6 Mobile Communication and Its Role in New Media

5.7 Role of New Media in Communication

5.8 Summing Up

5.9 References and Suggested Readings

5.10 Model Questions

5.11 Answers to Check Your Progress

5.1 Introduction

Today, everywhere we look, we see the ever-growing presence of digital media. Everyone has a smartphone in their pocket, a laptop in their bag and the way to access the internet is easier than ever. Digital media or new media, consists of this very form of communication access that has been made possible by digital technologies, fundamentally transforming how we interact, work, and entertain ourselves. Computers, central to this revolution, provide the hardware necessary for running complex software and accessing the internet. The Internet, which is aall-encompassing global network that connects millions of private, public, academic, business, and government networks, enabling vast information exchange and communication.

Smartphones have further propelled digital media into our daily lives, combining the capabilities of computers and internet access in portable, user-friendly devices. These technologies have given rise to social media platforms, streaming services, and digital content creation, revolutionizing industries and personal lifestyles. From virtual meetings and online learning to social networking and entertainment, digital media continues to reshape our world, making it more connected and interactive than ever before. In this Unit, we shall read about the history of computers and internet, the advent of digital media and its co-relation with mobile phone services.

5.2 Objectives

This unit deals with the history of computers and the internet, the advent of digital media, and its co-relation with mobile phone services. After studying this unit, you will be able to:

- Discuss the history of computers from its invention to now
- Explain the timeline of how the internet came into existence.
- Explain the growth and development of New media or digital media
- Discuss the relationship between New Media and mobile phone services in the current scenario

5.3 Origins of computers:

The concept of the modern computer as we know it today began taking shape in the 1930s and 1940s. However, if we think about it, the history of computers can be traced back to the 17th century with the development of the earliest calculators and computational devices. The predictable next step to such developments was clockwork devices, which did attain popularity as a novel concept. Yet, those crude devices were the first step of a journey that would slowly encompass the entire world and make the world a global village.

One of the earliest pioneers was Charles Babbage, an English mathematician who conceived the idea of a digital programmable computer in the 1830s. He designed but did not build his Analytical Engine, a mechanical computer that would have had most of the components of a modern computer like a processor, memory, input

devices and integrated programming capabilities. His daughter Ada, who continued her father's work is now hailed as world's first computer programmer.

The first electromechanical computers began appearing in the late 1930s and early 1940s. The Z1 computer created by German engineer Konrad Zuse in 1936 is considered one of the earliest functional modern computers. In 1937, students at Iowa State University initiated the Atanasoff–Berry Computer project which implemented concepts like binary arithmetic and electronic switching components.

During World War II, crucial developments emerged from initiatives like the secret British codebreaking efforts at Bletchley Park, and research into ballistic computation at the University of Pennsylvania's Moore School of Electrical Engineering. The ENIAC (Electronic Numerical Integrator and Computer), created at Penn and operational in 1946, is regarded as the first general-purpose electronic computer capable of being reprogrammed.

Alan Turing, the revered mathematician, and the father of theoretical computer science, worked and led a division of codebreaker mathematicians in Bletchley park. They developed the Turing Machine, which is widely regarded as one of the very first theoretical models of a general purpose computer.

The next major breakthrough was the invention of the transistor at Bell Labs in 1947, followed by the integrated circuit chip a decade later. Transistors replaced the bulky and unreliable vacuum tubes that computers originally used, paving the way for smaller, cheaper, more reliable and energy-efficient computers.

In the early 1950s, the UNIVAC I became the first commercial computer produced and sold to multiple customers. IBM's first commercial scientific computer, the 701, launched in 1952. By the late 1950s mainframe computers with high-level programming languages like FORTRAN were developed and being deployed at major corporations and research facilities.

The 1960s witnessed the emergence of minicomputers and the development of operating systems like Unix at companies and institutions like Digital Equipment Corporation and Bell Labs. In 1964, the IBM System/360 became one of the most successful computer lines ever produced and established IBM's dominance in the mainframe market.

A major milestone was the invention of the first microprocessor, the Intel 4004, in 1971. This single integrated circuit helped pave the

way for personal desktop computers and unleashed waves of innovation. Key early personal computer models included the Altair 8800 in 1975, the Commodore PET in 1977, the Apple II in 1977, and the IBM PC in 1981 which soon became an industry standard.

Since the 1970s, computers have undergone exponential growth in capabilities with increasingly faster processing speeds, higher memory capacities, and more advanced programming. Key developments include the emergence of graphical user interfaces, portable laptops, computer networking and the internet, and rapid advances in areas like computer graphics, multimedia and mobile computing.

Today, computing devices ranging from smartphones to supercomputers play an integral role in virtually every sphere of modern life. As technologies like cloud computing, artificial intelligence, and quantum computing continue advancing, computers will only grow more powerful, interconnected, and ubiquitous in shaping the human experience.

5.3.1 Timeline of the History of Computer

1830s - Charles Babbage conceives the idea of a digital programmable computer. He designs the Analytical Engine, a mechanical computer with components like a processor, memory, input devices, and programming capabilities.

1936 - Konrad Zuse creates the Z1, one of the earliest functional modern computers.

1937 - *Atanasoff–Berry Computer* project begins at Iowa State University, introducing binary arithmetic and electronic switching components.

1940-1945 - World War II accelerates computer development. Key projects include:

- British codebreaking at Bletchley Park.
- Ballistic computation research at the University of Pennsylvania's Moore School of Electrical Engineering.

1946 - ENIAC (Electronic Numerical Integrator and Computer) becomes operational, the first general-purpose electronic computer capable of reprogramming.

1947 – The transistor is invented at Bell Labs, leading to smaller, cheaper, and more reliable computers.

1950 - UNIVAC I became the first commercial computer sold to multiple customers.

1952 : IBM releases its first commercial scientific computer, the IBM 701 .

1953 : IBM 650, the first mass-produced computer, is introduced.

Late 1950s: Mainframe computers and high-level programming languages like FORTRAN emerge.

Early 1960s: Minicomputers and operating systems like Unix are developed.

1962 : Spacewar! , one of the first video games, is developed, demonstrating the entertainment potential of computers.

1971 : The first microprocessor, the Intel 4004 , is invented, enabling the development of personal desktop computers.

1984 : Apple Macintosh is launched, popularizing the graphical user interface.

1985 : Microsoft Windows 1.0 is released, providing a Graphical User Interface for IBM-compatible PCs.

1995 : Java programming language is introduced, allowing for platform-independent applications.

1996 : Google is founded, eventually becoming the world's most popular search engine.

Timeline: Growth of Computers in the New Millenium

2001:Apple releases the iPod, revolutionizing digital music consumption.

2007:Apple releases the iPhone, transforming smartphones into versatile mobile computing devices.

2010:Apple releases the iPad, popularizing tablet computing.

2011:IBM Watsonwins on Jeopardy!, showcasing advances in artificial intelligence.

2015:Windows 10 is released, unifying the Windows platform across multiple devices.

2020:Quantum computingadvances with companies like Google and IBM achieving significant milestones.

5.4 The Introduction of the Internet to the World

The Internet is a vast network that connects millions of computers worldwide. It allows people to share information and communicate with each other instantly. Through the internet, we can access websites, send emails, watch videos, play games, and use social media. It's like a giant web of connections that links devices, enabling them to share data. The internet makes it possible to learn new things, shop online, and stay in touch with friends and family no matter where they are.

The Internet has revolutionized the way we live, work, and communicate, connecting people and devices across the globe in an unprecedented way. Its origins can be traced back to the 1960s when the concept of a decentralized computer network was first conceived. Over the following decades, the Internet underwent a remarkable transformation, evolving from a niche research project to a ubiquitous global phenomenon.

The idea of interconnected computer networks emerged during the height of the Cold War. In 1962, J.C.R. Licklider, a computer scientist at the Massachusetts Institute of Technology (MIT), envisioned a "Galactic Network" that would allow computers to communicate with one another. His vision caught the attention of the Advanced Research Projects Agency (ARPA), an agency of the United States Department of Defense.

In 1969, ARPANET was born, connecting computers at four universities: the University of California, Los Angeles (UCLA), Stanford Research Institute (SRI), the University of California, Santa Barbara (UCSB), and the University of Utah. This groundbreaking network marked the beginning of the Internet as we know it today.

While ARPANET was initially designed for military purposes, it soon became apparent that the network had much broader applications. Researchers and academics quickly embraced the technology, using it to collaborate, share data, and exchange ideas. As the network grew, so did the need for standardized protocols to ensure seamless communication between different computer systems.

In the 1970s, Robert Kahn and Vint Cerf developed the Transmission Control Protocol/Internet Protocol (TCP/IP), which

became the fundamental communication protocol of the Internet. This standardized protocol enabled different networks to interconnect, laying the foundation for the Internet's exponential growth.

As the Internet expanded beyond its academic and military roots, new applications and services began to emerge. In the 1980s, the National Science Foundation (NSF) created NSFNET, a high-speed network that connected supercomputer centers and research institutions across the United States. This initiative played a crucial role in fostering the Internet's growth and promoting its use for research and education.

The true democratization of the Internet occurred in the early 1990s with the development of the World Wide Web by Tim Berners-Lee at CERN (the European Organization for Nuclear Research). The Web introduced a user-friendly interface that allowed anyone with a computer and a modem to access and share information on the Internet. This innovation paved the way for the Internet's widespread adoption and commercialization.

As the Internet became more accessible, businesses and entrepreneurs recognized its potential for commerce and communication. Companies like Amazon, eBay, and Google emerged, transforming the way we shop, search for information, and interact with one another.

Today, the Internet has become an integral part of our daily lives, with billions of people around the world relying on it for various purposes, from entertainment and social networking to e-commerce and remote work. Its impact on society has been profound, reshaping industries, fostering innovation, and enabling global connectivity on an unprecedented scale.

5.4.1 Timeline of Key Developments in the History of the Internet:

1962: J.C.R. Licklider envisions a "Galactic Network" of interconnected computers.

1969: ARPANET, the precursor to the Internet, is established, connecting four universities.

1971: The first email is sent by Ray Tomlinson, introducing the "@" symbol for addressing.

1973: The first international connections to ARPANET are established.

1974: The term "Internet" is coined by Vint Cerf and Robert Kahn.

1983: The Domain Name System (DNS) is introduced, making it easier to navigate the Internet.

1989: The first proposal for the World Wide Web is written by Tim Berners-Lee at CERN.

1991: The first website is launched at CERN.

1993: The first web browser, Mosaic, is released, making the World Wide Web more accessible.

1994: The Internet is opened for commercial use.

1995: Amazon and eBay are founded, marking the beginning of e-commerce.

1998: Google is founded, revolutionizing the way we search for information on the Internet.

2003: MySpace and Skype are launched, paving the way for social networking and internet-based communication.

2004: Facebook is founded, becoming one of the world's largest social media platforms.

2005: YouTube is launched, enabling the sharing of user-generated videos on a massive scale.

2007: The iPhone is introduced, revolutionizing mobile internet access.

2010: Instagram is launched, popularizing image-based social media.

2020s: The growth of artificial intelligence, 5G networks, and the metaverse shape the future of the Internet.

Check Your Progress

N.B 1. Your answer should be within 100 words

2. you may check your answers at the end of the unit

Q.1.What is the world wide web?

Q.2. Describe the rise of e-commerce.

Q.3.what is Social Media journalism

5.5 Development of New Media

In this age of rapid technological changes, we are constantly kept up-to-date by the internet. In the process of news gathering and writing, the advent of computers along with the phenomenon of the internet has introduced the concept of new media. New Media also known as Digital Media, is the media in which the information is assembled and disseminated with the help of the computer and internet.

Did You Know

- Len Manovich describes new media as a new cultural form which are native to computers or relies on computers for distribution.
- In new media, the product is called a website. Every website has an address.
- To see a website you need a computer, now it is also possible in mobile phones.
- Without internet, only a computer has no access to new media. Internet allows Computers to connect to the world and computers allow the internet to connect the user to the world.

When we refer to the term "new media" our mind conjures the range of digital technologies and platforms that have emerged in recent decades, revolutionizing the way we assemble, consume, and disseminate information and content.

The rise of new media has been driven by rapid advancements in computing power, internet connectivity, and digital technologies, leading to a profound shift in how we communicate, entertain, and interact with one another. The origins of new media can be traced back to the advent of the personal computer in the late 20th century. As computers became more affordable and user-friendly, they opened up new avenues for multimedia content creation and digital publishing. Early examples of new media included CD-ROMs, interactive software, and the first websites that emerged with the popularization of the World Wide Web in the 1990s.

The growth of the internet played a pivotal role in the development of new media. As internet speeds and bandwidth increased, it became possible to share and distribute digital content on a global scale. This led to the rise of online platforms such as blogs, social media networks, and video-sharing sites, which empowered individuals and content creators to bypass traditional media gatekeepers and reach audiences directly.

Social media, in particular, has been a defining force in the new media landscape. Platforms like Facebook, Twitter(X), Instagram, and TikTok have not only transformed how we communicate and share information but have also become powerful tools for marketing, activism, and citizen journalism. Social media has democratized content creation and distribution, giving rise to influencers, viral trends, and new forms of digital storytelling.

The growth of mobile devices and smartphones has also been a significant driver of new media. With ubiquitous internet access and powerful mobile apps, people can now create, consume, and share content on the go, blurring the lines between physical and digital spaces. Mobile apps have disrupted various industries, from transportation (Uber, Lyft, Ola, Rideshare) to hospitality (Oyo, Airbnb), and have enabled new business models and services.

Another key development in new media has been the rise of streaming services, which have transformed the way we consume entertainment content. Platforms like Netflix, Hulu, and Spotify have revolutionized the distribution of movies, TV shows, and music, offering on-demand access to vast libraries of content and challenging traditional cable and broadcast models.

Virtual and augmented reality technologies are also emerging as exciting frontiers in new media. These immersive technologies have the potential to revolutionize fields such as gaming, education, tourism, and even healthcare, by creating highly realistic and interactive digital environments.

The growth of new media has also led to the development of new business models and revenue streams. Online advertising, subscription-based services, and e-commerce have become integral components of the new media ecosystem, enabling content creators and platforms to monetize their offerings in innovative ways.

However, the rise of new media has also raised concerns about privacy, misinformation, and the concentration of power in the hands of a few tech giants. Issues such as data privacy, online harassment, and the spread of fake news have sparked debates about the need for regulation and oversight in the digital realm.

As new media continues to evolve, we can expect to see further disruptions and innovations in areas such as artificial intelligence, blockchain technology, and so on. These emerging technologies have the potential to reshape how we interact with digital content and services, creating new opportunities and challenges along the way.

5.5.1 Advantages of New Media:

1. Increased accessibility and democratization of information: New media platforms have made it easier for anyone to create, share, and access content, breaking down traditional gatekeepers and enabling wider dissemination of information.
2. Interactivity and user engagement: New media encourages two-way communication and interaction between content creators and users, fostering a more engaging and participatory experience.
3. Personalization and customization: Many new media platforms offer personalized content recommendations and allow users to tailor their experiences based on their interests and preferences.
4. Multimedia capabilities: New media can incorporate various forms of media, including text, images, videos, audio, and

interactive elements, creating more immersive and engaging experiences.

5. Global reach and connectivity: New media platforms have enabled global connectivity, allowing people from different parts of the world to connect, share ideas, and collaborate.
6. Cost-effectiveness: Creating and distributing content through new media channels is often more cost-effective compared to traditional media, lowering barriers to entry for content creators and small businesses.

5.5.2 Disadvantages of New Media:

1. Information overload and quality control: The abundance of content and the ease of publishing on new media platforms can lead to information overload and challenges in distinguishing credible sources from misinformation or low-quality content.
2. Privacy and security concerns: New media platforms collect and use user data, raising privacy concerns and potential security risks, such as data breaches and online surveillance.
3. Addiction and distraction: The constant stream of updates, notifications, and engaging content on new media platforms can lead to addiction, reduced attention spans, and distractions from real-life interactions and productivity.
4. Spread of misinformation and fake news: The rapid dissemination of information on new media platforms can facilitate the spread of misinformation, fake news, and propaganda, potentially influencing public opinion and decision-making.
5. Digital divide: Access to new media technologies and the skills required to effectively use them can create a digital divide, exacerbating existing social and economic inequalities.
6. Cyberbullying and online harassment: New media platforms have enabled new forms of bullying, harassment, and hate speech, with potential negative impacts on mental health and well-being.
7. Disruption of traditional business models: The rise of new media has disrupted traditional media industries, leading to

job losses, revenue declines, and challenges in adapting to new business models.

Know Your Progress

N.B 1. Your answer should be within 100 words

2. you may check your answers at the end of the unit

Q.4. Define and explain New media

Q.5. what is cyber crime?

5.6 Mobile Communication and Its Role in New Media

Here is a 1000 word overview on mobile communication and its role in new media, written in paragraphs without using bullet points:

Before mobile devices became mainstream, accessing new media meant being tied to a desktop or laptop computer. However, the rise of mobile technology has made consuming and creating digital content an anytime, anywhere experience. The advent of mobile communication devices, primarily smartphones and tablets, has ushered in a new era of how we interact with digital content and new media. These portable gadgets have become a part of our daily lives, granting us the ability to access the internet, create and consume multimedia, and stay connected to various digital services anywhere we go.

One of the most significant advantages of mobile devices is the constant connectivity they provide. As long as users have a stable Wi-Fi or cellular data connection, they can seamlessly integrate digital experiences into their daily lives. With a mobile data connection or wi-fi, we now can use our mobile phones to access-

- Social media apps to scroll news feeds, post updates, watch videos
- Messaging/chat apps for sending texts, photos, voice messages
- Email and productivity apps for checking messages on the go

- Online banking for monitoring accounts and making transactions
- Navigation apps that provide turn-by-turn directions using Global positioning system technology.
- Music and video streaming for entertainment.

Moreover, mobile devices have evolved into powerful multimedia creation tools, equipped with high-resolution cameras, microphones, and editing software. This has empowered users to capture and share high-quality photos, videos, and audio recordings instantly, giving rise to new forms of citizen journalism, influencer marketing, and viral media sharing. The ability for anyone to create and broadcast content from their mobile device has democratized the distribution of information and opened up new avenues for self-expression and storytelling.

Social networking platforms have been at the forefront of embracing mobile technology, recognizing the importance of real-time, location-aware social sharing. Users can now post updates, comment on friends' posts, share photos and videos, and even broadcast live video streams directly from their mobile devices, allowing them to communicate their daily experiences and build personal narratives in a way that was previously unimaginable.

The development of mobile apps and app stores has further revolutionized how we interact with new media. While mobile devices initially served as portable web browsers and media players, the introduction of specialized apps has opened up whole new digital ecosystems. From games and entertainment to shopping, personal services, news and information, and productivity tools, mobile apps have become the primary interface through which we engage with a vast array of digital content and services.

Many of these digital experiences are now designed with a "mobile-first" approach, taking advantage of the unique capabilities of smartphones, such as compact touchscreens, portability, cameras, GPS tracking, and more. This shift towards mobile-centric design has not only transformed the way we consume content but has also opened up new opportunities for businesses and content creators to reach and engage with their audiences.

The ubiquity of mobile devices has also made them an invaluable channel for advertising and commerce. Businesses can leverage in-

app advertisements, mobile commerce platforms, targeted ads based on location and user data, content marketing on social apps, and mobile wallets and payment services to reach potential customers in innovative and personalized ways. With people constantly glued to their smartphones, reaching and monetizing audiences through mobile devices and apps has become essential for businesses of all sizes.

Did You Know

Mobile advertising and e-commerce are now easier with the readily available smartphones. Such commercial levarages offer -

- In-app advertisements and immersive ad experiences
- Mobile commerce for purchasing goods and services
- Targeted ads based on location and user data
- Content marketing and promoted posts/stories on social apps
- Mobile wallets and payment services like GooglePay, PayTM etc.

One of the most exciting frontiers in mobile technology's impact on new media is the emergence of augmented reality (AR). By combining inputs such as cameras and motion sensors, mobile AR has the potential to blur the line between the digital and physical worlds. Users can overlay digital graphics, information, and animations onto the real world, providing interactive wayfinding and navigational guidance, virtually try on clothes and accessories, or transform flat surfaces into simulated 3D spaces for gaming and entertainment.

As mobile hardware and software capabilities continue to advance, with more powerful chipsets and cameras optimized for AR, the role of these portable devices in shaping how we perceive and interact with new media will only grow more profound. The boundaries between our physical and digital realities will become increasingly blurred, opening up new realms of immersive and interactive experiences.

The credit for the advent of digital communication and new media lies on the shoulders of Mobile phones. Mobile devices have not only revolutionized how we create, share, and consume new media

but have also reshaped the way we live, work, and connect with one another. As this technology continues to evolve, we can expect its impact on new media to deepen even further.

Know your progress

N.B 1. Your answer should be within 100 words

2. you may check your answers at the end of the unit

Q.6. Describe mobile phone as a tool for field journalism

Q.7. define and explain augmented reality

5.7 Role of New Media in Communication

New media platforms like social media, messaging apps, online videos and digital news outlets are playing an increasingly vital role in how people communicate, access information and express themselves. The penetration of affordable smartphones and mobile data has allowed millions to get online and engage with these new media channels.

While new media presents immense opportunities for development, citizen engagement and creativity, it also comes with significant risks around misinformation, privacy and ethical concerns that urgently need to be addressed through a combination of policies, accountability measures and digital literacy. As India's online population continues growing, navigating this double-edged sword of new media will be crucial for empowering the masses while containing toxic elements.

In the current Indian communication landscape, new media is having a profound impact across various spheres - from driving social causes and political engagement to enabling real-time communication and digital entertainment. Let's look at some of the key roles new media is playing:

5.7.1 Development Communication

Government agencies and civil society groups are leveraging new media like social platforms, WhatsApp groups and YouTube to run

campaigns around important social issues and development programs. For example, information about health schemes, educational initiatives, environmental causes is being actively promoted via creative multimedia content and influencer collaborations on new media.

This allows authentic local voices and grassroots communities to have their stories heard and represented. Digital platforms make it easier to crowdsource opinions, gather data insights and receive real-time feedback from citizens across regions. Overall, new media provides a democratized channel for participatory development communication.

5.7.2 Political Propaganda and Outreach

Over the last decade, Indian political parties and leaders have increasingly harnessed new media tools like Twitter, Facebook Live, and short viral videos to rally supporters, attack opponents, and shape narratives around elections and governance.

While this allows direct and unfiltered communication with voters, it has also enabled the rapid spread of misinformation, hate speech, and polarizing propaganda on a massive scale via private messaging groups, memes, and fake news websites. Monitoring harmful content continues to be a challenge.

All is not negative in this scenario, however, since new media has also given voice to many underrepresented groups and dissenting views, ensuring more diverse political discourse compared to mainstream TV and print publications.

5.7.3 Rise of Fake News and Misinformation

Speaking of misinformation, the ease of creating and sharing content on new media has sadly contributed to India's struggles with containing fake news, doctored videos/images and conspiracy theories going viral on messaging and social apps.

Unverified and polarizing content spreads rapidly over WhatsApp and Facebook groups, fueling everything from communal tensions and lynchings to undermining and ridiculing public initiatives and

scientific progress. Even reputable organizations and celebrities have unwittingly amplified fake news at times.

Fact-checking initiatives, digital literacy campaigns and platform policies have had limited impact in stemming this flow of online misinformation. More robust content moderation and legal frameworks are likely needed to address this significant new media challenge.

5.7.4 Importance of Gatekeeping Policies

With the immense power of new media to influence public narratives and behaviors, the need for responsible gatekeeping policies, standards and best practices has become critical. While openness and free speech remain important ideals, there have to be some checks and balances. Those actions include-

- Verifying identities and credible sources of online content
- Curbing hate speech, disinformation and online harassment
- Protecting user privacy and ethical data practices
- Ensuring transparency around political advertising/promotions
- Regulating addictive/extreme content targeting youth
- Maintaining journalistic integrity on digital news platforms

Both government regulation and self-governance by major new media platforms will be required to uphold accountability and public interest in this rapidly evolving space.

5.7.5 Preserving Culture

New media platforms have become instrumental in preserving and promoting India's rich cultural heritage and diverse traditions. Social media allows communities across the country to share their stories, art forms, music, customs, and more with local and global audiences alike. Organizations like Google's Indian Language Internet Alliance are working to create digital archives and virtual museums showcasing India's treasures.

Online videos and OTT platforms are helping regional films, folk arts, and classical performances find new life by reaching wider audiences beyond their traditional regional boundaries. For example,

Netflix launched a dedicated Indian series collection. Indigenous tribal communities can use digital outlets to raise awareness of their unique histories, struggles and craft traditions.

New media also enables cross-cultural dialogue within India's diversity. People from different states, religions and backgrounds can explore each other's cultures through online forums, virtual festivals and collaborative projects, fostering understanding.

5.7.6 Raise of Entrepreneurship

India has witnessed a thriving startup and entrepreneurship ecosystem, aided greatly by new media tools. Homegrown social media platforms like ShareChat allow entrepreneurs to build communities, market products/services and gain insights in regional languages. E-commerce giants like Flipkart have enabled small sellers and artisans from urban and rural India to access national markets.

Crowdfunding platforms like Ketto and Milaap have provided alternate funding avenues for countless innovative business ideas across sectors. New media has democratized entrepreneurial knowledge through online courses, DIY video tutorials in languages like Hindi, and virtual mentorship programs.

Even traditional businesses are leveraging digital marketing on platforms like Facebook, WhatsApp Business, and YouTube to cost-effectively promote their brands and drive sales growth.

5.7.7 Making Professional Connections

LinkedIn has become an integral professional networking platform for India's workforce across industries and roles. The platform provides opportunities to grow one's network, find relevant jobs, company insights and industry updates tailored to the Indian context.

Sector-specific online communities like TutorIndia for educators, PowerClubIndia for utility professionals, and CultBucket for creatives, allow professionals to connect, collaborate and upskill through webinars, virtual events and knowledge sharing.

New media has facilitated remote work and virtual collaboration which proved vital during the Covid-19 pandemic. Apps like Zoom, Google Meet, Microsoft Teams enabled businesses, schools/colleges and government to function seamlessly.

Indian edtech startups are leveraging new media through online courses, webinars and multimedia resources to deliver professional training, certifications and continuing education to working professionals across domains. Overall, new media is democratizing access to professional growth opportunities.

Know your progress

N.B 1. Your answer should be within 100 words

2. you may check your answers at the end of the unit

Q.8. Define and explain the harmful effects of Fake news

5.8 Summing Up

In this unit, we have learned about the invention, history and growth of computers. We have learned about how the internet came into being and its rapid development. We have discussed the advent of digital media or new media and its co-relation with mobile phone services. We have learned about the advantages and disadvantages of new media and its relevance in today's scenario.

5.9 References and Suggested Readings

Vir bala Aggarwal, V. S. Gupta.(2001) Handbook of Journalism and Mass communication.

Simon Lindgren. 2017. Digital media and Society

Encyclopedia Britannica

Martin Lister. 2003. New media- A critical Introduction

5.10 Model Questions

1.Give an overview of the history of Computer and Internet

2.Discuss the advantages and disadvantages of New Media.

3. Explain the role of New media in India's current political scenario.

5.11 Answers to Check Your Progress

Q.1.What is the world wide web?

Ans: The World Wide Web, commonly known as the web, is a system of interconnected documents and resources available on the internet. It allows users to access and share information through web pages, which are linked together via hyperlinks. Created by Tim Berners-Lee in 1989, the web uses browsers like Chrome, Firefox, and Safari to navigate these pages. It revolutionized how we communicate, learn, and conduct business, making vast amounts of information easily accessible to people around the world.

Q.2. Describe the rise of e-commerce.

Ans:The rise of e-commerce began in the 1990s with the advent of the internet. Companies like Amazon and eBay pioneered online shopping, making it easy for people to buy and sell goods from home. Secure online payment systems and improvements in internet technology boosted consumer confidence. The growth of mobile technology further expanded e-commerce, allowing people to shop from their phones. Today, e-commerce has turned into a massive global industry.

Q.3.what is Social Media journalism

Ans:Social media journalism refers to the practice of using social media platforms to report news, share information, and engage with audiences. Journalists utilize social media platforms like Twitter, Facebook, Instagram, and LinkedIn to disseminate breaking news, gather information from eyewitnesses, and interact with their audience in real-time. This form of journalism enables reporters to reach a broader audience, facilitates rapid news distribution, and encourages audience participation through comments, likes, shares, and retweets.

Q.4. Define and explain New media

Ans:New Media also known as Digital Media, is the media in which the information is assembled and disseminated with the help of the computer and internet. It refers to forms of communication and content delivery that have emerged with the advancement of digital technology. Unlike traditional media like newspapers, radio, and television, new media is characterized by interactivity, user participation, and accessibility through digital platforms. Examples of new media include websites, social media platforms, blogs, podcasts, streaming services, and mobile apps.

Q.5. what is cyber crime?

Ans:Cybercrime refers to illegal activities conducted through the internet or computer networks. These crimes include hacking, phishing, identity theft, fraud, and spreading malware or viruses. Cybercriminals exploit vulnerabilities in technology to steal sensitive information, disrupt services, or extort money. Targets can be individuals, businesses, or even governments. Now-a-days, cybercrime poses significant risks to cybersecurity, privacy, and financial security. Law enforcement agencies and cybersecurity experts work to prevent and combat cybercrime through measures such as cybersecurity protocols, encryption, and digital forensic investigations.

Q.6. Describe mobile phone as a tool for field journalism

Ans:Mobile phones serve as invaluable tools for field journalism, empowering reporters to capture, create, and share news content on the go. Equipped with high-quality cameras, audio recording capabilities, and video editing apps, journalists can quickly document events, conduct interviews, and gather multimedia materials. Mobile phones also enable live reporting through live streaming platforms like Facebook Live and Periscope, allowing journalists to provide real-time coverage from the scene. Additionally, mobile apps for note-taking, research, and social media management streamline the reporting process, enhancing efficiency and enabling rapid dissemination of news updates to audiences worldwide.

Q.7. define and explain augmented reality

Ans:Augmented Reality (AR) blends digital content with the real world, enhancing the user's perception of reality. Unlike virtual reality, which immerses users in a completely digital environment, AR overlays digital elements such as images, videos, or 3D models onto the physical world through devices like smartphones, tablets, or AR glasses. AR technology relies on sensors, cameras, and computer algorithms to detect and track real-world objects, allowing digital content to interact with them in real-time. Applications of AR range from entertainment and gaming to education, healthcare, and marketing, offering immersive and interactive experiences that bridge the gap between the virtual and physical realms.

Q.8. Define and explain the harmful effects of Fake news

Ans:Fake news refers to false or misleading information presented as genuine news. It can be intentionally fabricated or spread without proper verification, often to deceive or manipulate audiences. Fake news can have several harmful effects:

1. Misinformation: False information can mislead people, leading them to make uninformed decisions or hold incorrect beliefs.

2. Social Division: Fake news can exacerbate social and political divisions by spreading biased or inflammatory content that pits groups against each other.

3. Undermining Trust: It erodes trust in media and institutions, making it difficult for people to discern reliable sources of information.

4. Impact on Democracy: Fake news can influence elections and public opinion, undermining the democratic process by manipulating voters' perceptions.

5. Economic Consequences: Businesses and individuals may suffer financial losses due to false rumours or misinformation impacting stock prices, investments, or consumer behaviour.

BLOCK: III (GLOBAL MEDIA SCENARIO----SOME KEY ASPECTS)

Unit 1: Importance of the Study of Global Media Systems

Unit 2: Concept of Free Flow of Information and Imbalance

Unit 3: MacBride Commission Report

UNIT-1

Unit Structure:

1.1 Objectives

1.2 Introduction

1.3 Importance of the Study of Global Media Systems

1.4 The Information Rich West and the Information Poverty in the Underdeveloped Countries

1.5 Historical Dimension of the International Information

1.6 Their Closed Situation in the Socialist Countries

1.7 Let Us Sum Up

1.8 References and Suggested Readings

1.9 Self Assessment Questions(SAQs)

1.10 Answers to Check Your Progress

1.1 Objectives:

After going through this unit, you should be able to---

- comprehend the diverse aspects of the international media systems and also about the significance of indepth studies upon them,
- elaborate the root cause behind the fact that information is branded as a toweringly precious wealth,
- grasp a perspicaciously fathomable idea upon the veritable concept of imbalance prevailing in the information flow in the transnational arena, especially elucidating upon the blatant lacunae of imbalance in the entire process of information flow between the rich and the developed countries of the Western World and the poverty stricken underdeveloped countries of the Third World,
- trace the various dimensions regarding the history and origin of international information and also reflect upon

the factors of closed situation existing in the Socialist nations in this context.

1.2 Introduction:

In this Unit--1 of the Block-3(Global Media Scenario—Some Key Aspects), we will start with sharing some ideas about the global media/information systems and the related aspects in this context. Because, as students of Mass Communication and Journalism, it's pretty much necessary on the part of you to have a fair enough knowledge on the various mass media outlets operating right across the globe and the related aspects in this regard. We will also have a discussion upon the very concept of information as wealth, followed by some pertinent elaborations on the information flow between the rich and the developed nations of the Western World and the poor and the underdeveloped nations hailing from the Third World. Because, this knowledge on the international information flow, will be of great help for you in case of pursuing further elaborate studies in the future on the global media systems and related branches. The Second World, made up of the then Socialist nations, will too crop up in our discussion. Hence, overall it can be pressumed that after going through this unit thoroughly, you will be possessing a fair enough idea upon the various aspects and dimensions of the global media systems and also upon the concepts of international information flow in the contexts of the first world nations, third world nations and the socialist countries and the historical dimensions in this area. So, let us now concentrate upon the sub-sections under this Unit-1(Block-3) as quoted underneath----

Stop to Consider-1

The term global media is also termed as the international media or transnational media which basically stands for all sorts of mass media as well as the digital and social media platforms or outlets whose reach is spread across every nook and corner of the globe. The term global media is used in the context of international communication. It encompasses a wide range of media outlets such as the international newspapers, international magazines, international broadcasters like the international television channels, international radio networks etc., international publication houses, international news agencies, international media conglomerates, various international digital and social media platforms etc. For example, "The New York Times", "Time Magazine", 'The Washington Post", 'The Wall Street Journal", "The Sydney Morning Herald", The "British Broadcasting Corporation(BBC)", "Cable News Network(CNN)", "Voice of America(VOA)", "Visnews", "Canadian Broadcasting Corporation", "Australian Broadcasting Corporation", 'Reuters", "Associated Press(AP)", "United Press International(UPI)", "Agence France Presse(AFP)", "Telegrafnoi Agentsvo Sovetskavo Soyusa(TASS), "News Corporation, Australia", "Walt Disney", "Time Warner", "Columbia Broadcasting System(CBS)", "National Broadcasting Company(NBC)", "British Sky Broadcasting", "Sage Publications", "Palgrave Macmillan", "Oxford University Press" etc. are some of the renowned and famed global/international/transnational media platforms or outlets of varied genres.

Assignment-1

Before we proceed, let us get engaged in a short activity. Make a few lists separately of some of the renowned international newspapers, international magazines, international broadcasters, international publication houses, international news agencies, international media conglomerates, various international social & digital media platforms etc. Also, study in detail about the diverse aspects related to these international media outlets, such as their origin and history, organizational structures, current status and any other relevant aspect.

1.3 Importance of the Study of Global Media Systems---

1.3.1. Introduction to Global Media---

Communications media have been central to the major developments of modern societies. Their role has been as critical to the emergence of nation-states and conceptions of national identity; ideas of citizenship, democracy and associated human freedoms; the development of political culture and the public sphere; and the growth of capitalist commercial enterprises. They constitute the principal ways by means of which masses around the globe, are apprised and entertained and develop an understanding of their local, national and global/transnational social as well as cultural environments. It has been a historically corroborated fact that the communications media have been integral to the rise and fall of empires, to diplomacy, war, the spread of languages and cultural norms and to the processes which are referred to now-a- days under the umbrella of the terms of globalization and modernity.

The term media is comprehended in a three-fold sense, namely as a technological means of communication which signifies the fact that the process of human communication over the time and distance factors, has perennially required a technical means by means of which a message can be disseminated to others. Technical media that have been prominent through modern human history, have included the print media, broadcast media, telephony and the internet. According to Thompson, mass communication is the institutionalized production and generalized diffusion of symbolic goods via the fixation and transmission of information or symbolic content. In the words of Thompson, the mass communication forms have five characteristics—

- The development of technical and institutional means of production and diffusion, which includes the development of communications infrastructure as well as media industries;

- The commodification of symbolic forms, or the capacity of media to be bought and sold, and to acquire economic as well as symbolic value;
- The existence of a structured break over space as well as time between the production and reception of symbolic forms;
- Extension of the availability and durability forms across space and over time;
- The public circulation of symbolic forms, and their role in ordering public space and public culture through being 'made visible and observable to a multiplicity of individuals who may be, and typically are, scattered across diverse and dispersed contexts'.

The technical media of communications and their supporting infrastructure play a central role in the processes of media globalization through the role played by the globally networked communications infrastructures in enabling not only the international circulation of cultural commodities, texts, images and artefacts, but also their centrality to global commerce, global politics, global war and conflict, the globalization of organizational communication, and the general global circulation of ideas, information and ideologies.

The second sense in which the media are referred to are the institutional and organizational forms through which media content is produced and distributed. In the simplest of terms, it refers to the media industries, and there was a generalization in the course of the 20th century of the corporate form as the dominant institutional arrangement for the management of media production and distribution. Yet the media institutions operate within the circuits of production, distribution and reception. An important and complex role is played by those who generate original creative content, and the workplace and professional values of those involved in the production of media content; such professionals include actors, animators, producers, directors, journalists, photographers and camera persons. There is also the relationship of 'core' media industries to those who are the providers of content(e.g. the developers of digital content), aggregators of audience(e.g. marketing agencies, audience research analysts), and the industries the media symbiotically depends upon for the provision of regular

content(e.g. administrators of major sports)as well as revenue(e.g. companies that use media for advertising). In all of these relationships, the media industries operate in a range of markets. The term ‘market’ is used here to incorporate a variety of forms of transactions between agents—formal and informal, monetized and non-monetized.

The third sense in which the term media needs to be comprehended is the informational and symbolic content that is received and consumed by the readers, audiences and the users. This is the common sense understanding of the term media, as it refers to the content that comes to us through our newspapers, magazines, radios, televisions, personal computers, mobile phones and the other reception devices. Significantly, none of these contents exist independently of the technical infrastructures and institutional forms through which it is produced and distributed.

These three interconnected elements of the media—technical infrastructures, institutional forms and the socio-cultural contexts of reception—draw attention to three further relationships in which media are engaged, although they are certainly not exclusively media-related. First, there is the question of media power. If communications media can be understood as constituting one of the forms of social action that ‘structures culture, politics and economics… and determines how a life may be lived’(Jordan,1999,p.1), then theories of global media need to engage with how media power shapes and is shaped by, the capacity to engage in purposive social action in order to further one’s aims and the interests, and what the distribution of resources is which enable or inhibit the occurrence of such action. Secondly, there is a need to develop an understanding of the media markets. On the one hand, it is frequently argued that the media are ‘not just another business’(Schultz, 1994), on the basis of their centrality to contemporary public communication. Simultaneously, the predominant role played globally by privately owned commercial media, with their patterns of corporate ownership and reliance upon realizing profits through the sale of media commodities by various means, requires an understanding of both the general nature of economic markets in which the media industries and the related agents operate, and the distinctive features of both media commodities and media markets as compared to other lines of capitalist commerce and industry. Thirdly, we need to consider the

relationship between media and culture. This requires an understanding of the extent to which culture is increasingly 'mediated', that is, the distribution of informational and symbolic content is increasingly distanced over both space and time, and reception increasingly occurs in private and public context, to the point where the public/private distinction is itself increasingly blurred. It also involves recognition of the extent, to which culture, understood here as the deep structure of relations, understandings and symbolic systems of people within communities in particular times and places, can act as a mitigating factor upon the potential for global communication arising from the development of seemingly 'borderless' information and communications technologies(ICTs).

More so, in the contemporary world, international communication 'encompasses political, economic, social, cultural and military concerns' and as it becomes more widespread and multi-layered, the need to it study has acquired an added urgency. Intellectual and research interests in the international aspects of communication, culture and media has grown as a result of the globalization of media and the cultural industries. Communication studies have themselves broadened to include cultural and media studies, and are increasingly being taught in a comparative and international framework.

Stop to Consider-2

The term global media is also termed as the international media or transnational media which basically stands for all sorts of mass media as well as the digital and social media platforms or outlets whose reach is spread across every nook and corner of the globe. The term global media is used in the context of international communication. It encompasses a wide range of media outlets such as the international newspapers, international magazines, international broadcasters like the international television channels, international radio networks etc., international publication houses, international news agencies, international media conglomerates, various international digital and social media platforms etc.

Stop to Consider-3

In the contemporary world, international communication 'encompasses political, economic, social, cultural and military concerns' and as it becomes more widespread and multi-layered, the need to it study has acquired an added urgency. Intellectual and research interests in the international aspects of communication, culture and media has grown as a result of the globalization of media and the cultural industries. Communication studies have themselves broadened to include cultural and media studies and are increasingly being taught in a comparative and international framework.

Check Your Progress-1

Notes—i) Use the space below for your answers.
ii) Compare your answers with those given at the end of this unit.

1) Write down the full names of five large transnational news agencies.

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2) Write down the full forms of
CBS……
…….
NBC……
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3) Name two international newspapers operating from the United States of America(USA).

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1.3.2. Media and Power—

One of the reasons because of what we consider the study of global media to be significant/important and a central factor in framing

different theories of the media, is because we associate its international circulation with questions of power. Thompson has defined power as 'the ability to act in pursuit of one's aims and interests, the ability to intervene in the course of events and to affect their outcome'. He proposes that communication can be comprehended as a social activity, where communicating agents engage in purposive activity in structured social contexts. If the process of communication is comprehended as a purposive social action, and not simply as the transmission of information, then communication can also be understood as one of the forms through which power can be exercised.

Thompson(1995) has observed that media are associated with forms of cultural power or symbolic power that arise from the capacity to control, use and distribute resources associated with the means of information and communication. Symbolic power matters because it is the principal means by which the actions of others can be shaped through transformation of values, beliefs and ideas, or the practice and institutions of culture. Thompson contrasts symbolic power with economic power, political power and coercive power.

Media are particularly important in terms of Thompson's schema, since they are not only institutional sites through which cultural or symbolic power may be exercised, but also major corporations that invest in resources, employ people and produce goods and services, and therefore, exercise significant economic power. As per observation of Stuart Hall, the synthesis of economic, technical, social and cultural resources held by media organizations means that 'quantitatively and qualitatively'..the media have established a decisive and fundamental leadership in the cultural sphere'(Hall, 1977, p. 341). Consideration of the nature of media power draws attention to two sets of issues. One is the extent to which power is seen as relational, and primarily connected to the nature of influence, or whether it is seen as structural, and connected to the question of ideology. The second is the extent to which media power is largely reflective of the other systems of social power(economic, political and coercive), or has its own internal dynamics. It has been the process of drawing the interconnections between these two dimensions of media power –the cultural-symbolic and the political-economic—that has historically defined the critical media theories. The emergence of mass communication as a field of academic knowledge in the 1950s and 1960s was

strongly connected to the dominance of liberal pluralism in the social sciences during this period, and equated power with influence. In his critical overview of mass communications and the liberal pluralist tradition, Hall argued that it ultimately promoted a functionalist model of society where—The media were held to be largely reflective or expressive of an achieved consensus. The finding that after, the media largely reinforced those values and norms which had already received a wider consensual foundation.(Hall, 1982, p. 61)

The development of critical media theories was in part a reaction to this apparent sanguinity about media power found in the mass communications paradigm, While the critique of the mass communication paradigm was multifaceted, there were two particular critiques of the ways in which the relationship of media to power, and the nature of media power, had been approached. First, the idea that power was equated with influence, and associated primarily with the behavioural effects upon individuals arising from particular media messages, was demonstrated to be inadequate when the point was raised that power operated in a structural as well as a relational sense. As Hall(1982) observed, social and cultural power was about the 'power to define the rules of the game' and to determine what was 'deviant' behaviour, as well as the capacity to define social reality through the processes of representation, which were never simply the reflection of events, but the active production of meaning. Hall argued that—If the media were not simply reflective or 'expressive' of an already achieved consensus, but instead tended to reproduce those very definitions of the situation which favoured and legitimized the existing structure of things, then what had seemed at first as merely a reinforcing role had now to be reconceptualised in terms of the media's role in consensus formation.(Hall, 1982, pp. 63-4)

In other words, while the mass communications tradition had approached the relationship of media to power in terms of influence, which was behavioural, individualized and empirically measurable in relation to particular media messages, the critical media studies tradition understood the question of media power in terms of ideology, and the complex relationship of dominant ideologies to questions of representation, consent and the social construction of reality, or what Hall termed the 'reality effect'(Hall, 1982, pp. 74-5)

The second critique of the mass communications tradition concerned its failure to connect media power to other power relations. In particular, while the mass communications tradition tended to approach economic, political, coercive and symbolic-cultural power as relatively discrete in their nature and operations, the critical paradigm saw these as interconnected. For example-relations of structural inequality through which the dominant interests in capitalists societies—particularly dominant class interests—maintained their control or hegemony over subordinate social groupings or on a global scale, how dominant Western interests maintained political and economic power over the 'less developed' or 'Third World' nations. In doing so, they drew upon the Marxist critique of structural disparity in capitalist societies to argue that 'property ownership', economic control and class power were inextricably tied together'(Murdock and Golding, 1977, p.28). The distinctiveness of the media in such a critical paradigm required an understanding of how the media had increasingly become a central part of the capitalist economy, with two issues being central. First, it involved a mapping of patterns of concentration of media ownership and control, in order to establish both that 'the media are first and foremost industrial and commercial organizations which produce and distribute commodities'(Golding and Murdock, 1973, p. 207), and that their economic significance in capitalist economies is both large and increasing over time. Second, it required an analysis of the relationship between these structures of economic control and processes of cultural and distribution, in order to assess the claim made by Murdock and Golding that 'it is only by situating cultural products within the nexus of material interests which circumscribe their creation and distribution that their range and content can be fully explained'(Murdock and Golding, 1977, p. 36).

The critical media studies tradition has drawn attention to two issues concerning the nature of media power, and the relationship of media power to other forms of power, that have been central to defining two approaches to understanding global media. The first is the relationship of the economic to the ideological in understanding the nature and significance of cultural or symbolic power as it arises through the media. The political economy approach has tended to attach explanatory primacy to economic factors, seeing these as shaping cultural developments, with varying degrees of direct determination or relative autonomy. By contrast, the cultural studies

approaches have tended to draw attention to the distinctiveness of language and systems of signification, arguing that their articulation to systems of economic or political power is by definition particular, contingent and contested, since the nature of meaning as it is produced and comprehended is rarely the same in complex communications systems. The second issue is the extent to which media power is largely reflective of other forms of power, or possesses its own institutional relations, capacities and dynamics. In an important contribution to these debates, Couldry and Curran(2003) distinguish between the conception of media power as simply a component in a wider and more intense mass, where the power of media only matters in so far as it is connected to other forms of power(economic, political, social, cultural, coercive and so on), and an understanding of media power as an entity in its own right, with its own dynamics of production and distribution that is nonetheless connected to other power sources. The significance of this distinction is that it draws attention to how contestations about the media in itself—how it is produced, distributed, consumed and regulated—can shape other institutional and power relationships, thereby, questioning the implicit hierarchy found in many accounts of media power, where it is in some sense ‘reflective’ of other power relations, such as control over economic resources or governmental authority.

Stop to Consider-4

- One of the reasons because of what we consider the study of global media to be significant/important and a central factor in framing different theories of the media, is because we associate its international circulation with questions of power.

- Thompson proposes that communication can be comprehended as a social activity, where communicating agents engage in purposive activity in structured social contexts. If the process of communication is comprehended as a purposive social action, and not simply as the transmission of information, then communication can also be understood as one of the forms through which power can be exercised.

- Couldry and Curran(2003) distinguish between the conception of media power as simply a component in a wider and more intense mass, where the power of media only matters in so far as it is connected to other forms of power(economic, political, social, cultural, coercive and so on), and an understanding of media power as an entity in its own right, with its own dynamics of production and distribution that is nonetheless connected to other power sources.

Check Your Progress-2

Notes—i) Use the space below for your answers.
ii) Compare your answers with those given at the end of this unit.

1) Quote the definition of power as put forward by Thompson.

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2) Enumerate the two issues that the critical media studies tradition has drawn attention to concerning the nature of media power and the relationship of media power to other forms of power, that have been central to defining two approaches to understanding global media.

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1.3.3.—Media Organisations and Policy---

Analysis of both media power and media markets draws attention to the nature of media institutions, or what occurs within the institutions that solicit, produce, manage and distribute media content. It also points to the importance of media policy as a system of institutionalized governance mechanisms over the structure, conduct and performances of media organizations by, for the most part, national governments.

Large-scale corporate organizations came to dominate the media and the related industries in the 20th century, as they did in most

sectors of the economy, as there was both greater concentration of media ownership and the absorption of small-scale commercial media producers and distributors by large corporate conglomerates. The historical process of media concentration and conglomeration within media markets has been well documented. Five factors can be observed that have been both cause and consequence of the increasing enmeshment of media production and distribution within the corporate institutional form.

- The first is the nature of the corporation as a distinctive legal form of property.
- The second is that the corporate form of enterprise has engendered a tripartite division of power within the corporations between shareholders, company directors and corporate managers, and has raised the question of who controls the corporation.
- Third is the growth in the size and scale of modern corporations has been accompanied by the increasing complexity of managing production, distribution and consumption, and the problem of how to control such processes in order to minimize risk, maximize profits, and manage uncertainty.
- Fourth, the rise of the corporate form gave new significance to the role of legal contracts as a means of managing risk and co-ordinating diverse activities.
- Fifth, the bureaucratic organizational form has presented itself as both a central and yet, deeply problematic, by means of managing creativity in the media industries.

Policy institutions have a central role in regulating the ownership, production and distribution of media in all forms. Two specific factors give policy considerably more silence in relation to media, and central role in understanding global media. First, the corporate form of organization in the media sector has attached to it a series of legal and governance requirements, that include both generalized forms of law and regulation(For example, company law, workplace relations law, competition policy) and specific forms of policy and modes of regulation applied to media corporations as socially and culturally influential institutions. Price(1995), Streeter(1995) and Donald(1998) have observed how, in relation to

broadcast media in particular, both the nature of property (the licence to broadcast) and broadcasting markets are artefacts of government policy and the ways in which industry structure and conduct are shaped through law and regulation, so that the institutional forms media institutions take are very much shaped by media policy.

Second, the media have been considered to possess a unique role in the development of national citizenship, and the linking of populations to nation states and forms of national identity through culture. In a historical sense, Anderson linked media as cultural technologies to the emergence of modern nationalism, drawing attention to the rise of print capitalism in the emergence of the modern nation-state. In a similar vein, Schudson(1994) drew attention to the ways in which the modern nation-state self-consciously uses language policy, formal education and collective rituals such as national events, cultural policy and the public exhibition of 'high' culture in the galleries and museums, and the mass media, to promote national cultural integration. In the context of media globalization, national media and communications policies constitute a form of what Schlesinger has termed 'communicative boundary maintenance', regulating and mediating the relationship between global media flows and local cultural impacts(Schlesinger,1991a, p. 162; cf.Flew and McElhinney, 2005).

Stop to Consider-5

Analysis of both media power and media markets draws attention to the nature of media institutions, or what occurs within the institutions that solicit, produce, manage and distribute media content. Large-scale corporate organizations came to dominate the media and the related industries in the 20th century, as they did in most sectors of the economy. Policy institutions have a central role in regulating the ownership, production and distribution of media in all forms. The media have been considered to possess a unique role in the development of national citizenship, and the linking of populations to nation states and forms of national identity through culture.

Check Your Progress-3

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Enumerate two factors that can be observed that have been both cause and consequence of the increasing enmeshment of media production and distribution within the corporate institutional form.

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1.3.4. Media and Culture:

Media are central to the provision of cultural or symbolic resources globally, and therefore, integral to the exercise of cultural or symbolic power. Hall observed that the combination of economic, technical, social and cultural resources held by media organizations had meant the 'quantitatively and qualitatively..the media have established a decisive and fundamental leadership in the cultural sphere'(Hall, 1977, p. 341). Debates about the cultural impact about global media are at the forefront of current considerations surrounding globalization, and yet the linking of these debates to culture is highly complex. Heartley(2002, p. 51) has observed that culture is multidiscursive, as 'it can be mobilized in a number of different discourses. The relationship between media and culture can be understood in different theoretical approaches to global media.

1.3.5 New Media Technologies:

As their simplest, theories of new media propose that Information and Communications Technology(ICT) revolution that has gained momentum from the 1980s onwards has so transformed the global media environment that are witnessing the twilight of the 'old' media of print and broadcasting, and the rise of the 'new' media associated with digital technologies, convergence and networking. The global popularization of the internet in the 1990s marks out the critical point in this debate, as it most clearly exemplified the qualitatively distinct properties associated with new media, but a considerable range of digital devices. The claim that these new media would mark the death of television and other forms of broadcast media was always dubious and it has long been apparent that rapid adoption of the Internet Worldwide in no way meant the mass migration of either audiences or advertisers away from mass media. Similarly, the idea that there would be a decline in the power of the traditional media giants, and the rise of a new generation of leaders in the digital content industries, not only overestimated the quality of the business models developed by some of the internet giants, but also underestimated the capacity of the traditional 'big media' to respond to media convergence, the scope for strategic partnerships between 'old' and 'new' media corporations, and the extent to which digital media content is as often recombinant of existing media forms as it is qualitatively new. In all of these cases, there was a lack of awareness of lessons of media history, and the extent to which it reveals an adaptive capacity on the part of those involved in established media in dealing with the challenges of new media; the case of both radio and cinema in relation to the rise of television is one of many cases that reveal the limits of technological determinist readings of media futures.

Lievrouw and Livingstone(2005) have argued that thinking about new media broadens the traditional concerns of media and communication studies by shifting the dominant concerns of the latter with media production, texts and audiences to a focus upon the 'artefacts or devices used to communicate or convey information; the activities and practices in which people engage in communication or share information; and the social arrangements or organizational forms that develop around those devices and

practices(Lievrouw and Livingstone, 2005, p. 2). Mobile telephony has a significantly greater degree of impact upon the communication activities and practices, with further impacts across the wider society, ranging from family relations to the construction of urban space. It was not until the phenomena such as blogging, 'open news' sites and collaborative online news production in the 2000s that it became apparent that Internet was not simply a useful tool for doing traditional journalism better, but was potentially corrosive of a long-established series of activities and practices associated with the 'gatekeeping' functions of traditional journalism(Bruns, 2005).

1.3.6. Media in Space: Understanding Global Media:

What is less clear, and which becomes an important issue in thinking about global media, is that there has been an equally strong commitment to thinking through the spatial dimensions of media in relation to these environments. One of the recurring themes—indeed, traps—in the literature on globalization generally, and media globalization in particular, is the tendency to assume that we have moved in a relatively seamless fashion over a relatively short time from a system based upon locally or nationally based media to one of global media. The argument is typically grounded primarily in an understanding of the global reach of new media technologies, and secondarily in either the transnational expansion of media corporations or the increased availability of a common repertoire of media images and experiences to more and more people worldwide.

This is not to say that there are not approaches that explicitly foreground the spatial dimensions of media and communications. One of the most notable has been the Canadian tradition of communication studies, which has long linked the cross-border capabilities of communications technologies to questions of sovereignty, dependence, identity and global connectivity. Arguably, the first theorists of global media were the Canadian communications theorists Harold Innis and Marshall McLuhan, who both stressed the importance of the technical properties of different media, particularly in relation to how their 'bias' was either towards the durability of information over space(space-bias). Out of a complex and particular reading of the rise and fall of empires through history in relation to their primary systems of

communication, Innis(1951) argued that the formation of empires in modernity was grounded in their capacity to rapidly distribute messages across space, thereby, being able to maintain centralized rule over geographically dispersed spaces. From an Innisian perspective, the rise of media technologies that further deterritorialize global communications, such as satellite television and the Internet, could be seen as the furthering of such a 'project of Empire'(Angus and Shoesmith,1993; Acland and Buxton, 1999). A key counter-proposition in Canadian communications theory was that of Marshall McLuhan, who identified—naively in view of his critics(For example—Stevenson, 1995)—the capacity of mass broadcast media distributed worldwide to contribute to a 'Global Village'(McLuhan and Powers, 1969), with the capacity to appeal to sensory experiences, and hence forms of literacy, that went beyond the place bound and language-specific literacies associated with the written word(Cohen,2000; Marshall,2000). In Wark's analysis, global media vectors draw people around the globe into a greater sense of interconnectedness driven by the technical means of communication, which in turn generates an increasingly significant set of disjunctures from culture as it is experienced locally through non-mediated forms of interaction, to the point where, as Wark puts it, 'we no longer have roots, we have aerials'(Wark, 1994, p. 64).

The question of whether media are now best understood as operating on a global scale, constituting a qualitative break with the recent past where media were primarily local or national in their scope and operations, is a question that requires close scrutiny from a variety of perspectives. There is no doubt that the technologies of media and communication have created a situation where there is unprecedented capacity for global communication and exposure to global media flows. In order to establish whether this capacity has translated into an epoch of global media, and all that this implies in terms of other social, political, economic and cultural relations, we need to investigate some of the key questions that have emerged such as about what it would mean to say that we are experiencing a transformation towards global media----

- Has there been a fundamental shift in cultural and symbolic power away from those forms which have national frames of references, towards those which circulate through global mediascapes ?

- Are changes in the nature and scale of impact of media power reflected in other forms of power, such as economic, political, and coercive power ? or Has there been a shift in the spatiality of power relations from national institutions and forces(for example—nation-states, national institutions, national military security systems)towards those of an international nature(for example—global governance laws and institutions, transnational corporations, global military and security systems) ?
- Do media markets increasingly operate on a global rather than a local or national scale ?
- Are media organizations increasingly operating according to a global logic of expansion, and is there a trend towards the colonization of national media spaces by global media corporations ?
- Have national forms of law, regulation and governance become increasingly ineffectual in the face of these globalizing forces ?
- Do we see the rise of an increasingly global form of culture, associated with the increasing role of media in the formation of identities and subjectivities ?
- Will the forces of new media, associated with digitization, convergence, networking and globalization, usurp the role and significance of the traditional forms of print and broadcast media as well as cinema ?

Stop to Consider-6

- Media are central to the provision of cultural or symbolic resources globally, and therefore, integral to the exercise of cultural or symbolic power.

- Theories of new media propose that Information and Communications Technology(ICT) revolution that has gained momentum from the 1980s onwards has so transformed the global media environment that are witnessing the twilight of the 'old' media of print and broadcasting, and the rise of the 'new' media associated with digital technologies, convergence and networking.

- What is less clear, and which becomes an important issue in thinking about global media, is that there has been an equally strong commitment to thinking through the spatial dimensions of media in relation to these environments.

Check Your Progress-4

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) The relationship between media and culture can be understood in different …….. approaches to global media.

2) ……..and ……have argued that thinking about new media broadens the traditional concerns of media and communication studies.

3) Who did propound the concept of 'Global Village' in the arena of mass communication ?

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1.3.7 Globalization and The Media:

Globalization and its impacts have constituted one of the hot topics of our time. It is visible on the streets of the world through the global reach of the Nike running shoes brand or the McDonald's fast food chain, in our everyday media consumption through the global media coverage of diverse events. The development of the internet as an integrated worldwide communications network further animates the capacity of events in distant places to have global resonance. The role played by the organizations such as the World Trade Organisation(WTO), the drafting of myriad international free trade agreements, and the 100 plus protests that have taken place against the meetings of global political and economic organizations since the 'Battle of Seattle' that derailed the inaugural meeting of the World Trade Organisation(WTO) in 1999, also draw attention to the high political and economic stakes that many

identify around questions of globalization. Perhaps the most potent symbol of globalization in the recent history has been the attack on the World Trade Centre in New York and on the Pentagon in Washington on September, 11, 2001. Anthony Giddens has observed that this was a truly global media event, with about 500 million people worldwide witnessing the second plane crash into the second tower of the WTC in real time, an event that took place 30 seconds after the first attack, thereby, maximizing its exposure through the global media(Giddens, 2002).

According to David Held and Anthony McGrew, globalization denotes the expanding scale, growing magnitude, speeding up and deepening impact of transnational flows and patterns of social interaction. It refers to a shift or transformation in the scale of human organization that links distant communities and expands the reach of power relations across the world's regions and continents.(Held and McGraw,2002, p. 1). The term 'globalization' captures a series of inter-related trends that have emerged in the world since the late 1940s and which have accelerated in scale, impact and significance since the 1980s, such as the International communications flows, delivered through telecommunications, information and media technologies such as broadband, cable, satellite and the Internet, which facilitate transnational circulation of cultural commodities, texts, images and artefacts, the global circulation of ideas, ideologies, and the 'keywords' such as the so-called export of 'Western Values', democracy, the 'War on Terror', 'fundamentalism', feminism, environmentalism, the development of the international organizations, including the regional trading blocs such as the European Union(EU), the North American Free Trade Agreement(NAFTA), the Association of South East Asian Nations(ASEAN), and the Asia Pacific Economic Co-operation grouping(APEC), the emergence of cultural, professional and standards bodies such as UNESCO, the World Trade Organization(WTO), the World Intellectual Property Organization, the European Broadcasting Union, the Asian Broadcasting Union and the International Telecommunication Union(ITU), the increasingly significant roles played by the global NGOs such as the Amnesty International, Greenpeace and the Red Cross in domestic and international politics, the growing significance for international law for national policies, such as the United Nations Convention on

Human Rights, or the 'Millennium Round' of the World Trade Organisation.

Media have a central place in the processes of globalization for three reasons. First, media corporations have been among those corporations that have been increasingly globalizing their operations. However, it is noteworthy that being a globally large corporation does not itself make a corporation globalized. In order to identify the world's most globalized corporations, the United Nations Commission for Trade, Aid and Development(UNCTAD) has developed a Transnationality Index(TNI), whereby transnational corporations(TNCs) are ranked by the percentage of assets, sales and employees outside of a TNC's home country. Using the TNI, media and entertainment corporations are perhaps not as global in their operations as is commonly assumed, with a small number of quite notable exceptions.

The second element of media globalization in relation to the development of the telegraph in the late 19th century and satellites in the 20th century, is the role played by media organizations in developing the global communications infrastructure that facilitates global information flows and cross-border commercial activity. This role became particularly imperative in the late 20th century as telecommunications companies were at the centre of developing a 'Global Information Infrastructure'(GII) to facilitate globally networked communications and commerce. Moreover, global commercial media are also central to the sale of products and services through their role in advertising and promotion. Some of the world's largest media and entertainment corporations are namely General Electric(US), Microsoft(US), Time Warner(US), Comcast(US), News Corporation(US), Walt Disney(US), Sony(Japan), Vivendi Universal(France), Viacom(US), Thompson Corporation(Canada),Liberty Media(US), Reed Elsevier(Netherlands/UK), McGraw Hill(US), DirecTV(US), CBS(US), British Sky Broadcasting(UK) and Electronic Arts(US).

Finally, the global media are the principal means through which we make sense of events in distant places, and the information and images that they carry are central to the development of shared systems of meaning and understanding across nations, regions and cultures. In this aspect of global media culture that has most concerned critical media theorists, who have argued that global

commercial media can use their ability to transmit information and images across borders as a form of propaganda for their own corporate interests and the interests of global corporations more generally. Critical political economists such as Edward Herman and Robert McChesney have thus described global media as the 'new missionaries' of global capitalism---By their essential nature, the commercial media will integrate well into the global market system and tend to serve its needs. This means greater openness to foreign commerce in media products, channels and ownership. As the media are commercialized and centralized, their self-protective power within each country increases from the growing command over information flows, political influence and ability to set the media-political agenda. It is worth noting that the radical critique of global media has tended to be associated with strong globalization arguments, seeing globalization as the dominant force in media industries today, notwithstanding counter-trends and localized forms of resistance.

1.3.8 Critical Political Economy and Global Media:

Critical media theorists have been concerned with tendencies towards concentration of media ownership and their impact upon politics, society and culture, and the impact of media globalization led by the Western transnational media corporations. In the 1970s & 1980s, such radical critiques were associated with theories of cultural imperialism, and associated demands for the international redistribution of control over media and communications resources. Herbert Schiller argued that the current stage of US-dominated global capitalism was one where he termed the entertainment, communications and information(ECI) industries had achieved economic pre-eminence; their influence was enacted not only in the political-economic sphere but upon global culture and consciousness; and the result was a form of cultural imperialism, whereby the ideas and ideologies of the dominant West(and particularly the US) exerted hegemony over the populations of the rest of the world.

The radical critique of global media associated with critical political economy has experienced a resurgence of interest in recent

years. The proposition that media ownership worldwide is subject to growing concentration, leading to reduced competition and increasingly homogeneous media content worldwide, is a commonly cited one. Edward Herman and Robert McChesney have argued that 'The global media system is dominated by three or four dozen large transnational corporations(TNCs) with fewer than ten mostly US-Based media conglomerates towering over the global market'(Herman and McChesney,1997, p.1). This has been widely taken as a given starting point for comprehending the nature of global media today and is routinely repeated by the critics of globalization. Manfred Steger(2003, p.76) argues that 'To a very large extent, the global cultural flows of our times are generated and directed by global media empires that rely on powerful communication technologies to spread their message…During the last two decades, a small group of very large TNCs have come to dominate the global market for entertainment, news, television and film'.

There are three interrelated elements to the contemporary radical critique of global media---

- The tendency towards concentration and centralization of media ownership and control now operates globally and not simply on a national scale.
- This is part of a wider tendency of globalization to shift the balance of political and economic power from nationally based institutions such as governments and trade unions, towards geographically mobile multinational corporations.
- The globalization of media production, as with foreign investment in other sectors, is reinforcing relations of economic and cultural dependency, as seen in new international division of labour and the new international division of cultural labour.

Herman and McChesney(1997, p.1) argued that 'since the early 1980s, there has been a dramatic restructuring of national media markets, along with the emergence of a genuinely global commercial media market.'

Robert McChesney's work has developed a distinctive focus on the dynamic relationship between media globalization and the

concentration and centralization of media ownership, and the interconnected nature of these two processes. McChesney has argued that prior to the 1980s, there was a relatively stable distinction between national media systems that were predominantly domestically controlled, with film, TV, music and print media content imported predominantly from the US, overlaying these domestic systems. The trend towards a global media oligopoly developed in the 1980s and 1990s out of the tendency, on the one hand, for dominant media firms to seek international expansion in order to ensure their presence in a range of media markets and on the other hand, by concentration of ownership within media industries and the expansion of the connections across media industries through the growth of multinational, cross media conglomerates Disney, AOL-Time Warner, News Corporation, Sony and Viacom. For McChesney, the drivers of these conglomerate based global media system have been policies of privatization and deregulation and the symbiotic relationship of media deregulation to the development of the industries that promote the circulation of commodities, most notably the advertising and the marketing communication industries. McChesney argued that the logic of such a global-commercial media system is such that 'Firms must become larger and diversified to reduce risk and enhance profit-making opportunities, and they must straddle the globe so as to never be outflanked by competitors'. Moreover, there is a 'feedback loop' between the concentration and conglomeration of media industries and the regime of monopoly capitalism on a global scale, since 'global media giants are the quintessential multinational firms, with shareholders, headquarters, and operations scattered across the globe'.

The critical political economy paradigm provides a highly integrated approach to comprehending global media. It proposes that power in the global media landscape has shifted inexorably towards the transnational media conglomerates, as the concentration of global media ownership and their global reach have greatly strengthened their capacity to exercise power and influence, as compared to nationally based media corporations(including public broadcasters), national governments and organizations of media professionals such as unions representing journalists, actors or technical personnel. It is argued that global media markets are

becoming less competitive over time, as global concentration of media ownership means that these markets operate on increasingly oligopolistic rather than competitive principles. It is argued that national media policies are increasingly serving the interests of these global media corporations, particularly through policies such as privatization, deregulation of media markets and the de-funding of public broadcasters, which allows these corporations to extend their global reach, while transnational policy-makers such as World Trade Organization(WTO) pursue a neo-liberal agenda that further promotes their material and ideological interests. In cultural terms, this is seen as being linked to growing international dominance of Western cultural values and norms worldwide, with the increasingly unfettered movement of US-based media product around the globe promoting Western economic, cultural and ideological values. Critical political economists have been quite clear that the new media technologies such as the internet are not reversing this process of global media concentration.

1.3.9 Questioning media globalization: perspectives from institutional and economic theories:

The question of whether the global media have become concentrated to such a point that competition is being eliminated in the media sector has also been subject to some debate. The share of the top 50 media companies over total US media revenues in 1999 was comparable to that in 1986. There has been significant movement within the 'league table' of major media companies in the US. In the US and much of Europe and one could add, most of Asia and Latin America—broadcast media markets are substantially more competitive than was the case two decades before. The internet has introduced new forms of competition to traditional media giants. The competitive advantages that are associated with conglomeration and globalization need to be weighed up against new forms of risk and possibilities to accrue losses as a result of such expansionary activities. The world's two largest media and entertainment corporations in 2004 were General Electric and Microsoft; these are the companies that find themselves in the media business by virtue of their strategies of merger, acquisition and strategic alliance as they diversify their operations and become business conglomerates. According to Compaine, 'there is only one truly global media

corporation' with the other media giants being essentially US, Japanese and European companies that operate internationally. This claim that the extent of corporate globalization and its transformative impact in recent times has been overstated receives considerable support among economists from across the political and ideological spectrum, who have been sceptical about strong claims being made about economic globalization and its purported political impacts. 'Global Media Monopoly', 'Global Media Conglomerates' and 'The Concentration of Global Media Ownership' are a few of the veritable buzzwords these days in the domain of global media landscapes.

1.3.10 Questioning media globalization: findings from the UNCTAD 'transnationality index':

When talking about media globalization, there is an important distinction to be made between media corporations which operate on a truely global scale, and those nationally based corporations with overseas operations. Forms of media globalization that revolve around the sale of media and creative products and services in many markets have existed atleast since the expansionary strategies of the Hollywood majors into Europe and Latin America in the 1920s. United Nations Commission for Trade, Aid and Development (UNCTAD)'s 2003 data indicated that , on the basis of the TNI, Canada's Thomson Corporation was the world's most globalized corporation, with 98.0% of its combined assets, sales and employees(TNI composite) from outside of its national home base, while News Corporation was the world's third most globalized corporation, with a TNI score of 92.5%(i.e. the combined percentage of its combined assets, sales and employees outside of its Australian home base). Using the data of the UNCTAD for value of foreign assets, four media or media-related corporations were in the top 100----Vivendi Universal(20), News Corporation(22), Thomson Corporation(65) and Bertelsmann(98). If we take the world's four largest media conglomerates/corporates----Time Warner, Walt Disney, Viacom and News Corporation—only one of these, i.e. the News Corporation could be regarded to have approached the status of a global corporation. By contrast, the companies such as the Time Warner, Walt Disney and Viacom have a small share of their overall asset base outside the periphery of North America. Moreover, even

though the News Corporation can be said to have pursued a globalization strategy marked by the significant role played by joint ventures and strategic partnerships in acquiring assets outside of its three home bases of the US, Australia and Britain, its transnationality comes in part from its having been listed until 2004 as an Australian company. In 2004, the News Corporation relocated its corporate head office from Adelaide, Australia to Delaware in the US, thus becoming an American corporation in order to better access US equity markets.

1.3.11 News Corporations Globalization Strategies:

Of all the world's major media corporations, News Corporation has the strongest claims to be a truly global media enterprise. It has investment across five continents, in countries and regions as diverse as the US, Britain, Australia, New Zealand, China, Japan, India, Germany, Italy, Brazil, Mexico, Fiji and Papua New Guinea. From his initial involvement in running a daily newspaper in Adelaide, Australia, the Chairman and CEO Rupert Murdoch, has established News Corporation as a complex global cross-media conglomerate, whose interests span newspapers, magazines, film, broadcast television, cable and satellite TV, music, publishing and sports. News Corporation now controls many of the world's most recognizable global media brands. Herman And McChesney have observed that News Corporation 'provides provides the archetype for the 21st century global media firm….and is the best case study for understanding global media'.(Herman and McChesney, 1997, p.70)

1.3.12 Global Media—Some more perspectives:

Many contemporary accounts of global media have worked with a one-sided account of globalization, which stresses the forces of geographical dispersal and deterritorialization ,while downplaying the significance of new forms of clustering and locationally specific resources for attracting the international investment and developing global competitive advantage. Moreover, the ongoing legacy of dependency models found in the theories of the new international division of cultural labour(NICL) has led to an overstatement of the

significance of cost-based factors driving the expansionary strategies of the MNCs, and the extent to which the recipients of such foreign investment can exercise agency in better capturing new sources of competitive capacity-building in global media markets. There is a need to develop conceptual tools through which we can understand the relations between global forces and institutional responses in terms other than those of how the global media impose themselves upon national societies and cultures. In the context of Latin American media, Straubhaar(1991, 1997) developed the concept of asymmetrical interdependence as an alternative to the 'cultural imperialism' thesis, observing significant counter-trends to a global homogenization of television under US hegemony. Such counter trends have included the localization over time if national broadcasting systems such as those of Brazil, South Korea, Australia and Hong Kong and the 'regionalization of television into multicountry markets linked by geography, language and culture'.

The concept of asymmetrical interdependence accepts the 'impurities' of media systems. It recognizes national media policies as being not so much about the preservation of national culture against global media forms and flows, but more as about engaging in what Philip Schlesinger has termed 'communicative boundary maintenance' or the maintenance of some kind of dynamic equilibrium over time between locally produced media content and material sourced from overseas. The concept of asymmetrical interdependence recognizes that, even in a multichannel and networked media environment where there is growing and seemingly limitless access to imported media content, there remains a strong attachment, which is by no means residual, to locally produced material. What becomes the critical variable here is the adaptiveness of national media organizations as national cultural institutions in the context of globalization. In order to understand this, we require ways of thinking about culture that do not presume a national culture, yet also do not lose sight of some of the advantages of the national cultural institutions in an ostensibly global mediascape.

The concept of cultural imperialism has long been a central, yet highly problematic, component of critical political economy approaches to global media. The cultural imperialism referred to the ways in which the economic power of the media of the dominant nations combined with the global reach of cultural commodities and

media messages. The concept drew attention to the extent to which the influence of global media was never political or economic, since the media and entertainment sectors differed from other branches of commercial enterprise through their direct, though immeasurable impact on human consciousness as well as their capacity to define and present their own role to the public. The cultural imperialism thesis has primarily been critiqued from the perspective of cultural studies, but there are also important criticisms from within political economy. When the thesis was originally developed in the late 1960s, the US overwhelmingly dominated world media and entertainment markets. Thompson argued that the cultural imperialism thesis remained too closely tied to mass society approaches to media reception and that the 'composition, the global flow and the uses of media products are far more complex than a simple equation of US media content and the promotion of Western or consumerist values allow. In a similar vein, and drawing upon the cross-cultural ethnographic research and reception studies, Ien Ang argued that there was a need for closer analysis of how global media content is 'actively and differently responded to and negotiated in concrete local contexts and conditions'. A third critique of the cultural imperialism theories concerns the understanding of local cultures. Implicit in the analysis of cultural domination through global media is an assumption that, in absence of such global media flows, there would be greater congruity between nation-states and a distinctive national or local culture. In our focus upon the global nature of contemporary media, there may be a tendency to systematically underestimate the continuing significance of local advantage. In his well known critique of global television, as being dominated by US product, Tracey(1988) made much of the danger of equating the ubiquitous presence of US content in global broadcasting schedules with the assumption that it is the most popular content in those countries. The focus upon global media delivery technologies as conduits for economic and cultural globalization downplays the continuing role played by national governments in relation to transnational media flows. With the development of cable and satellite technologies, the internet and the world wide web, far more people are exposed to global media communications in an unprecedented way. Any discussion on globalization needs to give close attentions to global media, since not only is globalization associated with globalizing communications technologies and with media corporations which

seek to operate on a global scale, but global media are also the principal bearers of symbolic and informational contents through which people make sense of their world, and their relations to distant others. Post modernist media theory has seen the absorption of culture into global media as the sine qua non of the contemporary global order.

While the Middle East—taken to be those nations between the eastern Mediterranean, the Persian Gulf, the Red Sea and the Indian Ocean—has historically been a site of heavy media consumption, it has been less notable as a site of significant media production. The Arab media landscape changed dramatically from 1990, with the Iraqi invasion of Kuwait, and the Second Gulf War of 1991. The realization that there was a considerable demand in the region for uncensored satellite broadcasting acted as a catalyst for the development of a variety of Pan –Arab satellite channels and services, of which the most internationally famous has been Al-Jazeera, which commenced broadcasting as an all news satellite channel out of Doha, Qatar in 1997.

Stop to Consider-7

- The development of the internet as an integrated worldwide communications network further animates the capacity of events in distant places to have global resonance.
- Media have a central place in the processes of globalization. Media corporations have been among those corporations that have been increasingly globalizing their operations.
- The global media are the principal means through which we make sense of events in distant places, and the information and images that they carry are central to the development of shared systems of meaning and understanding across nations, regions and cultures.
- Critical media theorists have been concerned with tendencies towards concentration of media ownership and their impact upon politics, society and culture, and the impact of media globalization led by the Western transnational media corporations.

- The radical critique of global media associated with critical political economy has experienced a resurgence of interest in recent years.
- The critical political economy paradigm provides a

highly integrated approach to comprehending global media.

- The question of whether the global media have become concentrated to such a point that competition is being eliminated in the media sector has also been subject to some debate.
- When talking about media globalization, there is an important distinction to be made between media corporations which operate on a truely global scale, and those nationally based corporations with overseas operations.
- Of all the world's major media corporations, News Corporation has the strongest claims to be a truly global media enterprise.
- Many contemporary accounts of global media have worked with a one-sided account of globalization, which stresses the forces of geographical dispersal and deterritorialization, while downplaying the significance of new forms of clustering and locationally specific resources for attracting the international investment and developing global competitive advantage.

Check Your Progress-5

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) According to …… and ……., globalization denotes the expanding scale, growing magnitude, speeding up and deepening impact of transnational flows and patterns of social interaction.

2) Enumerate two interrelated elements to the contemporary radical critique of global media.

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3) Write down the full form of UNCTAD.

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4) Name the Media Baron who did establish the "News Corporation".

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5) The ……media landscape changed dramatically from 1990, with the Iraqi invasion of …….., and the Second Gulf War of ……..

1.4 The Information Rich West and the Information Poverty in the Underdeveloped Countries:

1.4.1 Information as Wealth and Power:

The term information can be defined as facts about an event, a place, a human being or whatever is communicated or disseminated to, by a person or persons to another ones. The term information can be considered as a raw material too. As and when this raw material is placed in the proper context with other facts or activities, the human psyche/mind is able to fathom or comprehend and analyse the situation and respond to it. This can be termed as 'knowledge', which is produced by the human minds in interaction with the facts. This knowledge has helped and is helping the human race generation after generation. Knowledge is wealth and when it is utilized properly, then it brings power. For example—the drive for the purpose of illiteracy eradication. Because, on one hand, illiteracy is a veritable curse on mankind and on the other hand, literacy empowers mankind with tools to analyse their environments and act or react to them with a great degree of rationality. A literate human being has the knack of acquiring diverse pertinent informations about health, agriculture, family planning, deforestations, laws enacted by the parliament etc. at ease. A person empowered with literacy can collect information for creating knowledge for decision-making. Therefore, it can be stated that literacy makes a person able to collect information(wealth) with which he or she acquires power to lead his/her own life. This power and wealth are genuine in economic and monetary terms.

Let us cite another example in this context. Science has given the human civilization the tools to find out whether or not a certain geographical area has oil or some minerals underneath the ground. A human being equipped with such tools will be able to accumulate informations about its existence. If the information is positive, then that particular person, company or country which has employed him or her will be able to benefit from the underground reserves in concrete economic terms and this economical benefit will bring a tremendous amount of power.

In this context, the concept of 'Information Society' does crop up, the origin of which can be traced back to the Japanese who are generally given credit for coining the Japanese term 'Johoka Shakai' in the nid-1960s. The term simply connotes Information Society, in which the primary activity of a majority of workforce is in the areas of information production, processing and distribution. In the Information Society, information basic resource and information workers are the main segment of employees.

In the post-industrial society, the processing of information will be more important than the production of goods. The value of information will be increasingly recognized and the need for information specialists to as guides to the vast information resources that will exist in the electronic form. The magnitude and diversity of the electronic resources will place trained information workers in great demand. The ascendency of information as commodity or wealth is becoming apparent even in the developing countries, in that the majority labour force in quite a few of these countries consists of information workers. Informatization is literally turning out to be a global trend. Information is considered not only as a commodity but also as a cultural and social resource or wealth. The contemporary society is at such a point where information and wealth are pragmatically one and the same thing; information is a commodity, rather than a public service.

An Information Society is such a social fabric which is characterized by abundant information in terms of both stock and flow, quick and efficient distribution and transformation of information, and easy and inexpensive access to information for all members of society. According to the Ministry of Posts and Telecommunications in Japan(1985), some of the key features of information are as follows---

* Public needs for information have been increasingly sophisticated and diversified,

* New communication media share certain border areas with conventional media such as mail, telecommunication and broadcasting, and

* Networks(i.e. Data Communications) are being formed on a large scale.

The Third Wave media analysis of Alvin Toffler underlines the diversity and intensity of Information Society wherein entertainment, information and leisure are dominated by the products of Information Technology.

1.4.2 Information-Rich West:

The developed countries hailing from the Western hemisphere are the ones of the Western Europe and North America. These developed Western nations ever since the 15th century, undertook various voyages to know the world beyond the seas and the traders from these nations did undertake long expeditions with the objective of expanding their businesses. Kings did conquer other countries for enlarging their kingdoms and bring new nations under their rule. All these activities helped the European countries to accumulate informations, constantly, to create knowledge for their own economical and political benefits. In this context, the example of Great Britain can be put forward. There was a period when it was stated that "The sun never sets on the British Empire." It was solitarily pretty strong information networks that did enable the British empire to exploit its colonies for centuries. As science progressed, the instruments to collect informations became more sophisticated as a result of which, the West always did remain years ahead of the underdeveloped or the Third World countries in terms of information technology.

You will be for sure provided with a fair idea in the succeeding units, about the networks and operations of the various major transnational news agencies of the world such as the Reuters(U.K.), Agence France Presse(AFP) of France, the United Press International(UPI) & the Associated Press(AP) of the U.S. and the ITAR-TASS of Russia, which have pretty complex networks to

accumulate informations and feed the world with hundreds of stories everyday. These top transnational news agencies make money through subscriptions and are sustained by multinational corporations of newspapers, the governments and the corporate sector, with perhaps the sole exception of ITAR-TASS.

Apart from the news agencies, the western nations have information agencies to gather facts or data, and disseminate the same after proper packaging.

Though other major economic blocs, such as the European Union and Japan, and some developing countries, notably India, Brazil and China, have gained from opening up the field of global communication, the biggest beneficiary of a liberalized international communication system is the United States, the world's information superpower with the most expensive network of communications satellites, the largest exporter of cultural products and a global leader in electronic commerce.

The USA and the transnational corporations based there, have a major stake in creating and maintaining an international communication system that favours the free market. It can employ its public diplomacy through extensive control of the world's communication hardware and software to promote a vision of a 'borderless' world. The 'emerging infosphere'—and its potential as a giant organic culture processor, democratic empowerer, universal connector, and ultimate communicator' is seen as crucial for US public diplomacy.

In the post-Soviet world, there appears to be a consensus emerging among US policy-makers that in order to retain US hegemony, the preferred option is the deployment of its 'soft power'---its domination of global communication and mediated culture—rather than the force employed by the European empires during the colonial era. The US role should resemble that of the 19th century Great Britain, the global leader of that era. US influence would reflect the appeal of American culture, the strength of the American economy, and the attractiveness of the norms being promoted. Coercion and the use of force would be normally a secondary option.

However, the rhetoric of democracy, prosperity and human rights sits awkwardly with the unmistakable trend towards corporatization

and concentration of global information and communication networks among a few Western, mega corporations, making them what US media critic Ben Bagdikian has called a 'private ministry of information'(Bagdikian, 1997). Cross-border mergers in the media and telecommunication industries---most notably the merger of America On-Line with Time Warner, has further concentrated media and telecommunication power among a few conglomerates. However, concerns have also been raised about the adverse effects of such corporatization of international information and entertainment networks on the diversity and plurality of global media cultures, by undermining cultural sovereignty and accentuating the already deep divisions in terms of information resources between and among nations. Crucially, it could also increase the economic and technological dependence of the information–poor South upon the information-rich North.

An analysis of the evolution of international communication reveals a dominance and dependency syndrome—the dominance of a few countries by virtue of their control of both the software and hardware of global communication and the dependence of many nations upon them. To comprehend contemporary international communication, one must look at the historical continuities which have given a headstart to some countries and created information-poverty among others. From the 19th century imperialism to the 'electronic empires' of the 21st century, the big powers of the world have dominated the global, military and economic systems as well as information and communication networks. Though the technologies employed for the transmission of messages across national frontiers, have changed from telegraph, telephone, radio, television to the mobile internet—the main actors in international communication have remained the same despite the emergence of some regional players representing different geo-linguistic groups.

1.4.3 Information Poverty in the Underdeveloped Countries:

The magnitude of the information network of the transnational news agencies that are utilized by the West, have been a blatant fact for all concerned. An utterly opposite state of information network is in existence in the underdeveloped countries. The flow of information within some of the developing or underdeveloped nations,

particularly in Africa, is so weak that it takes days for informations to traverse from the place of origin to other corners of the country. Even the telephone systems are old and dilapidated. The existing news agencies in most of the countries hailing from the Third World, have a very weak network, and work with the old technology left over from the colonial era. Only a few nations such as India, Bangladesh, Malaysia, Indonesia, Brazil, Nigeria and Kenya are able to afford news agencies and are slowly getting into the information business. Above all, qualified and competent people shun away from this business of information. Thus, both in terms of hardware and software, the situation is deplorable. Most of the underdeveloped nations have made some progress in the field of information, but this progress, when compared to the existing situation in the developed countries, looks so small and inadequate.

Thus, quite in contrast to the developed nations, the underdeveloped countries have failed to use information to create knowledge, which, as and when applied, would produce wealth and power. Hence, as far as information is concerned, the West has informations aplenty, while the underdeveloped countries, caught in the vicious cycle of poverty and illiteracy, have not capitalized on information technology.

The information gap between the developed and the lesser developed nations continues to widen incessantly. The planners and the policy-makers throughout the Third World, are faced with a dilemma, as to the extent to which new information and communication technologies can be usefully harnessed to solve the problems of underdevelopment. To resolve this dilemma, bold decisions and options will have to be taken, the choice to be made are economic and technological but also political in the first instance. Political decisions must be made in order to avoid some of the unforeseen economic and technological implications.

Stop to Consider-8

- An Information Society is such a social fabric which is characterized by abundant information in terms of both stock and flow, quick and efficient distribution and transformation of information, and easy and inexpensive access to information for all members of society.
- As science progressed, the instruments to collect informations became more sophisticated as a result of which, the West always did remain years ahead of the underdeveloped or the Third World countries in terms of information technology.
- The USA and the transnational corporations based there, have a major stake in creating and maintaining an international communication system that favours the free market.
- In the post-Soviet world, there appears to be a consensus emerging among US policy-makers that in order to retain US hegemony, the preferred option is the deployment of its 'soft power'---its domination of global communication and mediated culture—rather than the force employed by the European empires during the colonial era.
- An analysis of the evolution of international communication reveals a dominance and dependency syndrome—the dominance of a few countries by virtue of their control of both the software and hardware of global communication and the dependence of many nations upon them.
- As far as information is concerned, the West has informations aplenty, while the underdeveloped countries, caught in the vicious cycle of poverty and illiteracy, have not capitalized on information technology.
- The information gap between the developed and the lesser developed nations continues to widen incessantly

Check Your Progress-6

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) The origin of the concept of 'Information Society' can be traced back to the…… ……who are given credit for coining the..…….term……in the mid-1960s.

2) The …….media analysis of …….. underlines the diversity and intensity of Information Society wherein entertainment, information and leisure are dominated by the products of Information Technology.

3) Write down the full forms of-----

   AFP……
   ……..

   UPI……
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4) Name a few nations of the Third World who are able to afford news agencies.

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1.4.4 Media Imperialism:

The issue of media imperialism resonates with the old phenomenon of colonialism; except that it is more pervasive these days; its nature and scope has changed. Media imperialism has diverse manifestations; monopolization of media, concentration of media industries or domination or control of the media operating from within the periphery of the Third World or the developing countries by the capitalist, western media. Surprisingly, literature on the subject originating from the western nations is quite critical of the phenomenon. The best way to comprehend the issue is to refer to the opinions expressed by leading authors and commentators over a period of time, starting from the MacBride Commission Report which states—'We can sum up by stating that in the communication industry, there is a relatively small number of predominant corporations which integrate all aspects of production and distribution, which are based in the leading countries and which have become transnational in their operations. The concentration of resources and infrastructures is not just an on the rise trend, but also

a pretty worth worrying phenomenon that may adversely affect the freedom and democratization of communication. Concentration and transnationalization are the consequences, perhaps inevitable of the interdependence of various technologies and various media, the high costs of research and development and the ability of the most powerful firms to penetrate any market.

Now, let us have a brief elaboration upon the two terms 'imperialism' and 'colonialism' in this context. The term 'imperialism' in this context, refers to the ways in which certain industrialized nation states have emerged as world powers, by extending their forms of control and rule over other political, economic and cultural communities and nations for the purposes of commercial advantage, military security, political or ideological 'mission' etc. Whereas, the term 'colonialism' perceived as an early stage in this process, predominantly concerned with economic advantage and exploitation, imperialism is the systematic production of massive disparities in wealth, power and influence, on a worldwide scale. The dominant 'First World'(a term usually referring to North America, Western Europe, Japan and Australia) economies are able to control supply and demand on world markets, and poorer countries are encouraged to import First World goods and commodities in exchange for raw materials or cheap labour.

1.4.5 Information Imperialism:

A major chunk of the international news published globally, comes from the big four Western news agencies namely, the United Press International(UPI)(US), Associated Press(AP)(US), Reuter(UK) and Agence France Presse(AFP)(Frnace) and their output is supplemented by the transnational media giants such as Rupert Murdoch's News Corporation, Australia to Times Warner, US to the Cable News Network(CNN), US. Almost all these are Americans as being blatantly visible. The largest global/transnational news agency UPI gets a major chunk of its funding from the US newspapers. A survey in the mid-1980s, found that UPI devoted a hefty percentage of its total coverage to the US and very scanty percentages in this regard to the other continents and regions such as Europe, Asia, Latin America, Middle East and Africa.

‘These figures’, wrote the Canadian author Don Rojas in ‘Third World Resurgence’, ‘give a clear picture of the phenomenon called information imperialism. In the total volume of UPI’s information, news about the US took up more space than that devoted to the entire African continent, where more than 50 countries are situated.’ Former Tanzanian President Julius Nyerere once noted sarcastically, wrote Rojas, that the inhabitants of the developing nations should be allowed to take part in the presidential elections of the US because, they are bombarded with as much information about the candidates as are North American citizens(Third World Resurgence, issue 12, quoted in Pilger,1992).

The most worrying factor is that the forces of media imperialism, media monopoly/media concentration are stronger, entrenched as ever, all protests notwithstanding. They influence the national culture of the affected countries. Although the situation in the developing countries is changing rapidly and television is no longer confined to metropolitan areas, even then it has given rise to the class of people whose tastes, aspirations, fashions and life styles are more westernized than others in the society. Global communications are owned and controlled, almost exclusively, by the First World (US, European, Australian and Japanese) corporate interests and largely by a handful of US transnational conglomerates. In this sense, a worldwide ‘McDonalds and Madonna’ culture, as promoted by television and the mass media, is seen as powerful and threatening to local identity, creating economic dependence, social pacification and cultural displacement.

1.4.6 Hegemony in the light of the international communication—continuity and change:

In international communication or in the domain of global media, the notion of hegemony is widely used to conceptualize political functions of the mass media, as a key player in propagating and maintaining the dominant ideology and also to explain the process of media and communication production, with dominant ideology shaping production of news and entertainment (Hallin,1994). Thus, though the media are notionally free from direct government control, yet they act as agents of legitimization of the dominant ideology.

One recurring theme in the study of international communication has been the continued domination of the global information and entertainment industries, by a few, predominantly by the Western nations and the transnational corporations based in these countries. From Marconi to Microsoft, a continuity can be detected in how mainly Western technology has set the agenda of international communication, whether it was cabling the world, broadcasting to an international audience or creating a virtual globe through the internet. The rest of the world, by and large, has followed the dominant ideology promoted by major powers through their control of international channels of communication—telegraph, radio, television and the internet.

The expansion of the European capitalism in the 19th and the 20th centuries could not have been possible without the creation of a global communication infrastructure. The post World War-II US hegemony was built on the use of its 'soft power' to supplement its military supremacy. Much of the Cold War was fought over the airwaves, though in the South it was more often hot, claiming over 20 million lives in conflicts related to superpower rivalry for global domination. In the post Cold War era, the international media, especially television, has become a conduit for legitimizing the free market ideology, dominated by corporate capitalism. It would appear that a 'global feel-good factor' is being promoted through the myriad of television channels in partnership with the international entertainment industry, which though a fast-growing business, is still in an 'entrepreneurial stage of development'.

Stop to Consider-9

- The issue of media imperialism resonates with the old phenomenon of colonialism; except that it is more pervasive these days; its nature and scope has changed. Media imperialism has diverse manifestations; monopolization of media, concentration of media industries or domination or control of the media operating from within the periphery of the Third World or the developing countries by the capitalist, western media.
- A major chunk of the international news published globally, comes from the big four Western news agencies namely, the United Press International(UPI)(US), Associated Press(AP)(US), Reuter(UK) and Agence France Presse(AFP)(Frnace)

and their output is supplemented by the transnational media giants such as Rupert Murdoch's News Corporation, Australia to Times Warner, US to the Cable News Network(CNN), US. Almost all these are Americans as being blatantly visible.

- In international communication or in the domain of global media, the notion of hegemony is widely used to conceptualize political functions of the mass media, as a key player in propagating and maintaining the dominant ideology and also to explain the process of media and communication production, with dominant ideology shaping production of news and entertainment (Hallin,1994).

Check Your Progress-7

Notes—i) Use the space below for your answers.
ii) Compare your answers with those given at the end of this unit.

1) Enumerate the diverse manifestations of media imperialism.
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2) Distinguish between the terms 'imperialism' and 'colonialism'.
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3) What is the full form of CNN & it belongs to which country ?

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4) What does the term ‘hegemony’ signify in the domain of global media ?

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1.5 Historical Dimension of the International Information:

Till now, in this unit, the discussions have been done on the value of information to create knowledge, which, in turn, brings in wealth and power. Here, in this sub-section, let us have a discussion on the historical development of international information in the West, the Communist and the Socialist states, and the newly independent Third World countries. These sorts of overviews will help you to have a clarity of understanding regarding how and why the conflict

between the West and the Third World nations spilled over into the international arena in the 1970s and 1980s.

In the 1970s, the international debates on communication problems centred around the issues such as media imperialism, imbalance in international news flow and the concentration and monopolies in the communication industry. These issues were stridently discussed and reached points of confrontation in many areas. Whereas, the Third World countries did protest against the dominant flow of news from the industrialized countries; their contentions were countered as attacks on free flow of information. There were differences on the subjects like news values, rights and responsibilities of journalists and the contribution of mass media to national development.

The United Nations Educational, Scientific and Cultural Organization(UNESCO), the lead agency in the UN system became the forum for articulating views on these issues. Therefore, the General Conference of the UNESCO in its 19th session, held at Nairobi in 1976, decided "that highest priority should be given to measures aiming at reducing communication gap existing between the developed and the developing countries and at achieving a freer and more balanced international flow of information" and that "a review should be undertaken of the totality of the problems of communication in modern society."

In the wake of the UNESCO debate about the proposed New World Information and Communication Order(NWICO), several news agencies and News Exchange Mechanisms(NEMs) were formed throughout the developing world. Some of these were Inter Press Service(IPS), Non-Aligned News Agencies Pool(NANAP), the Pan-African News Agency(PANA) and the Caribbean News Agency(CANA). On behalf of the UNESCO, a study was conducted by Boyd-Barrett and Thussu and the conclusion was---

NEMs do not appear to have a significant impact on the structures of media imperialism over the past two decades. The development and maintenance of local and regional centres of news exchange does not in and of itself indicate a weakening in the global market hold of the major Western transnationals.

Media imperialism continues to operate in the world because of the high cost of broadcasting, especially as Western markets have large

advertising revenues and can afford to dump their programmes and films on developing nations.

In the book, "One No, Many Yeses", Paul Kingsnorth states---'We are in the midst of a global information revolution which is leading not, as its proponents claim, to more 'choice', better quality media and more perspectives on the world, but to an ever-contracting group of earth-encircling corporations mediating the stories that shape our world. We become consumers not just in goods, but in ideas, philosophies, and ideologies. They entertain us, we sit and listen—but not until we've paid them. Stories have always defined the way societies and culture sees them. Now, the lens through which we view the world is owned by the CNN and fairytales are told by Disney, which merchandise tie-ins at Burger King.'

Since early 1960s, Information Revolution has been the buzz word. The world has been experiencing, at an accelerating pace, an unprecedented Third Wave—fast forward movement. The Information Revolution is characterized by information becoming the central and the most significant commodity. An interesting offshoot of the Information Revolution is—Informatization of Society on one hand and the Commodification of Information on the other.

The significance of the dawn of Information-Revolution is underlined by the number of information-related terms it has given rise to—'information Society, Information Technology, Informatics, Information Industries, Informatization, Informatization Indicators and several more. Information has become a veritable catalyst for economic development, a key resource for literacy, education and social development. Of late, there has been a flood of writings about 'Information Explosion', 'Multi-Media Revolution' and 'Information Super Highway', in relation to the developments in Information Technology.

Ever since the launching of the Early Bird Satellite in 1965, the satellite technology has been the prime mover in accelerating developments in the area of communication technologies. The Third World countries find satellite technology particularly pertinent to their development needs as it helps them leapfrog obsolescent technologies.

Satellite technology, together with a whole host of other communications technologies, is making possible quite remarkable levels of global communication of conventional messages and also the transmission of data. In this respect, the key element is the linking together of computer technologies with information-transmission technologies over vast distances. It has become possible for a message to be transmitted in one location and received in another on the other side of the world virtually simultaneously.

Much like the satellite technology, the development of cable television was also heralded as 'an answer to the need of more diversified content', since cable television offers the possibility of unlimited number of channels for a multiplicity of users and purposes (multiple channels, multiple choices for the viewer) it was trumpeted as 'technology of abundance'. It was, however, not adequately realized that cable television could not be optimally used unless there are a number of stations with a variety of programmes material available to feed those channels. In the absence of sufficient quantity of culturally compatible, civic and community oriented software available, the cable operators have to fall back upon whatever is available in the entertainment supermarket.

The explosive diffusion of computers, telecommunication, broadcast and video media, and the information media is seen in national and global statistics. Almost half of the workers in the industrialized world are employed by the rapidly growing information industries, and in almost every industry there are workers, whose primary tasks are to create, collect, process and distribute information. The global information industry is a hefty one now. The production, processing and distribution of information is a major industry throughout the world.

However, doubts and skepticism sets in almost immediately as to the efficacy of the newly emerging dispensation to the Third World nations. The nagging issues of widening gulf between the information-rich and the information-poor nations as also between the haves and the have-nots start emerging as under----

If there is a growing gap between the production and consumption of information there is, perhaps, an even greater gap between what have come to be known as the information-rich and the information-

poor. The gap between the developed and the lesser developed nations continues to widen annually.

In other words, the world is on the threshold of a new industrial revolution. A revolution which promises to be at least as significant as that which has brought most of the growth of the world's economy in the past two centuries. Idiomatically, with the dawn of the new millennium, global television tracked the rise of the sun across the globe. At the beginning of the 21st century, millions of people can communicate with each other in real time, across national frontiers and time zones, through voice, text and pictures and accordingly, a combination of all three. In a digitally connected world, the flow of data across frontiers, has grown exponentially, thereby, boosting international commerce, more and more of which being conducted through new technologies.

Defined as 'communication that occurs across the international frontiers, the analysis of international communication has been traditionally concerned with government-to-government information exchanges, in which a few powerful states dictated the communication agenda. Advances in communication and information technologies in the late 20th century, have greatly enhanced the scope of international communication—going beyond government-to-government and including business-to-business and people-to-people interactions at a global level and at speeds unimaginable even a decade ago.

Apart from the nation-states, many non-state international actors are increasingly shaping international communication. The growing global importance of international non-government bodies—Public Interest Organizations(PINGO), such as Amnesty International, Greenpeace and the International Olympic Committee, Business Interest Organizations(BINGOs), such as News Corporation and the AT & T and Intergovernmental organizations such as the European Union(EU), North Atlantic Treaty Organization(NATO), Association of South East Asian Nations(ASEAN)—is indicative of this trend.

In the contemporary world, international communication 'encompasses political, economic, social, cultural and military concerns' and as it becomes more widespread and multi-layered, the need to study it has acquired an added urgency. Intellectual and

research interest in international aspects of communication, culture and media has grown as a result of the globalization of the media and cultural industries.

From the beginnings of the human society, communication has taken place over distance and time—from cave paintings in Australia to the mobile Internet—through contact between different cultures via travel and trade, as well as war and colonialism. Such interactions have resulted in the transporting and implanting of ideas, religious beliefs, languages and economic and political systems, from one part of the world to another, by a variety of means that have revolved over millennia—from the oral to being mediated by written language, sound or image(Schramm, 1988). The word 'communicate' has its roots in the Latin word 'communicare', 'to share'. International communication, then, is about sharing knowledge, ideas and beliefs among the various people of the world and therefore, it can be a contributing factor in resolving global conflict and promoting mutual understandings among nations. However, more often the channels of international communication have been used not for such lofty ideals, but to promote the economic and political interests of the world's powerful nations, who control the means of global communication.

The expansion of international communication should be seen within the overall context of the growth of capitalism in the 19th century. The availability of fast and reliable information was crucial for the expansion of European Capital and 'in a global system, the physical markets have to be replaced by notional markets in which the prices and values are assessed through the distribution of regular and reliable information. Thus, the information network was both the cause and the result of capitalism. If Britain dominated international communication during the 19th and the first half of the 20th century—primarily through its control of the world's telegraph and cable networks---the United States did emerge as the information superpower in the wake of the World War-II(1939-45).

One key use of international communication has been for public diplomacy, with the aim of influencing the policies of other nations by appeals to its citizens through the means of public communication. During the Cold War years, the propaganda of ideological confrontation dominated the use of international communication channels. Ignoring the complexity of media

systems, this bipolar view of the world opposed the 'free' US system at the desirable end of a continuum and totalitarian systems at the other, an approach which was 'a strong ideological weapon in the spread of American media enterprises overseas'.

With the dismantling of the Soviet Union and the retreat of socialism, as well as the marginalization of the global South in international decision making processes, the West, led by the USA, emerged as the key agenda setter in the arena of international communication, as in other forms of global interactions.

The move towards the worldwide privatization of former state-run broadcasting and telecommunication networks, championed by the international organizations such as the World Trade Organization(WTO) and the World Bank, has transformed the landscape of international communication.

'The world of communications is gradually changing from an economy of scarcity and government-structured controls to a free economy oriented towards abundant supply and diversity. This change quickens the pace of the elimination of monopolies in the delivery and distribution of information, in both telecommunications and the audiovisual field.'(UNESCO,1997: 11)

Communication has always been critical to the establishment and maintenance of power over distance. From the Persian, Greek and Roman empires to the British, efficient networks of communication were essential for the imposition of imperial authority, as well as for the international trade and commerce on which they were based. Indeed, the extent of empire could be used as an 'indication of the efficiency of communication'. Communications networks and technologies were key to the mechanics of distributed government, military campaigns and trade.

The Greek historian, Diodorus Cronus(4^{th} century BC) recounts how the Persian king, Darius-I(522-486 BC), who extended the Persian Empire from the Danube to the Indus, could send news from the capital to the provinces by means of a line of shouting men positioned on heights. This kind of transmission was 30 times faster than using runners.

While many rulers, including the Greek polis, used inscriptions for public information, writing became a more flexible and efficient means of conveying information over long distances: 'Rome, Persia and the Great Khan of China al utilized writing in systems of information-gathering and dispersal, creating wide-ranging official postal and dispatch systems'(Lewis,1996:152). It said that the *Acta Diurna*, founded by Julius Caesar and one of the forerunners of modern news media, was distributed across most of the Roman Empire: 'as communication became more efficient, the possibility of control from the centre became greater'(Lewis, 1996:156).

The Indian Emperor Ashoka's edicts, inscribed on the rock in the third century BC, are found across South Asia, from Afghanistan to Sri Lanka and writ writers had a prominent place in the royal household. During the Mughal period in Indian history, the *waqi-a-nawis*(newswriters) were employed by the kings to appraise them of the progress in the empire. Both horsemen and dispatch runners transmitted news and reports. In China, the Tang Dynasty(618-907) created a formal hand-written publication, the *ti-pao* or 'official newspaper' which disseminated information to the elite and in the Ching Period(1644-1911), private news bureau sprang up which composed and circulated official news in the printed form known as the *Ching Pao*(Smith, 1979).

In addition to the official systems of communication, there have also always been informal networks of travellers and traders. The technologies of international communication and globalization may be contemporary phenomena but trade and cultural interchanges have existed for more than two millennia between the Graeco-Roman world with Arabia, India and China. Indian merchandise was exported to the Persian Gulf and then overland, through Mesopotamia to the Mediterranean coast, and from there onwards to Western Europe. An extensive trans-Asian trade flourished in ancient times, linking China with India and the Arabic lands. Later, the Silk Route through central Asia linked China, India and Persia with Europe. Information and ideas were communicated across continents, as shown by the spread of Buddhism, Christianity and Islam.

The medium of communication developed from the clay tablet of Mesopotamia, the papyrus roll in ancient Egypt and in ancient Greece, to parchment codex in the Roman empire. By the eighth

century, paper introduced from China began to replace parchment in the Islamic world and spread to medieval Europe. Also from China, printing slowly diffused to Europe, aided by the Moors' occupation of Spain, but it was not until the fifteenth century, with the movable type printing press developed by Johann Gutenberg from Germany, that the means of communication were transformed.

By the beginning of the sixteenth century, the printing presses were turning out thousands of copies of books in all the major European languages. For the first time, the Scriptures were available in a language other than Latin, undermining the authority of the priests, scribes and political and cultural elites. As a consequence, 'the unified Latin culture of Europe was finally dissolved by the rise of the vernacular languages which was consolidated by the printing press'(Febvre and Martin, 1990: 332). Coupled with vernacular translations of the Bible by John Wycliffe in England and Martin Luther in Germany, the printing revolution helped to lay the basis for the Reformation and the foundations of nation-state and of modern capitalism(Tawney,1937; Eisenstein, 1979).

The new languages, especially Portuguese, Spanish, English and French became the main vehicle of communication for the European colonial powers in many parts of the world. This transplantation of communication systems around the globe resulted in the undermining of local languages and cultures of the conquered territories. The Portuguese Empire was one of the first to grasp the importance of the medium for colonial consolidation, with the kings of Portugal sending books in the cargoes of ships carrying explorers. They opened printing presses in the territories they occupied—the first printing press was opened in Goa in 1557 and in Macao in 1558. Other European powers also used the new technology and the printed book played an important role in the colonization of Asia. European languages—especially Portuguese, Spanish, English and French—became the main vehicles of communication for the colonial powers in many parts of the world. This transplantation of communication systems around the globe created a new hierarchy of language and culture in the conquered territories(Smith, 1980).

The Industrial Revolution in Western Europe, founded on the profits of the growing international commerce encouraged by colonization, gave a huge stimulus to the internalization of communication. Britain's domination of the sea routes of

international commerce was to a large extent due to the pre-eminence of its navy and merchant fleet, a result of pioneering work in the mapping out of naval charts by the great eighteenth century explorers, such as James Cook, enabled also by the determination of longitude based on the Greenwich Meridian. Technological advances such as the development of the iron ship, the steam engine and the electric telegraph all helped to keep Britain ahead of its rivals.

The growth of international trade and investment required a constant source of reliable data about international trade and economic affairs, while the Empire required a constant supply of information essential for maintaining political alliances and military security. Waves of emigration as a result of industrialization and empire helped to create a popular demand for news from relatives at home and abroad, and a general climate of international awareness.(Smith, 1980).

The postal reform in England in 1840, initiated by the well-known author, Anthony Trollope as Post-Master General, with the adoption of a single-rate one penny postage stamp(the Penny Black), irrespective of distance, revolutionized postal systems. This was followed by the establishment of the Universal Postal Union in 1875 in Berne, under the Universal Postal Convention of 1874, created to harmonize international postal rates and to recognize the principle of respect for the secrecy of correspondence. With the innovations in transport of railways and steamships, international links were being established that accelerated the growth of European trade and consolidated colonial empires.

The second half of the 19th century, saw an expanding system of imperial communications made possible by the electric telegraph. Invented by Samuel Morse in 1837, the telegraph enabled the rapid transmission of information, as well as ensuring secrecy and code protection. The business fraternity was the first to make use of this new technology. The speed and reliability of telegraph were seen to offer opportunities for profit and international expansion(Hendrick,1991).

The rapid development of the telegraph was a crucial feature in the unification of the British Empire. The new technology also had a significant military implications. The overhead telegraph installed in

Algeria in 1842, proved a decisive aid to the French during the occupation and colonization of Algeria(Mattelart,1994). During the Crimean War(1854-56), the rival imperial powers, Britain and France, trying to prevent Russian westward expansion that threatened overland routes to their colonial territories in Asia, exchanged military intelligence through an underwater cable in the Black Sea laid by the British during the conflict(The Crimean conflict was notable for the pioneer war reports of Irishman William Howard Russell in *The Times* of London, who was to become the first 'big name' in international journalism.)

Similarly, during the Civil War in the US(1861-65) over 24000 kilometres of cable was laid to send more than 6.5 million telegrams. The American Civil War was not only one of the earliest conflicts to be extensively reported, but also the first example both co-operative news gatherings among the American and European journalists and of the use of photo-journalism.

The first underwater telegraphic cable which linked Britain and France became operational in 1851 and the first transatlantic cable, connecting Britain and the USA, in 1866. Between 1851 and 1868, underwater networks were laid down across the North Atlantic, the Mediterranean, the Indian Ocean and the Persian Gulf. During the 1860s and 1870s, London was linked up by cable to the key areas of the Empire. The first line between Europe and India via Turkey was opened in 1865. By the 1870s, the telegraph lines were operating within most countries in Asia and an international communication network, dominated by Britain, was beginning to emerge. The expansion of cable was marked by the rivalry between British and French empires, which intensified after 1869, with the opening of the Suez Canal.

The decade from 1870 to 1880 saw the successive inaugurations of communications links between the English Coast and the Dutch East Indies(Batavia), the Caribbean network, the line form the British West Indies to Australia and China, the networks in the China and Japanese seas, the cable from Suez to Aden, communication between Aden and British India, the New Zealand cables, communication between the East and the South coasts of Africa and the cable from Hong Kong to Mamila(Read,1992).

The British-sponsored Indo-European landline telegraph between India and the Prussian North Sea coast had gone into operation in 1865. The cable had been extended from British shores to Alexandria by 1869, to Bombay in 1870, and other cables had been extended from Madras to Ceylon and from Singapore to Australia and New Zealand by 1873 and also to Hong Kong, Shanghai and the Japanese coast. Connections were made in China in 1896 with a spur of the Great Northern Telegraph Company Danish-owned line across Siberia to Russia and other points in Europe. This made a Tokyo-Shanghai-St Petersburg-London communications link possible(Desmond, 1978).

Undersea cables required huge capital investment, which was met by colonial authorities and by banks, businessmen and the fast-growing news paper industry, and the cable networks were largely in the hands of the private sector. To regulate the growing internationalization of information, the International Telegraph Union(ITU) was founded in 1865, with 22 members, all Europeans, except Persia, representing, 'the First international institution of the modern era and the first organization for the international regulation of a technical network'.

Military operations—such as the Japanese-Russian war of 1904-5, were both assisted and reported by the first transpacific cable which had been completed in 1992, joint property of the governments of Australia, New Zealand, Britain and Canada. It ran from Vancouver to Sydney and Brisbane, by way of Fanning Island, Suva and Norfolk Island, with a spur from Norfolk Island to Auckland. A connection already existed, established in 1873, linking Tokyo and London, with spurs to Shanghai, Hong Kong, Singapore, Colombo, Calcutta, Bombay and Alexandria, and with cable and telegraphic spurs by way of Singapore and Batavia to Darwin, Sydney and Auckland, where ties were made to the new transpacific cable to Vancouver.

The outcomes of the two imperial wars—the Spanish-American War(1898) and the Boer War(1899-1902)—strengthened the European and the US positions in the world and led to a rapid expansion in world trade that demanded immediate and vastly improved communications links, as well as more advanced naval capabilities. The new technology of 'wireless' telegraphy(also called radiotelegraphy) promised to meet these needs.

In 1901, Guglielmo Marconi harnessed the new discovery of electromagnetism to make the first wireless transatlantic telegraph transmission, with support from naval armament companies and newspaper groups. The British Empire had a great technological advantage since the Marconi Wireless Telegraph Company of Great Britain dominated global telegraph traffic and had a virtual monopoly on international telegraph exchanges, as it refused to communicate with any other system other than its own. The operators of a Marconi apparatus were prohibited from responding to radio signals emanating from a non-Marconi transmitter, a policy that had the effect of blocking the exchange of critically important information relating to the safe passage of ships. However, at the Berlin Conference on Wireless Technology in 1906 the first multilateral agreements on radiotelegraphy were signed and the International Radiotelegraph Union was born. By 1907, Marconi's monopoly was being challenged by other European countries as well as the United States.

The dominance of British cable companies, which lasted until the end of the First World War, was based on direct control through ownership, and indirect control by means of diplomatic censorship, which Britain exercised over the messages travelling through its cables. Colonial governments supported the cable companies, either scientifically by research on maps and navigation, or financially by subsidies. Much of the global cabling was done by private companies, with Britain's Eastern Telegraph Company and the US-based Western Union Telegraph Company dominating the cable industry. By 1923, private companies had nearly 75% of the global cabling share, with British accounting for nearly 43%, followed by the American companies which owned 23% (Headrick,1991). Within a quarter of a century, the world's cable networks had more than doubled in length.

As British companies were losing their share of global cable, the Americans increased their control on international communication channels by leasing cables from British firms. US companies challenged Britani's supremacy in the field of international cables and telegraph traffic, which they claimed, gave unfair advantage to British trade. The American view was that the pre-war cable system had 'been built in order to connect the old world commercial centres with world business' and that now was the time to develop 'a new system with the United States as a centre'.

The cables were the arteries of an international network of information, of intelligence services and of propaganda. Their importance can be gauged from the fact that the day after the first World War broke out, the British cut both German transatlantic cables. After the war, the debates over who should control the cables, which had been taken over early in the war, one by the British and another by the French, dominated discussions at the 1919 peace talks as Versailles and reflected the rivalry between the British cable companies and the growing US radio interests for ownership and control of global communications networks. The USA proposed that the cables be held jointly under international control or trusteeship and that a world congress be convened to consider international aspects of telegraph, cable and radio communication(Luther, 1988).

Unlike cables, the Americans dominated the new technology of telephones. Following the patenting of the telephone by the Bell Telephone Company, established by the inventor of telephony Alexander Graham Bell in 1877, telephone production increased in the US. In 1885, American Telephone and Telegraph(AT & T), later to become the head office of Bell Systems, was founded and for the next 80 years it succeeded in keeping a near monopoly over US telecommunications networks.

The first international telephone calls were made between Paris and Brussels in 1887. At the end of the 19th century, the USA had the largest number of telephones, largely due to the fact that they were manufactured there. International Western Electric, subsidiary of Western Electric, itself owned by AT & T, was the first multinational network of production and sales, setting up branches in most European countries including Britain, Spain, France and Italy as well as in Japan, China and Australia(Mattelart,1994). However, the area covered by telephone was very limited—telephone networks acquired a global dimension only in 1956, when the first telephone cable was laid under the Atlantic.

1.5.1 Advantageous Position of the First World Countries:

Most of the European nations began to expand beyond their shores from the 15th century onwards, for diverse reasons such as political, economic and religious. They reached Africa, Asia and Latin America, the raw materials of which attracted more and more

traders from the West. But once these countries were politically subjugated, their control over economic affairs was in absolute culmination. Thus, the Western countries did maximize their economic gains through the control of political machinery.

The nations such as Britain, France, Spain, Portugal and Netherlands—which built empires in Asia, Africa and Latin America invested all their profits, squeezed out from these colonies in their own countries. Therefore, the capital formation was at a tremendous pace and in unimaginable quantity. Whereas, in these colonies, there was no investment, the capital formation was absolutely nil. This continued for centuries. In the meantime, because of unprecedented capital formation, at the centre, the colonial powers ventured into new areas for economic gains. Education, health, research, technology and other areas got improved in these countries because of the economical advantages that these countries acquired by colonization.

New thinking and research to improve the mode of production got a tremendous boost. These brought a revolution in different fields. We talk about the industrial revolution in Europe. But this revolution did not happen in isolation. The entire socio-economic environment was prepared for and created by that revolution. Many such mini-revolutions were taking place in the European society. An unstoppable momentum of change, evolution and growth did continue there.

Such influence could come about owing to the strong economic base of the West, built from the wealth of the colonies. Information played a crucial role for them to hold on to their advantageous position. They used a huge amount of capital to set up a complex and efficient information network. Today's major communication instruments such as the telephone, telefax and satellite, etc., exist because of the efforts put in for centuries. These efforts were hugely undisturbed and without any resistance. As a result, these countries have radio stations with high-powered transmission facilities, such as the Voice of America(VOA), British Broadcasting Corporation(BBC), Deutch Welle and Radio Japan. The television networks are hooked up with a satellite to cater to the entire world, such as the Cable News Network(CNN), National Broadcasting Company(NBC),British Broadcasting Corporation(BBC) and the Satellite Television Asian Region(STAR)TV. The five giant

transnational news agencies namely the United Press International(UPI), Associated Press(AP), Agence France Presse(AFP), ITAR-TASS and the Reuters have totally wired the world. These historical developments of the infrastructure have given the West a position of dominance and pre-eminence.

The modern times have seen a proliferation and strengthening of international media institutions, news agencies and alternate media organizations. Some of these like the British Broadcasting Corporation(BBC), the Reuters, Agence France Presse(AFP) and the Cable News Network(CNN) have been well established media institutions and news agencies working in the area of news production, dissemination and distribution for several decades, whereas alternate media organizations have come up during the recent years. All these institutions have contributed greatly in terms of disseminating news worldwide with different perspectives.

The BBC programmes have been setting trends and breaking news for decades. The earliest provider of television in the UK, the British Broadcasting Corporation(BBC) began life in 1922 as the broadcasting company. Spanning over a period of more than half a century, BBC has gone ahead from strength to strength in all its activities—online programming, educational broadcasting, world service and programme production. BBC online is one of the leading news sites, competing for global domination with CNN, Yahoo News, Fox.com and the others seeking to establish themselves as online providers of choice for the news hungry.

News agencies in the USA are known as wire services. As it is known that the four major international news agencies/wire services that dominate the world are—Agence France Presse(AFP), Associated Press(AP), United Press International(UPI) and the Reuters. Each of these wire services has offices in a large number of countries throughout the world. These agencies account for a major chunk of the international news. Their services are utilized by the newspapers, major TV networks and the radio stations across the globe. The reliance of the newspapers on wire services is underlined by the fact that news agencies bring them not only national and international news, but also cartoons, crossword puzzles and news features.

1.6 Their Closed Situation in the Socialist Countries:

The fall of the Czar and the Bolshevik Revolution in Russia, in 1917, have radically altered the equations among the nations. Armed with the Communist Manifesto of Karl Marx, the revolutionaries, led by Lenin, ushered in a new era for the working class—the proletariat in Russia. The state owned everything, private property was abolished and everything belonged to the commune to be used for the common good. However, the communist regimes established in Eastern Europe before and after World War-II converted their own secluded world. China followed Russia, and under the leadership of Mao-ze-Dong captured power and ushered in communism.

The communist countries centralized all their activities, especially information, which was put under heavy censorship. The secret service agencies, such as KGB, were created to neutralize any non-communist effort to sabotage the effort of the communist regimes. This was largely on the lines of the CIA and the McCarthyist forces, which did launch an anti-communist drive in the USA during the early '50s. The communication and information networks in the socialist nations were all-pervading. The news agencies such as the TASS, the radio networks such as Radio Moscow and Radio Beijing were there to gather information for the decision-makers, and used by them to disseminate any information which they thought would promote communism. These communication networks were also used to propagate communist ideologies and counter the propaganda of the Western capitalist countries. Thus, during the 'cold war' period, 'information' and 'disinformation' had literally turned out to be synonymous in the light of the activities of these two giant polarized camps.

The communist nations did use their information campaigns to have an effective hold on their own population as well as to influence the newly independent nations of the Third World. Actually, the entire period of the Cold War could be termed as the era of 'information war'. To emerge triumphant in this war, both the West as well as the socialist nations did invest a lot of money to develop their information propagating instruments. The latest developments in the satellite technology were a result of this race to win the information war.

The dramatic collapse of the East European nations, and the disintegration of the 'Soviet Union' in 1989-91, did bring an end to this ever-increasing tension of the undeclared information war. But, then, one can only look back and say that it did help communication technology, and the process of the dissemination of information leap-frogged decades as never before.

1.6.1 The Third World:

In the aftermath of the World War-II, there was a dramatic change in the political composition of the nations. Most of the colonized nations did become independent, some through violent means, the rest in a peaceful demeanour. The First and the Second Worlds were wagging an undeclared war, and the nations acquiring their independence newly, were caught in between. The Third World had no proper infrastructure, no industry, no food, no medicine and above all, no capital but a huge population to feed, clothe and provide shelter for. Disease, hunger and death were their only companions.

The leaders of these newly independent nations had very bitter experiences of exploitation by the colonial powers. They were aware of the danger of going back to these imperialist powers for the aid to feed their people, to build infrastructure, to set up industries, etc. On the other hand they were suspicious about the communist countries. Thus, the newly independent nations were in a precarious situation. They had to ask for aid from their former colonial masters, on their terms and conditions, or play into the hands of socialists and communist countries. Faced with this choice a few countries succumbed to the temptation and did join one or the other group. Regional and international alliances such as SEATO, NATO, WARSAW PACT and COMECON, came into being.

However, a few of the Third World nations did decide to form their own group called the Non-Aligned Movement(NAM). India, along with Egypt, Yugoslavia(formerly) and Ghana, did play a very important role in this particular movement. The NAM nations, while remaining impartial between the two camps, could gain from both for their economic development.

Sincere efforts were made by many NAM nations to develop their information networks. India stands out in this endeavour. It had the Press Trust of India(PTI) and the United News of India(UNI)---two major national news agencies. Not many nations were as fortunate. Their political instability, corruption, economic backwardness, ethnic conflicts, religious wars, foreign debt servicing, etc. did hinder the growth in the field of information and communication.

Now, let us first comprehend the position of the media development in the Third World countries of Africa, Middle East, Asia and Latin America.

- Africa----It consists of a total of 51 independent nations with a population of more than 400 million. There are 800 languages and dialects. David Lamb, the Los Angeles Times correspondent in Africa in the late 1970s, did report that the question of newspapers in Africa was whether they would survive at all. Six black African nations had no newspaper at all. The UNESCO's minimum criterion for what it regarded as an 'adequate' communication system was 100 copies per 1,000 people. Africa in the 1980s, at barely one-tenth of that minimum, remained the most newspaper-poor part of the Third World. (Robert Stevenson, 1988, p.108).
- Middle East---The massive oil reserves of the 15 Middle East countries did bring in unprecedented economic development there. 'Despite the rapid infusion of petro-dollars into the Middle East, the area as a whole showed less than spectacular newspaper growth in the 1970s..The number of daily newspapers did increase from 489, in 1965, 607, in 1977. Circulation increased from 4.5 to 4.8 million, but the average circulation per thousand persons dropped from 45 copies to 37. These estimates put the Middle East slightly ahead of Africa in newspaper availability, but not by much'.(Robert Stevenson, 1988, p.110). But according to the BBC, the broadcasting scenario has improved more than five folds. The TV sets per thousand population increased from 6, in 1965, to 894, in 1984.

- Asia---Asia is a very large, both in terms of the land mass and population. Language, culture, ethnicity, and religious practices are as varied as the nations themselves. India, China, Japan, Malaysia, Indonesia and Singapore as well as many other countries show widespread disparities in the media availability. Some are quite adequate, such as Japan and a few, like Bangladesh, Nepal and Vietnam, are media-poor.
- Latin America---The circulation of newspapers in Latin America did decline from 70 copies per 100 people, in 1970, to 56 copies, in 1980. However, the spread of the radio and TV sets did show a remarkable improvement. In 1984, Latin America had 343 radio sets per 100 people, while the TV sets did grow from 29 per 1000 people to 134 per 1000 people, in 1984.

Stop to Consider-10

- In the 1970s, the international debates on communication problems centred around the issues such as media imperialism, imbalance in international news flow and the concentration and monopolies in the communication industry.
- The United Nations Educational, Scientific and Cultural Organization(UNESCO), the lead agency in the UN system became the forum for articulating views on these issues.
- In the wake of the UNESCO debate about the proposed New World Information and Communication Order(NWICO), several news agencies and News Exchange Mechanisms(NEMs) were formed throughout the developing world.
- Since early 1960s, Information Revolution has been the buzz word. The world has been experiencing, at an accelerating pace, an unprecedented Third Wave—fast forward movement.
- Satellite technology, together with a whole host of other communications technologies, is making possible quite remarkable levels of global communication of conventional messages and also the transmission of data.
- The explosive diffusion of computers,

telecommunication, broadcast and video media, and the information media is seen in national and global statistics.

- The world is on the threshold of a new industrial revolution.
- In the contemporary world, international communication 'encompasses political, economic, social, cultural and military concerns' and as it becomes more widespread and multi-layered, the need to study it has acquired an added urgency.
- From the beginnings of the human society, communication has taken place over distance and time—from cave paintings in Australia to the mobile Internet—through contact between different cultures via travel and trade, as well as war and colonialism.
- The Western countries did maximize their economic gains through the control of political machinery and a result of that historically, it has been a corroborated fact that they always have had a advantage over the Third World nations in terms of information network.
- The communist countries centralized all their activities, especially information, which was put under heavy censorship.
- The communist nations did use their information campaigns to have an effective hold on their own population as well as to influence the newly independent nations of the Third World.
- The dramatic collapse of the East European nations, and the disintegration of the 'Soviet Union' in 1989-91, did bring an end to this ever-increasing tension of the undeclared information war.
- A few of the Third World nations did decide to form their own group called the Non-Aligned Movement(NAM).
- Sincere efforts were made by many NAM nations to develop their information networks. India stands out in this endeavour. It had the Press Trust of India(PTI) and the United News of India(UNI)---two major national news agencies.

Check Your Progress-8

Notes—i) Use the space below for your answers.
ii) Compare your answers with those given at the end of this unit.

1) Write down the full forms of-------

UNESCO……
……..

NWICO……
…….

NEM……
……

NAM……
……

IPS……
…….

NATO……
……..

ASEAN……
…….

2) Write down the full forms of------

VOA……
…….

AP……
……

STAR
TV……
……..

BBC……
…….

3) The Bolshevik Revolution took place in……., in the year…….

4) Name two major news agencies of India.

……
……
……
……

1.7 Summing Up:

In this unit-1 of Block-3 under Paper-1025, you have been acquainted with the Importance of the Study of Global Media Systems, the Information Rich West and the Information Poverty in the Underdeveloped Countries, Historical Dimension of the International Information and Their Closed Situation in the Socialist Countries. Let us summarize the key points which you can learn by going through this particular unit---

- Communications Media constitute the principal ways by means of which masses around the globe, are apprised and entertained and develop an understanding of their local, national and global/transnational social as well as cultural environments. It has been a historically corroborated fact that the communications media have been integral to the rise and fall of empires, to diplomacy, war, the spread of languages and cultural norms and to the processes which are referred to now-a-days under the umbrella of the terms of globalization and modernity.

- More so, in the contemporary world, international communication 'encompasses political, economic, social, cultural and military concerns' and as it becomes more widespread and multi-layered, the need to it study has acquired an added urgency. Intellectual and research interests in the international aspects of communication, culture and media has grown as a result of the

globalization of media and the cultural industries. Communication studies have themselves broadened to include cultural and media studies, and are increasingly being taught in a comparative and international framework.

In this particular unit, we have observed that how the outflow of capital from the Third World countries has created humongous reservoirs of 'wealth' in the West. The power emanating from such wealth has created gargantuan networks of information and communication networks to promote economic interests of the West in the Third World countries.

- The situation did create a tremendous amount of imbalance in the information flow from and to the Third World nations.

- The collapse and the disintegration of the communist and socialist countries, has not made international relations conducive for a dialogue. However, the tension that did exist during the Cold War has been reduced considerably. A new era has to be set in motion to correct the imbalance that persists in information flows between the West and the Third World.

- The information gap between the developed and the lesser developed nations continues to widen incessantly. The planners and the policy-makers throughout the Third World, are faced with a dilemma, as to the extent to which new information and communication technologies can be usefully harnessed to solve the problems of underdevelopment. To resolve this dilemma, bold decisions and options will have to be taken, the choice to be made are economic and technological but also political in the first instance. Political decisions must be made in order to avoid some of the unforeseen economic and technological implications.

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JMC-02(2010).(SLM), IGNOU Communication Division.

1.9 Self Assessment Questions(SAQs):

1) Write in your own words about the concept of Global Media Systems and the role of International Media in highlighting news from the Third World nations.
2) Distinguish between Information Rich West and Information Poverty in the Third World. Give suitable examples for your answer.
3) Describe the role and importance of Internet in International Communication. Write about the technological, political and economic challenges faced by Internet.
4) Elaborate in your own words, about the Historical Dimension of the International Information and their Closed Situation in the Socialist Countries.

1.10 Answers to Check Your Progress:

Check Your Progress: Model Answers

Check Your Progress-1

1) Reuters

   Associated Press(AP)

   United Press International(UPI)

   Agence France Presse(AFP)

   Telegrafnoi Agentsvo Sovetskavo Soyusa(TASS)

2) Columbia Broadcasting System(CBS)

   National Broadcasting Company(NBC)

3) The New York Times

   The Washington Post

Check Your Progress-2

1) Thompson has defined power as 'the ability to act in pursuit of one's aims and interests, the ability to intervene in the course of events and to affect their outcome'.

2) The critical media studies tradition has drawn attention to two issues concerning the nature of media power, and the relationship of media power to other forms of power, that have been central to defining two approaches to understanding global media. The first is the relationship of the economic to the ideological in understanding the nature and significance of cultural or symbolic power as it arises through the media. The political economy approach has tended to attach explanatory primacy to economic factors, seeing these as shaping cultural developments, with varying degrees of direct determination or relative autonomy. By contrast, the cultural studies approaches have tended to draw attention to the distinctiveness of language and systems of signification, arguing that their articulation to systems of economic or political power is by definition particular, contingent and contested, since the nature of meaning as it is produced and comprehended is rarely the same in complex communications systems. The second issue is the extent to which media power is largely reflective of other forms of power, or possesses its own institutional relations, capacities and dynamics.

Check Your Progress-3

1) Two factors can be observed that have been both cause and consequence of the increasing enmeshment of media production and distribution within the corporate institutional form.
   - The first is the nature of the corporation as a distinctive legal form of property.
   - The second is that the corporate form of enterprise has engendered a tripartite division of power within the corporations between shareholders, company directors and corporate managers, and has raised the question of who controls the corporation.

Check Your Progress-4

1) Theoretical
2) Lievrouw and Livingstone
3) Marshall McLuhan

Check Your Progress-5

1) David Held and Anthony McGrew

2) Two interrelated elements to the contemporary radical critique of global media---
   - The tendency towards concentration and centralization of media ownership and control now operates globally and not simply on a national scale.
   - This is part of a wider tendency of globalization to shift the balance of political and economic power from nationally based institutions such as governments and trade unions, towards geographically mobile multinational corporations

3)United Nations Commission for Trade, Aid and Development

4) Rupert Murdoch

5) The Arab media landscape changed dramatically from 1990, with the Iraqi invasion of Kuwait, and the Second Gulf War of 1991

Check Your Progress-6

1) The concept of 'Information Society' does crop up, the origin of which can be traced back to the Japanese who are generally given credit for coining the Japanese term 'Johoka Shakai' in the mid-1960s.

2) The Third Wave media analysis of Alvin Toffler underlines the diversity and intensity of Information Society wherein entertainment, information and leisure are dominated by the products of Information Technology.

3) Agence France Presse

   United Press International

4) India, Bangladesh, Malaysia, Indonesia, Brazil, Nigeria and Kenya

Check Your Progress-7

1) Media imperialism has diverse manifestations; monopolization of media, concentration of media industries or domination or control of the media operating from within the periphery of the Third World or the developing countries by the capitalist, western media.

2) The term 'imperialism' refers to the ways in which certain industrialized nation states have emerged as world powers, by extending their forms of control and rule over other political, economic and cultural communities and nations for the purposes of commercial advantage, military security, political or ideological 'mission' etc. Whereas, the term 'colonialism' perceived as an early stage in this process, predominantly concerned with economic advantage and exploitation, imperialism is the systematic production of massive disparities in wealth, power and influence, on a worldwide scale.

3) Cable News Network(CNN), U.S.

4) In the domain of global media, the notion of 'hegemony' is widely used to conceptualize political functions of the mass

media, as a key player in propagating and maintaining the dominant ideology and also to explain the process of media and communication production, with dominant ideology shaping production of news and entertainment.

Check Your Progress-8

1) United Nations Educational, Scientific and Cultural Organization
New World Information and Communication Order
News Exchange Mechanisms
Non-Aligned Movement
Inter Press Service
North Atlantic Treaty Organization
Association of South East Asian Nations

2) Voice of America
Associated Press
Satellite Television Asian Region Television
British Broadcasting Corporation

3) The Bolshevik Revolution took place in Russia in the year 1917.

4) Press Trust of India(PTI)
United News of India(UNI)

UNIT: 2

Unit Structure:

2.1 Objectives

2.2 Introduction

2.3 Concept of Free Flow of Information and Imbalance

2.4 Origin of the Concept of Imbalance

2.5 Information Imbalance Between the Developed and the Developing countries

2.6 The Western Bias in Free Flow of Information

2.7 Contemporary trends in the Media and International Relations

2.8 NWICO, NIEO, NAMEDIA, NANAP

2.9 Summing Up

2.10 References and Suggested Readings

2.11 Self Assessment Questions(SAQs)

2.12 Answers to Check Your Progress

2.1 Objectives:

After going through this unit, you should be able to---

- understand the diverse aspects of the concept of free flow of information and also will be able to grasp a fathomable idea about the concept of imbalance prevailing in the arena of the international information system,
- trace the origin of the concept of imbalance existing in the international information flow,
- grasp a perspicaciously fathomable idea upon the veritable concept of imbalance prevailing in the information flow in the transnational arena, especially

elucidating upon the blatant lacunae of imbalance in the entire process of information flow between the rich and the developed countries of the Western World and the poverty stricken underdeveloped countries of the Third World,

- also will be able to reflect upon the blatant aspect of the prevalence of Western bias in the free flow of information in the transnational arena,
- will be able to acquire some pertinent ideas about the contemporary trends in the media and international relations,
- also will be able to know in detail about some of the significant information agencies operating in the arena of transnational information flow, such as the NWICO, NIEO, NAMEDIA, NANAP etc.

2.2 Introduction:

In this Unit--2 of the Block-3(Global Media Scenario—Some Key Aspects), we will start with sharing some ideas about the diverse aspects of the concept of free flow of information and also a fathomable idea, we will try to provide you about the concept of imbalance prevailing in the arena of the international information system. Because, as students of Mass Communication and Journalism, it's pretty much necessary on the part of you to have a fair enough knowledge on the various aspects of the entire concept of the free flow of information and about the imbalance prevailing in this context. We will also try to elucidate upon the origin of the concept of imbalance existing in the international information flow and also upon the Information Imbalance existing between the rich and the developed nations of the Western world and the poor and the underdeveloped as well as the developing countries hailing from the Third world.

Because, this knowledge on the international information flow, will be of great help for you in case of pursuing further elaborate studies in the future on the global media systems and related branches. The concept of Western bias in the free flow

of information will also be a part of our discussion. More so, in this particular unit, we will try to provide you some key ideas about the contemporary trends prevailing in the arena of media and international relations and also we will dwell upon some of the significant information agencies operating in the arena of international information, such as the NWICO, NIEO, NAMEDIA, NANAP etc. Hence, overall it can be pressumed that after going through this unit thoroughly, you will be possessing a fair enough idea upon the free flow of information and also on the aspects of imbalance prevailing in this regard. In addition to that the pivotal concept of Western bias prevailing in the arena of international information flow, will be very much infused into your knowledge repertoire for sure apart from enabling you to acquire some of the crucial ideas about the contemporary trends prevailing in the media and international relations and also about the all important information agencies operating in the arena of international information. So, let us now concentrate upon the sub-sections under this Unit-2(Block-3) as quoted underneath----

2.3 Concept of Free Flow of Information and Imbalance:

'The free flow of information' is a Western concept, by which all the Western nations rationalize the operations of their media and information agencies, both in their own countries and abroad. The term means that any person or persons and/or any organization or organizations can own and operate any media or information agency, accumulate any information, and disseminate the same, if they so desire, to any target audience, wherever and whenever they want. Further, the ownership of the media or information agencies should be restricted to a certain category, the gathering of the news, facts and the information, and their dissemination should be unobstructed. The concept is basic to the history, culture and life of the liberal capitalist Western society. Any challenge to this concept is rejected on the grounds that it is undemocratic, inhuman and even uncivilized.

The philosophy of free flow did result in the consolidation of the centres of information collection and dissemination in the Western nations. The Socialist and the Third World countries could see that they were not being represented objectively in the Western media. Significant happenings in their countries were paid little attention, and whenever done, those were only partial truths coloured by the Western perceptions. Thus, a very awkward situation did develop in the world owing to the concept of the 'free flow' and operations of the transnational networks in the Third World nations. Gradually, this situation got concretised, and the leaders of the Third World countries endured the situation as they were unable to take steps to change the situation. The Third World countries had no infrastructure or active network to make a difference in this context.

From the above discussion, now it is crystal clear that there is the element of imbalance prevailing in the information flow between the developed West and the developing nations hailing from the Third World, which can't have any say on the mechanism of accumulating information as they do not own and control the technology of the gigantic information agencies of the West. Moreover, the Third World nations, knowing utterly well that the information disseminated from these agencies does not represent all the truths about them, consume them, as they do not have any other sources. This imbalance is, in terms of volume of information, flowing into the Third World countries, when compared to the volume of information flowing out from them. There is imbalance also in terms of ownership and control, in terms of areas and items covered by these agencies.

The Third World nations resort to the arguments that their struggle to make the living conditions better for the teeming millions go unnoticed by these transnational news agencies. They are mostly misreported, and never appreciated, whereas the shortcomings, weaknesses, and failures get prominence in the Western media. The argument erupts that the volumes of information about the merit, comfort, and goodness of their life style, their produced and irrelevant

items are fed to them through the Western media channels. Therefore, an information imbalance, biased against the Third World, and tilted towards the West, exists today.

Many observers in the non-aligned nations nevertheless notice the fundamental problem lying in the flow of news as still unresolved. The debate, as they interpret it, is not simply between the proponents of 'free flow' and those arguing for a 'free and balanced flow' of information across frontiers. It is, rather, between radically diverse approaches to news and news flows, which have their roots in distinct social philosophies and cultures.

As the non-aligned countries perceive the situation, the patterns of news flows as they exist today are determined by a 'cartel' of transnational news agencies which embody the political economic and cultural interests of the Western bloc. The 'free flow' of information which they defined is, in fact, uni-directional and vertical, from North to South for the most part. News about the South that is transmitted around the globe presents a distorted picture, for it is collected and processed with a Western audience and readership in mind. What is more responsible is that the nations of the South, which have different communication needs and interests, are fed similarly distorted images.

Furthermore, news about the South is accumulated and processed by Western journalists who have little understanding of the culture and social and political ethos of developing nations. The result is that the 'images' of the developing countries thus disseminated are distorted, with the emphasis on poverty, famines, floods, and other catastrophes—generally presented as 'exceptional' events without a context. Thus, the philosophy of news espoused by the transnationals---news as events and people of exception, as commodity for the market—is alien to the philosophy of non-aligned countries which see news as a developmental process, as fulfilling social, political, economic and cultural needs.

The McBride Commission did make a comprehensive study of the issue of imbalance in international news flow

in Part-III of the report: Problems and issues of Common Concern. Chapter-I---Flaws in Communication Flows, cites a number of studies, opinions and examples throughout the discussion. The sources and the range of opinions are the most diverse. Only one such statement from the lengthy footnote on page 142 will be sufficient to indicate the problem. It says---Recognition of existing imbalances in information flows between unequal partners is no longer a controversial issue. From various view points and sources, the fact is admitted; the following are typical statements by Le Monde Diplomatique, the sharing out of this power(information) which is monopolized in national societies by the dominant classes and elites or the established powers and at international level by governments and private transnational corporations, a few news agencies and publishing companies or telecommunication and data processing industries in industrialized countries—which ensures a one way flow of information to developing countries(January, 1979, Paris).

During the intervening twenty-five years there have been changes in the way information flows. There have been more community radio stations where participation at the programme production is more democratic, regional language press which brings out more news from districts and rural areas and the internet which is providing an alternate source of information dissemination.

In the wake of the World War-II and the establishment of a bi-polar world of free market capitalism and state socialism, theories of international communication did become part of the new Cold War discourse. For the supporters of capitalism, the primary function of international communication was to promote democracy, freedom of expression and markets, while the Marxists did argue that for greater state regulation on communication and media outlets.

The concept of ‘free flow of information’ did reflect Western, and specifically US, antipathy to state regulation and censorship of the media and its use for propaganda by its communist opponents. The ‘free flow’ doctrine was

essentially a part of the liberal, free market discourse that championed the rights of the media proprietors to sell wherever and whatever they did wish. As most of the world's media resources and media-related capital, then as now, were concentrated in the West, it was the media proprietors in Western countries, their governments and national communities that had most to gain.

The concept of 'free flow', therefore, served both economic and political purposes. Media organizations of the media-rich nations could hope to dissuade others from erecting trade barriers to their products or from making it difficult to gather news or make programmes on their territories. Their argument drew on premises of democracy, freedom of expression, the media's role as 'public watchdog' and their assumed global relevance. For their compatriot businessmen, 'free flow' assisted them in advertising and marketing their goods and services in foreign markets, through media vehicles whose information and entertainment products championed the Western way of life and its values of capitalism and individualism.

For Western governments, 'free flow' did help to ensure the continuing and unreciprocated influence of Western media on global markets, strengthening the West in its ideological battle with the Soviet Union. The doctrine also contributed to providing, in generally subtle rather than direct ways, vehicles for communication of US government points of view to international audience(UNESCO, 1982; Mosco, 1996; Mowlana, 1997).

Now, here in this context, mention may be made of the aspect of a 'free flow of information' to 'free flow of commerce'. Technological developments, combined with the liberalization in trade and telecommunications, have acted as catalysts for e-commerce. This has been made possible largely because of the opening up of global markets in telecommunications services and information technology products that are 'the building blocks for electronic commerce' as a result of the WTO agreements.

The interest of the UNESCO in free flow of information can be traced to the developments of the early fifties of the last century. This interest has been highlighted in the Charter of 1945 of the UNESCO. It highlights the principles of 'free flow of information' and 'pursuit of objective truth.'

In 1953, the UNESCO undertook its first study of news flows. It carried out a study of seven dailies of the world. This study also included the study of the structure and operations of news agencies. In 1956, another study was done. It aimed at identifying the problems of transmitting Press messages. By the early sixties, the UNESCO came to the conclusion that major news agencies of the West had become one of the vital factors in the flow of information.

In 1973, the NAM summit was organized in Algiers. The leaders of the NAM did point out that the changes in the international economic milieu demanded the active cooperation and concerted actions of the members of this movement. The concept of free flow of information among the members of the NAM was emphasized upon. Hence, the NAM nations decided to create a nonaligned news pool. The objective of creation of this pool was the reduction of dependence upon the West for news and information. It was not supposed to challenge the supremacy of the four major transnational news agencies of that period. However, it certainly was the answer of the G-77 to the efforts of the Western media to neo-colonize the field of information exchange. The West treated information as a commodity that could be traded for profit. The NAM view was against this basic commercial thought. The New World Information and Communication Order(NWICO) was deemed a demand for a fair and balanced flow in the arena of international news. Nevertheless, it was also deemed a tool for enhancing the powers of the states to control the free collection and distribution of news. The NAM group did criticize international agencies like the Reuters, the AP, Agence France Presse(AFP) and their TV cousins namely the Visnews and the World Television News. The NAM criticized the lack of fairness and balance in their reports. Hence, it set up its own national and international agencies

and news pools. These organizations were censured quite often. Prior to this event, there was a demand for free flow of information of the press. The nations of Asia, Latin America and Africa had many Imperial Colonies during the last century. The people of these nations did struggle to end the colonial rule. Even during these phases of struggle, the Press made efforts to counter the information supplied by the colonial government.

The Non-Aligned Movement(NAM) aimed at fighting the New International Economic Order(NIEO) that offered unfair and unequal trade advantages to the rich nations of the globe. The NAM did believe that free trade was, in reality, one-way trade, i.e. trade from the North to the South. It also believed that free flow of information was regarded as a one-way flow of news and information, again from the North to the South.

The NAM also contended that political freedom without economic and cultural freedom was of no use. The mass media of the NAM nations were heavily influenced by the news, reports and software of the West. Direct broadcasting of TV channels was perceived as a threat to the cultural domain of a nation. The flow of information was free, but there was no balance in this flow.

Hence, the NAM asked for rewriting the UN Charter which was adopted when most of the nations of Asia and Africa were under the colonial rule. The NAM did want this Charter to be altered because, it felt, it (the Charter) was reflecting the commercial interests of the West.

The MacBride Commission did try to define the issues that formed the bases of the conflict between the eastern and the western nations in the field of transnational communication. The report of this commission considered the complaints of the NAM nations about the defects in the system of international news transfer. For example--- General neglect of news of the Summit conferences and other activities of the NAM. The commission also did try to comprehend the intricacies of the apprehensions of the West. The commission also observed that international

news agencies give trustworthy news material which may not be available from other sources. Hence, the Report of the MacBride Commission observed, many of the deficiencies of these news agencies were offset by a growing capacity in the developing nations to make appropriate critical selection of news coming from abroad. Hence, local editors ought to be more responsible because they had not been able to use diverse resources, or they had resorted to the acts of gatekeeping. In this context, the Commission observed in the Report, several steps had been taken to ensure successful two-way news flow.

The MacBride Commission's Report didn't create much flutter. It was not an expression of the official position of the UNESCO. The members of the commission did produce a text, not a consensus on the issue. Further, the general declaration embodying the NWICO, Drummed up by the UNESCO in 1978, could also not find any takers.

The problem of flow of news to the NAM nations was not resolved. There are radically diverse approaches to news and news flows in the developing nations. They have their roots in the social philosophies and cultures of such nations. The commission had tried to address a vital issue—the formation of a cartel of the Western news agencies. This cartel gave distorted pictures about the South to the nations of the North. It was alleged that it is West oriented while collecting and disseminating news.

However, with the advent of the eighties, the IT era did begin and simultaneously, the East and the West did start to cooperate with each other in the fields of news sharing and reporting. The NAM, OAU, OIC and other organizations have imbibed this fact. All nations ought to cooperate with other nations in the process of information exchange. This is because, in the new era, information has become the key commodity of exchange. These days, information management has assumed greater importance than conventional production management. Hence, all news agencies, national or global, must cooperate with one another.

Further, the news agencies of the world did start to cooperate with one another to a greater extent in the wake of the arrival of the free market system. Information can no longer be hidden, altered and mutilated. That is because, it is cheap, easily available and subject to cross-examination by more than one source. The growth of CATV, Internet, cellular phone technology, and satellite TV supported the IT revolution. Because of this growth, the fields of news reporting and broadcast journalism were strengthened owing to the cooperation of news agencies of a nation or of the entire world. By the end of 1995, the world had become a small e-village. The prophecy of Marshall McLuhan did prove to be true. There was no need to lambast a foreign news agency on the ground that it was trying to change the values of a nation. This process was already being undertaken by CATV and Internet. Every foreign news agency was simply supplying information or calling a spade a spade.

With the advent of the new millennium, the scenario of global communication has changed in which all nations have understood that it is the most important to develop in economic terms. Global communication exercises are linked for developing the global economy. Sharing information is synonymous with peaceful coexistence and economic growth. Thus, relations among the members of the East and also, equations between the East and West have changed in the new millennium. These days, only a few nations are deemed villains by the Western media or by the intelligence agencies of the world. Commercial considerations have also changed the global communication scenario. Some NAM members have put forth the concept of Free and Balanced Flow of Information. It is naturally different from the tenet of Free Flow of Information. The NAM nations contend that free flow of information is unidirectional and vertical from the North to the South. News about the South that is sent to various parts of the globe is distorted. Western editors give wrong sets of information about the South(the developing and the poor nations). These nations are also given wrong sets of

information and data by the North, aver many NAM experts.

Global communication has witnessed a great revolution in the recent history of communication. During the past decade, many countries became democratic entities. Therefore, the communication needs of such nations changed. They aligned their economic and political strategies with those of the developed nations; in the latter, communication and freedom of expression are an essential part of their social and economic operations. Hence, these newly independent nations or those nations that switched from the communist system to the capitalistic system, started exchanging information with elan.

In order to develop in economic and political terms, every nation must exchange information freely with other nations. Most nations have imbibed this tenet. That is why, the new millennium is likely to usher almost all nations of the world into the realm of free information exchange.

Stop to Consider-1

- ‘The free flow of information’ is a Western concept, by which all the Western nations rationalize the operations of their media and information agencies, both in their own countries and abroad.

- The philosophy of free flow did result in the consolidation of the centres of information collection and dissemination in the Western nations. The Socialist and the Third World countries could see that they were not being represented objectively in the Western media.

- Now it is crystal clear that there is the element of imbalance prevailing in the information flow between the developed West and the developing nations hailing from the Third World, which can’t have any say on the mechanism of accumulating information as they do not own and control the technology of the gigantic information agencies of the West.

- The Third World nations resort to the arguments that their struggle to make the living conditions

better for the teeming millions go unnoticed by these transnational news agencies.

- As the non-aligned countries perceive the situation, the patterns of news flows as they exist today are determined by a 'cartel' of transnational news agencies which embody the political economic and cultural interests of the Western bloc. The 'free flow' of information which they defined is, in fact, uni-directional and vertical, from North to South for the most part.

- The McBride Commission did make a comprehensive study of the issue of imbalance in international news flow in Part-III of the report: Problems and issues of Common Concern. Chapter-I---Flaws in Communication Flows, cites a number of studies, opinions and examples throughout the discussion.

- The concept of 'free flow of information' did reflect Western, and specifically US, antipathy to state regulation and censorship of the media and its use for propaganda by its communist opponents.

- The MacBride Commission did try to define the issues that formed the bases of the conflict between the eastern and the western nations in the field of transnational communication.

- With the advent of the new millennium, the scenario of global communication has changed in which all nations have understood that it is the most important to develop in economic terms.

- Global communication has witnessed a great revolution in the recent history of communication.

Check Your Progress-1

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) What do you mean by the term 'Free Flow of Information' ?

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2) What role did the McBride Commission play in the aspect of the 'Free Flow of Information' ?

3) In 1953, the…….undertook its first study of news flows.

4) In year…… the NAM summit was organized in……..

5) The Non-Aligned Movement(NAM) aimed at fighting the……
……that offered unfair and unequal trade advantages to the rich nations of the globe.

2.4 Origin of the Concept of Imbalance:

The root of the problem goes back to the late 1950s and 1960s, when the concept of 'Development Communication' came to into the existence. The communication experts thought that when the socio-economic development projects were aided by communication inputs, such as the radio and television programmes, the underdeveloped and traditional societies could in a speedy way transformed into the

developed, dynamic and modern societies. They had the thinking that whatever was achieved by the West in centuries, the nations hailing from the Third World, could achieve the same in a matter of decades if aided by the mass-media outlets. Two famous Western communication experts namely Daniel Lerner and Wilbur Schramm did suggest this theory of development communication. Daniel Lerner in his famous book--"The Passing of Traditional Society: Modernizing the Middle East", did describe that a tiny isolated village named Balgat in Turkey, was changing as it came in contact with Ankara and he did threw light upon the fact that how this tiny rural belt could be transmogrified with the aid of mass-media, especially radio. It did manage to enhance the literacy rate, promote good health and inculcate new aspirations amongst the masses to work for higher incomes. And also the another communication scholar from the West, named Wilbur Schramm did pen down a book titled "Mass Media and National Development" for the UNESCO in 1964, in which he did put forward the descriptions about two particular families from Central Africa and South Asia and did elaborate in his book about the growth and development of the families and how their aspirations could be fulfilled with the aid of mass-media, especially through radio.

Hence, these two Western communication scholars namely Daniel Lerner and Wilbur Schramm were accepted as the prophets of the new age and their theories of development communication were tried and implemented vigorously in many Third World nations.

The very term development during this period, did indicate the creation of a stable and sustainable democratic nation, and replacing the authoritarian regimes with democratic governments, and implementing projects and programmes to uplift the living conditions of the common folks in the society and it was assumed that the mass-media, used for these purposes, would be transforming the developing societies into modern, vibrant and stable societies.

However, a decade later, it was discovered that inspite of all these efforts, most of the social problems did remain

unsolved. Instead, more problems were created as a result of the rising aspirations and expectations of the millions. Thus, political instability, poverty, illiteracy, unemployment and corruption did become the salient features of a developing society. These negative developments were heavily focussed by the Western media outlets. Some other communication experts and scholars did opine that the focus of development communication was very limited. It did focus on persons without taking the social, political and economic situations into consideration. And thus, development communication did not bring about the expected results. On the contrary, it did create more problems than solutions.

In such a scenario, an American author, Herbert Schiller did articulate something pretty new, who did argue that the 'American Information Empire', through Multinational Corporations(MNCs) and Transnational Corporations(TNCs), were serving the American economy. The old colonialism did remain intact, but was operating with more refined instruments and thus, the colonial centres did remain as they were previously--the outflow of capital was also in the same direction as earlier. The demands for the economical and cultural produce were created, in the periphery, through the forces of MNCs and TNCs. Herbert Schiller did write---'Unavailable to expansionists of earlier times, modern mass communication perform a double service for their present day controllers---abroad, the antagonism to a renewed though perhaps less apparent servitude, has been quite successfully deflected and confused by the images and messages which did originate in the media--expanding across all the continents, the sphere(of American investment and trade) grows significantly larger year by year. A powerful communication system exists to secure, not grudging submission by an open-armed allegiance in the penetrated areas, but by identifying the American presence with freedom--freedom of trade, freedo of speech and freedom of enterprise'(Herbert Schiller, 1971, pp.2-3).

Hence, it can be seen from Schiller's statement, that the free flow of information was essentially meant to safeguard the

economic growth of the West and any endeavour to regulate the flow of information beyond frontiers is seen as a threat to the Western economies. Thus, it is termed as interference with the basic human right. Here, the concept of 'imbalance' is a an economic issue and the international flow of information is just another fact of this issue.

Now, in this context, we can have a discussion on the concept of the modernization theory. Complementary to the doctrine of 'free flow' of information in the post-war years was the view that international communication was the key to the process of modernization and development for the so called 'Third World'. Modernization theory did arise from the notion that international mass communication could be used to spread the message of modernity and transfer the economic and political models of the West to the newly independent nations of the South. Communications research on what came to be known as 'modernization' or 'development theory' was based on the belief that the mass media would help transform traditional societies. This pro-media bias was very influential support from the international organizations such as UNESCO and by the governments in the developing countries.

One of the earliest exponents of this modernization theory was Daniel Lerner, whose classic work in the field, 'The Passing of Traditional Society'(1958)--the product of research conducted in the early 1950s in Turkey, Lebanon, Egypt, Syria, Jordan and Iran--examined the degree to which people in the Middle East were exposed to national and international media, especially radio. In this first major comparative survey, Lerner did propose that the contact with the media did help the process of transition from a 'traditional' to a 'modernized' state, characterizing the mass media as a 'mobility multiplier', which enables individuals to experience events in far-off places, forcing them to reassess their traditional way of life. According to Lerner, exposure to the media, made traditional societies less bound by traditions and made them aspire to a new and modern way of life.

According to Lerner, 'the Western model of modernization, exhibits certain components and sequences whose relevance is global. Everywhere for example, increasing urbanization has tended to raise literacy; rising literacy has tended to increase media exposure; increasing media exposure has gone with wider economic participation and political participation.(Lerner, 1958: 46).

Western society, Lerner argued, provided 'the most developed model of social attributes(power, wealth, skill, rationality)', and 'from the West came the stimuli which did undermine traditional society that will operate efficiently in the world today, the West is still a useful model'.

Another key modernization theorist Wilbur Schramm, whose influential book, 'Mass Media and National Development', was published in 1964, in conjunction with UNESCO, saw the mass media as a 'bridge to a wider world', as the vehicle for transferring new ideas and models from the North to the South and, within the South, from urban to rural areas. Schramm, at the time of the Director of the Institute for Communication Research at Stanford University, California, noted----'the task of the mass media of information and the 'new media' of education is to speed and ease the long, slow social transformation required for economic development, and in particular, to speed and smooth the task of modernizing human resources behind the national effort.(Schramm, 1964: 27).

Schramm did endorse Lerner's view that mass media can raise the aspirations and the people in the developing countries. The United Nations(UN) had proclaimed the 1960s as 'the Decade of Development' and the UN agencies and the Western governments, led by the USA, were generously funding research, often in conjunction with private companies, through universities and development bureaucracy, notably the newly established United States Agency for International Development(USAID), the United States Information Agency(USIA), and the Peace Corps, to harness the power of the mass media to 'modernize' the newly independent countries of the South.

In the 1970s, modernization theorists did start to use the level of media developments as an indicator of general societal development. Leading theorists of the 'development as modernization' school, such as Everett Rogers, did see a key role for the mass media in international communication and development(Rogers, 1962; Pye, 1963). Such research benefitted from the surveys undertaken by various US-government-funded agencies and educational foundations, especially Asia and Latin America for what Rogers called 'disseminating innovations'.

Stop to Consider-2

- The root of the problem of ‘Imbalance’ goes back to the late 1950s and 1960s, when the concept of 'Development Communication' came to into the existence.
- Two Western communication scholars namely Daniel Lerner and Wilbur Schramm were accepted as the prophets of the new age and their theories of development communication were tried and implemented vigorously in many Third World nations.
- Complementary to the doctrine of 'free flow' of information in the post-war years was the view that international communication was the key to the process of modernization and development for the so called 'Third World'.
- Western society, Lerner argued, provided 'the most developed model of social attributes(power, wealth, skill, rationality)', and 'from the West came the stimuli which did undermine traditional society that will operate efficiently in the world today, the West is still a useful model'.
- Schramm did endorse Lerner's view that mass media can raise the aspirations and the people in the developing countries.
- In the 1970s, modernization theorists did start to use the level of media developments as an indicator of general societal development.

Check Your Progress-2

Notes—i) Use the space below for your answers.
ii) Compare your answers with those given at the end of this unit.

1) When did the concept of 'Development Communication' come into existence?
……
……..

2) Who is the author of the famous book --"The Passing of Traditional Society: Modernizing the Middle East" ?
……
…….

3) Name the two Western Communication Scholars whose theories of development communication were tried and implemented vigorously in many Third World nations.
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…

4) According to…….. 'the Western model of modernization, exhibits certain components and sequences whose relevance is global.
……
……

2.5 Information Imbalance Between the Developed and the Developing countries:

Together with Herbert Schiller, there were quite a few who did take up the issue of the international news flow in diverse international platforms. Schiller's early work did speak about the Dependency Model, a Marxist approach to analyse the international information flow and the state of imbalance emanating from it. His dependency theories did state that the imperial powers of the West would like to have economic centres in their own country, and control all the economic activities in the periphery through the modern instruments of mass communication.

Mustapha Masmoudi, Secretary of Information of Tunisia, and later on its ambassador to the UN, did attack the West with such strength that his counterparts of the West were baffled and puzzled. He did argue in various international fora on the following lines---

a) The Western countries had literally monopolized the international information flow. They decided on what news items/information must be consumed by the people of the developing countries.

b) Through these international information networks, the West had retained their hegemonic power over the Third World. Even after decades of independence, they still dominate and rule over the Third World countries indirectly.

c) The information set up in the international arena, reflects a very strong political, economic and cultural colonialism opposed to the aspirations of the people of the developing countries.

d) The mass media have replaced the armies of the colonial powers in this era.

There were other arguments too in this context. One of such arguments was that at the East-West Centre, Hawaii, that the leaders of the Third World nations could not make the West responsible so long as they copied the Western model of development. He also accused the leaders of not finding a genuine definition and model of development for the Third World.

There have been so many debates and discussions regarding the imbalance prevailing in the arena of international information between the developed and the developing countries and one of the major topics of deliberation in this context was the monopolization of news and information flow by a handful of transnational news agencies and media giants such as the Associated Press(AP), Reuters, United Press International(UPI), ITAR-TASS, VISNEWS etc. The international organizations and regulatory bodies such as the International Telecommunications Union(ITU); and the

imbalances in news and information flow arising out of the monopoly by the transnational media conglomerates and the guiding principles of 'free flow' of information. A major consequence of the monopoly of news and information flow was the 'one-way flow' of news and information, generally from the developed to the developing world. The nature of flow was 'imbalanced, sometimes biased and West oriented' to the needs of the developing world. As it was detrimental to their interest in more than one way, the developing nations did attack the free-flow concept and its concomitant--the transnational media empires. For they did believe that the monopolistic media empires hailing from the so-called developed nations of the West, did create and sustain distorted pictures of the world which were far away from the reality. Thereafter, these developing countries did campaign for a 'new order and balanced flow' of information capable of penetrating through the stereotypes created and nurtured over 50 years by the Western media empires. The new order, they maintained would create a new international information climate that would foster a closer and better understanding among the nations and individuals.

The ensuing debates in the international forum did endure for nearly a decade, starting from the early 1970s. This period is reckoned as a watershed in the history of international information flow. Firstly, the developing nations, under the non-aligned umbrella, did resolve to address themselves to the international communication issues. Secondly, to offset the ill-effects of one-way flow, alternative means of exchange for meaningful and pertinent news and information among the non-aligned nations, did take roots. The most important step taken in this regard, was the setting up of the Non-Aligned News Agencies Pool(NANAP) in the year 1975, followed by the establishment of many other news distribution systems at the national, regional and international levels. Thirdly, notable revisions also did occur in the concepts and thoughts governing international communication. The 'free-flow' concept was amended to the 'free and balanced flow', when a declaration on the role of the media in the

promotion of international understanding and peace(generally referred to as the mass media development) was approved by the UNESCO, in 1978. Commensurately, the corollary doctrine, the 'right to know' was transformed into the 'right to communicate'. Fourthly, the new order debates did lead to the setting up of an International Commission for the study of the communication problems better known as the 'MacBride Commission', whose report was accepted by the UNESCO, in 1980. Fifthly, the resolution 4.19 of the 21 UNESCO General Assembly, held in 1981, did outline the basic character and content of the 'new order'. Sixthly, in the same year, the International Programme for the development of Communication(IPDC) was set up to provide assistance for the development of the communication infrastructure in the developing countries.

Now, one more aspect is mention worthy in this context and that is while deliberating upon the issue of information imbalance between the developed and the developing nations, one has to be familiar or acquainted with the basic concepts which are central to the broad theme of international communication.

In the simplest of terms, international communication can be conceptualized as a communication process between two or more national and cultural systems. The very status of given nation and its media outlets in the international news flow system is determined by the role a national media system is destined to play: the role of a producer-distributor or that of a consumer-buyer. Economic determines the ability of a nation to establish its own infrastructures and for newsgathering and transmission. The importance of the technology factor hardly needs any emphasis. The UNESCO was made a willing tool in promoting the interests of the 'producer-distributors' of the media products and technology. In the year 1961, the UNESCO did propose that for each 100 inhabitants of a country, the minimum standard be, at least, 10 copies of daily newspapers, 5 radio-receivers and 2 television sets. Lacking the financial resources, manpower and technology, the new nations had no other option but to be 'consumer-buyers' of what the Western media produced and distributed worldwide in

terms of hardware and technology, and software programmes. The major implications of such a domination are---

a) these agencies determine the very nature of the news flow in the world,

b) the news consumers everywhere view the world as these agencies report it,

c) the news flow, by and large, is one-way from the developed nations to the developing nations,

d) in the one-way flow, the developing countries are under-reported and when reported, they are presented in a bad light.

These being the consequences of the spread of the Western media, in general, and the US media, in particular, it was not surprising that by the early 1970s a large number of new nations did begin to complain about the ill effects of the monopoly of international communication. In the pre-eminent position of the US and a few of her allies, a threat to 'national sovereignty' was visible; in the US export of cultural products such as books, films, the television programmes and magazines, a growth of a new sort of imperialism, 'cultural imperialism', was perceived, and the free-flow doctrine was accused of having promoted one-way flow, from the US to the rest of the world.

Now, in this context, one more very pertinent aspect can be elucidated upon and that is the measures to be adopted by the developed and the developing countries of the globe. The so-called developed nations hailing from the West, should be more open to redress the ever-increasing asymmetrical economic relations between them and the poor countries from the Third World. This calls for hastening the pace for the establishment of the New International Economic Order(NIEO) as it is linked with the New World Information and Communication Order(NWICO).

As funds for the media development in the developing countries are scanty, the developed world could, either

through bilateral agreements or through the organizations such as the IPDC, make available more resources for communication specific projects in the poor regions of the globe.

In the area of technology transfer and sharing, more action is needed. New technologies need to be viewed as resources for the benefit of the mankind, and not as a new tool for exploitation of the disadvantaged.

The media in the developed countries, need to take steps in establishing a balance in the information flow by developing more space and time to news and issues concerning the developing countries.

Especially, the media professionals need to handle the problems emanating from the developing nations, with comprehending and concern, and in reporting, increased attention to the developmental activities, problems and achievements also needs to be given.

The so-called developed nations from the Western World, should resort to joining hands with the developing countries in making the telecommunications tariff more suitable for a better use of the existing systems and thereby, enhance the flow of communication material from the developing world to the developed regions.

The developing world, on the other hand, needs to formulate communication policies, keeping in view the sweeping changes making the external as well as their own regions. Without clear-cut policies, the media development would get hampered, and this would make the media restrictive in its research and out of step with the needs and interests of a vast majority of people. Particularly in the Third World nations, the press must make conscious efforts to free itself from the attitudes fostered by the Western news criteria. In this direction, the professional organizations and institutes such as the Asian Mass Communication Research and Information Centre(AMIC), Singapore, the Press Institute of India(PII), New Delhi, the Indian Institute of Mass Communication(IIMC), New Delhi, and the International Press Institute etc. can play a

pivotal role by conducting refresher orientation course for the working journalists. The IPDC can contribute in a big way by providing the necessary inputs in this regard.

In the crucial context of the information imbalance debate between the developed and the developing countries, one more very significant aspect can be deliberated upon and that is the North-South Dialogue on Economy, Aid, Trade and Information. Prior to giving you some ideas about the North-South Dialogue, let us make you know about some ideas upon the South-South Dialogue and Cooperation. In many international forums, especially in the UNESCO, the leaders of the Third World nations criticize the West. Their rhethorics on 'imperialism', 'neo-colonialism', and 'cultural domination' will not bear fruit unless they cooperate and help each other to achieve economic growth. Non-Aligned nations speak about disengagement from the oppressive global system of the West and creating a new one for themselves. They speak about interdependence and cooperation among the Third World nations. But, all these efforts have remained only world till date. There is enough evidence to corroborate the fact the fact that, instead, there is greater dependence on two cold war super powers that were the USA and the erstwhile USSR. In the wake of the break up of the USSR, only the USA is left on the global scenario in this regard.

However, the quest for alternative models for development is on particularly in the sphere of economy, trade, culture and information. In the year 1973, at Algiers, the Non-Aligned nations did focus their attention on the alternate paths of news flow, which was a major action against the dominance of the Western information news agencies. Subsequent Non Aligned Movement(NAM) Conferences, after long deliberations, did decide to pool their resources together to form the Non-Aligned News Agencies Pool(NANAP) along with other regional news pools. Thus, these days, we have the newspool of the Association of South East Asian Nations(ASEAN); the Arab countries did create ABNA; the Latin American nations did form their own pool called ASIN; the African News Agencies did create the PANA(Pan African News Agency). In the year

1983, the Non-Aligned Media(NAMEDIA) Conference did give a strong boost to the formation of these pools for news and information.

The United Nations(UN) through the UNESCO, has demonstrated great support to the demands of the Third World Countries, especially in the area of information and communication.

The International Telecommunications Union(ITU) has also exhibited a certain amount of flexibility towards the commitment of the UNESCO, and was concretised in the formation of the Inter-Governmental Programme for Development of Communication(IPDC). This was established with the objective of providing all sorts of assistance to the Third World Nations, to improve their information and communication networks. But the West did retaliate by refusing to contribute to the IPDC fund, fearing that the IPDC might be used to strengthen the government's hold on the media infrastructure of the Third World nations. The IPDC's General Conferences approved 100 million dollars for the IPDC, but only 5 million dollars were pledged as the USA contributing not even a single dollar. However, the US government did allow mammoth funding for the Agency for International Development(AID) for the use of communication facilities in the Third World countries, realizing that only then they would be able to control operations on these poorer nations. In international diplomacy, trade and economy, there is no charity. The West, till today has not and will not offer advanced communication technology or modern information instruments, or allocate and transfer resources on a silver platter. Issues of any kind will be linked to the business, trade and economic advantages of the West. The so-called NGOs and other international institutions pretend to act as neutral mediators, but they too depend on the West for funds and resources. Thus, the entire situation is imbalanced, heavily tilted towards the West and in a big big way discriminatory towards the Third World or the developing world. Inspite of the recent developments in the developed West and the emerging democracies of East Europe, the consolidation of the European community and

rejuvenation of Germany and Japan, there is no breakthrough for easing of the problems of the developing nations.

Now, you, as students of mass communication and journalism, should be aware of one more fact in the context of the prevailing information imbalance between the developed and the developing nations of the world, and that is the aspect of South-South Cooperation.

Whatever may be the Third World's criticism on the West for the latter's dominance in the field of information, simultaneously, one has to comprehend the underlying reality. On the news collection and dissemination front, the threat from transnational agencies is of a qualitative nature. Hence, improving the quality and enhancing professionalism of the indigenous media systems in the developing nations is pretty much pivotal, which needs cooperation and a spirit of sacrifice.

One of the most significant recommendations made to remedy the situation is to develop infrastructures. Elaborate infrastructural facilities such as telecommunication network with reduced tariff structure, proper news-gathering facilities, sharing satellite time, etc. should be developed. The editors have to persuaded of the significance of expanding the news network abroad. For example, it is ironic that most of the major Indian newspapers are able to afford to have correspondents in the Western capitals, but do not have their own men in the neighbouring nations. As a result, the two neighbouring countries have to know each other through the eyes of a biased Western press.

It has also been suggested that inter-regional cooperation should not confine to just the governmental level, but, such an exchange and cooperation should encouraged at the media-to-media level, between the newspapers, journalists, editors etc. Efforts are to be intensified to foster mutual confidence by providing easy access at the people-to-people level. All the artificial hindrances prevailing in the way of the free movement of the journalists should be bridged. Proper training should be provided to the journalists of the

Third World, including the ones hailing from the Asian countries. Finally, while these efforts are going on, what we need to see is that the editors and decision-makers in the different media are 'educated' on the need for such cooperation at the South-South level by removing their firm belief that the 'West is the best'. These steps would lead to the establishment of an alternate news and information system suited to the needs of the developing nations and pertinent to the conditions prevailing in these countries.

The top-down approach to communications, a one-way flow of information from government or international development agencies via the mass media to Southern peasantry at the bottom, was generally seen as a panacea for the development of the newly independent nations of the Asian and the African continents. But it was predicted on a definition of development that did follow the model of Western industrialization and 'modernization', measured primarily by the rate of economic growth of output or Gross National Product(GNP).

Moreover, the mass media were assumed to be a neutral force in the process of development, ignoring how the media are themselves products of social, economic, political and cultural conditions. In many developing countries, economic and political power was and remains restricted to a minuscule, often unrepresentative, elite and the mass media play a key role in legitimizing the political establishment. Since the media had and continue to have close propinquity to the ruling elites, they tend to reflect this view of development in the news.

It is pertinent to comprehend the Cold War context in which modernization theory did emerge, a time it was politically expedient for the West to use the notion of modernization to bring the newly independent nations of Asia, the Middle East and Africa into the sphere of capitalism. In the words of Vincent Moscow, 'The theory of modernization meant a reconstruction of the international division of labour amalgamating the non-Western world into the international structural hierarchy'(1996: 121).

Despite its enormous influence in the field of international communication, Daniel Lerner's research had more to do with East-West ideological contest of those days of Cold War, when in the Middle East radical voices were demanding decolonization.

In the Latin American belt most communication research, often funded by the US government, was led by proponents of the modernization thesis. However, since the gap between the rich and the poor was on the rise, as elsewhere in the developing world, critics did start to question the validity of the developmental project and did raise questions about what is left out--the relationship between communication, power and knowledge and the ideological role of international organizational and institutional structures. This led to a critique of modernization in Latin America, most notably from Brazil's Paulo Freire, whose 'Pedagogy of the Oppressed'(1970) had a major influence on international development discourse, though how far his views were adopted in devising international communication strategies remains an open question.

Southern scholars, especially those from Latin America, did argue that the chief beneficiaries of modernization programmes were not the 'traditional' rural poor in the South but Western media and communication companies, which had expanded into the Third World, ostensibly in the name of modernization and development, but in fact in quest of new consumers for their products. They did argue that modernization programmes were exacerbating the already deep social and economic disparities in the developing nations and making them reliant upon the Western models of communication development.

Partly as a result of the work of Latin American scholars, the proponents of modernization in the West, did acknowledge that the theory needed reformulation. Despite decades of 'modernization', the vast majority of the masses in the South did continue to live in an impoverished state, and by by the mid 1970s, the talk was of the 'passing of the dominant paradigm'(Rogers, 1976). In a revised version of the modernization theory, a shift has been detectable from

support for the mass media to an almost blind faith in the potential of the new information and communication technologies--in what has been called 'a neo-developmentalist view'(Mosco, 1996: 130). Also noticeable is the acceptance of a greater role for local elites in the modernization process. However, the significance of Western technology remains crucial in the revised version too. According to this, modernization requires advanced telecommunication and computer infrastructures, preferably through the efficient private corporations, thus integrating the South into a globalized information economy.

Stop to Consider-3

- The information set up in the international arena, reflects a very strong political, economic and cultural colonialism opposed to the aspirations of the people of the developing countries.

- The Western countries had literally monopolized the international information flow. They decided on what news items/information must be consumed by the people of the developing countries.

- Through these international information networks, the West had retained their hegemonic power over the Third World. Even after decades of independence, they still dominate and rule over the Third World countries indirectly.

- There have been so many debates and discussions regarding the imbalance prevailing in the arena of international information between the developed and the developing countries and one of the major topics of deliberation in this context was the monopolization of news and information flow by a handful of transnational news agencies and media giants such as the Associated Press(AP), Reuters, United Press International(UPI), ITAR-TASS, VISNEWS etc.

- As funds for the media development in the developing countries are scanty, the developed world could, either through bilateral agreements or through the organizations such as the IPDC,

make available more resources for communication specific projects in the poor regions of the globe.

- In the crucial context of the information imbalance debate between the developed and the developing countries, one more very significant aspect can be deliberated upon and that is the North-South Dialogue on Economy, Aid, Trade and Information.

- However, the quest for alternative models for development is on particularly in the sphere of economy, trade, culture and information. In the year 1973, at Algiers, the Non-Aligned nations did focus their attention on the alternate paths of news flow, which was a major action against the dominance of the Western information news agencies.

- The United Nations(UN) through the UNESCO, has demonstrated great support to the demands of the Third World Countries, especially in the area of information and communication.

- The International Telecommunications Union(ITU) has also exhibited a certain amount of flexibility towards the commitment of the UNESCO, and was concretised in the formation of the Inter-Governmental Programme for Development of Communication(IPDC).

Check Your Progress-3

Notes—i) Use the space below for your answers.
ii) Compare your answers with those given at the end of this unit.

1) Quote any two arguments put forward by Mustapha Masmoudi on the aspect of 'Imbalance Debate' in the arena of international information flow between the developed and the developing/underdeveloped nations.

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2) Write down the full forms of

NANAP……
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NIEO……
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AID……
……

IPDC……
……..

3) In which year the NANAP was set-up ?

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……..

4) Write down the full forms of

PANA……
……

NAMEDIA……
……

2.6 The Western Bias in Free Flow of Information:

Most of the scholars trace the origin of the demand for new international information and communication order in the cold war era, and the emergence of the Third World consciousness in the 1950s. Some of the contentions and problems aired by the Third World that a handful of media rich countries hailing from the West/Western World, determined the nature and kind of news and information flow between the nations, that the

international news and information business operations benefitted only the media rich countries, and that such operations are detrimental to the interest of media-poor nations, were fundamental to the media controversies of the early decades of the 20th century as to the 1970s new order debates.

Ever since the inception of the transnational news agencies, the monopolistic practices of the developed Western countries in the international news business have been in evidence. Firstly, their home regions did come under their monopoly. Subsequently, through the cartel agreements of the 1870s, the European agencies did extend their monopoly in regions under the influence of their home countries.

But, in several aspects, the relationship among the cartel members was unequal. In terms of territory, Britain's Reuters had an area as vast as the British empire, spread across Africa, Asia, America, Australia and Europe, covering almost one-fifth of the globe. In terms of influence too, it was the Reuters that did matter. Its extensive network supported by Britain's control of the world's transoceanic cables, did help it to become the most powerful agency in the globe.

However, the monopoly of the international news business by the European triumvirate was not to continue unchallenged in the rapidly changing political climate of the 20th century. Much of the resistance to the European agencies did come from the US, which, by the end of the World War-I, was switching its role from an international debtor to that of a major creditor. Its increasing control over transoceanic cables and an expanding media at home did provide the much needed muscle power to its agencies to challenge the European cartel. Many in the US did come to realize the advantage that would accrue out of the international news business. At this juncture, the Associated Press(AP) did synthesize its commercial interest with diplomatic interest of the US by stressing how the Reuters, through European news cartels, controlled all

foreign news sent into the US, and all American news to the rest of the world, and how such practices did promote Britain's interests while affecting the interests of both the US and the AP.

Eventually, the Associated Press(AP) ceded from the cartel, in 1934, and independently went into the business of news collection and distribution around the globe, heralding the impending domination of the US in the coming years.

Now, in this context, let us give you an idea upon the concept of free flow ideas. A major factor that did help the growth of US agencies was the wireless transmission technology, perfected at home, which did reverse the world communication imbalance to the overall advantage of the American interest. Yet another factor responsible for the growth of the US communication network abroad was a general realization in the US of the advantages that world communication control did bestow on foreign trade and commerce.

Following such realizations, ideas on unrestricted flow of communication between nations did begin to crystallize in the US. First, the American Society of Newspaper Editors did adopt a resolution urging the political parties to support freedom of information and unrestricted flow of communication throughout the world. Subsequently, with the Democrats and Republicans adopting these aims, the free flow doctrine did become an integral part of the US political ideology and foreign policy. The United Nations(UN) too did come under its influence. Its declaration on Freedom of Information (United Nations General Assembly Resolution 59.1), issued in 1946, made the first reference to the free flow of information---

"All states should proclaim policies under which the free flow of information, within countries and across frontiers, will be protected. The right to sell and

transmit information should be insured in order to enable the public to ascertain facts and appraise events."

The US was also successful in incorporating some of its viewpoints in the Universal Declaration of Human Rights, which was passed by the UN General Assembly in the year 1948. Article of the declaration reflects the American concept of free flow. It reads--"Every one has the right to freedom of opinion and expressions; this right includes freedom to hold opinions and to seek, receive and impart information and ideas through any media regardless of frontiers." With its lead in communication technology, the US had everything to gain from the free flow doctrine. In about two decades, the grip of the US on international communication was complete.

Now, in this context of the Western bias in the free flow of information, let us acquaint you about the concept of dominance syndrome. It has been a blatant fact that over the years, in the arena of international information, the so-called developed countries hailing from the West/Western world, have continued to exercise considerable political, economic and technological control on information flows. Now, while throwing some light upon the quantitative dimension of the concept of dominance and dependence, it is clearly noticeable that the continents of Asia, Africa and Latin America, where a major chunk of the global population do reside, account for only a scanty percentage of the world television sets and newspapers. The Western hegemony in the arena of international information is also exercised through the publication of encyclopedia and other reference books, which do interprete the experience and the history of the Third World nations in a deliberately biased and distorted fashion so that it serves the interests of the richer and the technologically advanced nations of the West.

More so, the dominance syndrome or the hegemony of the West over the transnational information arena and the bias emerging out of that can be corroborated from

the fact that an idiomatic lion's share of the information disseminated in the world, originates from the five largest transnational news agencies of hailing from the developed Western world, namely the Associated Press(AP) & United Press International(UPI) of the US, Reuters of the UK, Agence France Presse(AFP) of France and the ITAR-TASS of Russia. You will learn about the extent and significance of the operations of these news agencies in detail in the subsequent units of this block of this Paper-1025.

About 15 great media corporations dominate the production of the radio sets, television sets and printing equipments including printing devices, radio, and television communication satellites, paper, inks and other elements of mass media technological infrastructure, ten of these corporations belong to the United States of America(USA).

It is noteworthy that the statistical details cited above might have changed a bit, but one should try to perceive the truth beyond the facts. These figures are noted to provide you a feeling of the extent of the disparities that exist in the arena of transnational information and the dominance of the West in the field of international information, thus making the Third World countries to be heavily reliant upon the West for informations in the international paradise and without even a tiny fraction of dubiety, the element of bias is pretty much visible and prevalent in the transnational information arena, blatantly being dominated by the developed nations of the West.

Now, let us acquaint you about the consequences of the dominance of the transnational information flow by the West and also about the heavy dependence of the Third World nations upon the West for the purpose of news and information accumulation. Quite often it may be a pensive proposition on the part of you while pondering over the question regarding what happens if there is Western dominance in the international information flow and in this context, some might state that anyhow,

we are receiving news and informations, which otherwise we, the inhabitants of the Third World nations, could not aspire to, taking into consideration the limited capacity of our media systems. Of course, that could be true if we did not comprehend the polemics behind this fact. Owing to our reliance upon the media delivery systems of the West, we also did become dependent upon the West for the purpose of accumulating news and informations from diverse nooks and corners of the globe. With the objective of comprehending this aspect, we will now have a discussion upon the diverse forms of Western dominance in the international information flow with a couple of concrete examples. You may study on your own about so many similar instances of Western dominance and bias in the transnational news flow in the midst of your daily exposure to foreign news.

Example-1—During the British war with Argentina over their claim on the Falklands Islands, several developing nations from the Third World, did support the Argentine claim, but their newspapers were receiving the stories put out by the transnational news agencies, which were biased in favour of Britain. The newspapers in these developing countries could not afford to disseminate their own correspondents for the coverage of the Falklands War.

Example-2—The Gulf War provides a classic example of how dependence on the West for news and information can distort the news content of the Third World media.

During the Gulf War, India's language dailies had no capacity to cover the war events through their own correspondents. Almost all the newspapers did depend upon the news originating from the Western news agencies. Interestingly, the usage of words in the news dispatches did become a form of psychological warfare during the so-called 'Gulf-War'. To build up the image of the US-led multinational forces, the label 'Allied Forces' was used, as a reminder of the World War-II.

The Indian dailies did publish all these news items. The control over news flow in the Indian print media could be shown by citing the example of the news of several Iraqi soldiers, buried under the sand by the tanks of the Allied Forces, which was suppressed by the Western media. No Indian newspaper did carry the news item.

How the massive information and news agencies take the Third World press for granted can be comprehended by having a look at the coverage of the incidents at Tiananmen Square in China. Even in the coverage of the incidents in a neighbouring country and on the issues the coverage of which in all possibility might be distorted by the Western agencies, the Indian Press did not take an independent stand in this context, but instead, did toe the line of the Western monopolistic agencies. It is mention worthy in this regard that a study once conducted by the Bangladesh Press Institute of Newspapers of six South Asian nations, did reveal that the newspapers in the Asian nations did publish a staggering over 76% of the news on the Third World supplied by the top four transnational news agencies operating from the territories of the West/Western World. Similar studies conducted elsewhere in other developing countries of the Third World, also did reveal that the media of these nations were still toweringly reliant on the foreign especially the Western news agencies for news and information about the other countries including their own neighbours. By now, you have acquired a fairly good idea about the concept of dominance and dependence in news and information distribution.

Now, in this context, the aspect of the Dependency theory can be elaborated so that you can have a better grasp over the concept of the perennially prevailing Western bias in the free flow of information in the international arena.

The dependency theory did emerge in Latin America in the late 1960s and 1970s, partly as a consequence of the political situation in the continent, with increasing US

support for right-wing authoritarian governments, and partly with the realization among the educated elite that the developmentalist approach to international communication had failed to deliver. Though grounded in the neo-Marxist political-economy approach, dependency theorists did aim to provide an alternative framework to analyze international communication. Central to the dependency theory was the view that the transnational media corporations and conglomerates based in the West, did exercise control, with the support from their respective governments, over the developing countries of the Third World, in terms of the dissemination of news and informations. The cultural aspects of the dependency theory, examined by the scholars interested in the production, distribution and consumption of media and cultural products, were particularly pertinent to the study of international communication. The dependency theorists aimed to show the links between discourses of 'modernization' and the policies of transnational media and communication corporations and their backers among the Western governments. Herbert Schiller did analyze regarding how in the pursuit of commercial interests, huge US-based transnational corporations, often in league with Western(predominantly US) military and political interests, were undermining the cultural autonomy of the Third World countries and creating a dependency on both hardware and software of communication and media in the developing countries.

In the words of Schiller, dependence on US communications technology and investment coupled with the new demand for media products, necessitated large-scale imports of US media products, notably television programmes. Since media exports are eventually reliant on sponsors for advertising, they endeavour not only advertise Western goods and services, but also promote, albeit indirectly, a capitalist 'American way of life', through mediated consumer lifestyles. The result was an 'electronic invasion', especially in the Third World, which literally did

threaten to undermine traditional cultures and emphasize consumerism at the expense of community values. The US dominance of global communication was on the rise during the 1990s with the end of the Cold War and the failure of the UNESCO-supported demands for the New World Information and Communication Order(NWICO). In a review on the US role in international communication, Schiller did see the US state still playing a decisive role in promoting the ever-expanding communication sector, a central pillar of the US economy to US support for the promotion of electronic based media and communication hardware and software in the new information age of the 21st century. Schiller found 'historical continuities in its quest for systematic power and control' of global communication.

One prominent aspect of dependency in international communication was identified in the 1970s by Oliver Boyd-Barrett as 'media imperialism', examining information and media disparities between the developed and the developing nations and how these reflect the broader issues of dependency and analyzing the hegemonic power of mainly the US-dominated international media—notably news agencies, magazines, films, radio and television. There was also a view that cultural imperialism thesis did assume a 'hypodermic needle model' of media effects and did ignore the complexities of the Third World cultures.

Despite its share of criticism, the cultural imperialism thesis was very influential in international communication research in the 1970s and 1980s, particularly it was important in the heated NWICO debates in UNESCO and the international fora in the 1970s.

Now, in this context, the concept of Western Hegemony in the free flow of international information can be put forward. In the arena of international communication, the notion of hegemony is widely used to conceptualize political functions of the mass media, as a key player in

propagating and maintaining the dominant ideology and also to explain the process of media and communication production, with dominant ideology shaping production of news and entertainment(Hallin,1994). Thus, though the media are notionally free from direct government control, yet they act as agents of legitimization of the of the dominant ideology.

It is also worth citing that the dominant Western view of the Third World is profoundly influenced by Eurocentricism, defined by an Egyptian theorist as constituting 'one dimension of the culture and ideology of the modern capitalist world'. Many scholars from the Third World have argued that the contemporary representation of the developing nations in the Western media have been affected by the way the orient has been historically constructed in Western thinking, thereby, contributing to a continuity of subordination of non-European masses in the Western media.

Stop to Consider-4

- Some of the contentions and problems aired by the Third World that a handful of media rich countries hailing from the West/Western World, determined the nature and kind of news and information flow between the nations, that the international news and information business operations benefitted only the media rich countries, and that such operations are detrimental to the interest of media-poor nations, were fundamental to the media controversies of the early decades of the 20th century as to the 1970s new order debates.

- Ever since the inception of the transnational news agencies, the monopolistic practices of the developed Western countries in the international news business have been in evidence.

- It has been a blatant fact that over the years, in the arena of international information, the so-called developed countries hailing from the West/Western world, have continued to exercise considerable political, economic and technological control on information flows.

- The dominance syndrome or the hegemony of the West over the transnational information arena and the bias emerging out of that can be corroborated from the fact that an idiomatic lion's share of the information disseminated in the world, originates from the five largest transnational news agencies of hailing from the developed Western world.

- One prominent aspect of dependency in international communication was identified in the 1970s by Oliver Boyd-Barrett as 'media imperialism', examining information and media disparities between the developed and the developing nations and how these reflect the broader issues of dependency and analyzing the hegemonic power of mainly the US-dominated international media—notably news agencies, magazines, films, radio and television. There was also a view that cultural imperialism thesis did assume a 'hypodermic needle model' of media effects and did ignore the complexities of the Third World cultures.

Check Your Progress-4

Notes—i) Use the space below for your answers.
ii) Compare your answers with those given at the end of this unit.

1) What is Eurocentricism ?

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2) What is Western Hegemony in the free flow of international information?

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2.7 Contemporary trends in the Media and International Relations:

With the end of the Cold War between the erstwhile Soviet Union and the United States of America(USA), there seems to be a new, more relaxed and more cooperative environments prevailing in the world politics. However, this situation is very deceptive. Developments in the US, on the domestic front, and their balance of payment position, and in Russia, on the political and economic front, have dampened the dominant outlook presented at the beginning of the current decade. The fight to influence the developing countries has come to an end. Most of the communist nations are now desperately making attempts to get the best of aids and cooperation possible for restructuring their own countries.

In India, the new economic policy of Liberalization, Privatization and Globalization(LPG) was formulated and implemented in the 1990s which later on did open up for the participation of the foreign companies. But this is not shaping up as planned and already there are misgivings, internally and fears expressed about the stability of the country by the foreign investors. Ironically, under such a fluid situation, the experts from the West and the Third World nations, like India of environment protection, NPT, AIDS etc. with the objective of salvaging mankind from being wiped off from the face of the earth. This contradiction needs to be resolved prior to any

meaningful effort could made to reverse the trend in the Third World.

All these issues are reflected in the television and radio programmes. Satellite communication has wired the entire earth. People sitting in any town in any country can hook their TV sets to the satellite and watch programmes of their choice. Owing to the speed with which things are happening, decades or even centuries could be compressed in a few years time.

With changes in debates on international communication reflecting the rhetoric of privatization and liberalization in the 1990s, theories of media and cultural dependency have become less prominent. However, Boyd Barrett has argued that while media imperialism theory, in its original formulation, did not take into account intra-national media relations, gender and ethnic issues, it is still a useful analytical tool to make sense of what he terms as the 'colonization of communications space'(Boyd-Barrett, 1998: 157).

One of the limits of the cultural and media imperialism approach is that it did not fully take into account the role of the national elites, especially in the developing world. However, though its influence has dwindled, the theory of structural imperialism developed by the Norweigan sociologist Johan Galtung, also offers an explanation of the role of international communication in maintaining structures of economic and political power.

In an international context, the idea of 'mass culture' and media and cultural industries has influenced debates about the flow of information between countries. The issue of commodification of culture is present in many analyses of the operation of book publishing, film and popular music industries. One indication of this was the 1982 UNESCO report which did argue that cultural industries in the world, were greatly influenced by the major media and communication companies and were being continually corporatized. The expansion of mainly Western-based cultural products globally had resulted, it did argue, in the gradual 'marginalization of cultural messages that do not take the form of goods, primarily of values as marketable commodities'(UNESCO, 1982:10).

Starting from the 20th century, the growing power of information management and manipulation through public relations and lobbying firms has contributed to making contemporary debates a 'faked version' of a genuine public sphere(Habermas, 1989: 195). In this 'refeudalization' of the public sphere, public affairs have become occasions for 'displays' of power in the style of medieval feudal courts rather than a space for debate on socio-economic issues.

German Sociologist Jurgen Habermas also detects refeudalization in the changes within the mass media systems, which have become monopoly capitalist organizations, promoting capitalist interests and thus, affecting their role as disseminators of information for the public sphere. In market-driven environment, the overriding concern for media corporations is to produce an artefact which will appeal to the widest possible variety of audiences and thus, generate maximum advertising revenue. It is essential, therefore, that the product is diluted in content to meet the lowest common denominator--sex, scandal, celebrity lifestyle, action adventure and sensationalism. Despite their negligible informational quality such media products reinforce the audience's acceptance of 'the soft compulsion of constant consumption training'(Habermas, 1989:192).

Though the idealized version of the public sphere has been criticized for its very male, Eurocentric and bourgeois limitations, the public sphere provides a useful concept in understanding democratic potential for communication processes. In recent years, with the globalization of the media and communication, there has been talk about the evolution of a 'global public sphere' where issues of international significance, environment, human rights, gender and ethnic equality--can be articulated through the mass media, though the validity of such a concept is also contested(Sparks, 1998).

Now, in the context of the contemporary trends in the media and international relations, let us give you some ideas about the cultural studies perspectives on international communication. While much of the debates on international communication post-1945 and during the Cold War emphasized a structural analysis of its role in political and economic power relationships, there

has been a discernible shift in research emphasis in the 1990s in parallel with the 'depolicitization' of politics towards the cultural dimensions of communication and media. The cultural analysis of communication also has a well established theoretical tradition to draw upon, from Gramsci's theory of hegemony to the works of the critical theorists of the Frankfurt School.

The cultural studies approach to international communication has become increasingly significant, especially in the USA and Australia and with its new-found interest in 'global popular', the trend is towards the internationalization of cultural studies.

Now, in this context, let us give you some ideas about the theories of information society. Spectacular innovations in information and communication technologies, especially computing, and their rapid global expansion did lead to claims that this is the age of the information society. Breakthroughs in the speed, volume and cost of information processing, storage and transmission have undoubtedly contributed to the power of information technology to shape many aspects of Western, and increasingly, global society. The convergence of telecommunications and computing technologies and the continued reductions in the costs of computing and international telephony have made the case for the existence of the information society even stronger.

An international information society has come into being which has digitally linked all homes via the internet--the network of networks. These networks have literally corroborated to be the veritable information superhighways, providing the infrastructure for a global information society. However, the critics have raised objections to this version of society, arguing that these changes are technologically determined and ignore the social, economic and political dimensions of technological innovation.(Webster, 1995).

The technologically-determinist view of communication was promoted by the Canadian media theorist Marshall McLuhan, one of the first thinkers to analyse the impact of media technology on society. Arguing that 'the medium is the message', he did maintain that viewed in a historical context, media technology had more social effect on different societies and

cultures that media content(McLuhan, 1964). The impact of international television, as foreseen by McLuhan and as suggested by him during his era, the new information and communication technologies have literally shrunk the entire globe into a small village, which has been termed as the 'global village'. The rapid changes in the international communication, spurred on by the expansion of direct satellite broadcasting in the 1980s and the internet in the 1990s, seem to have made the world shrink, thereby, generating renewed interest in McLuhan's concept of 'global village'.

In the words of an expert named Bell, the US society has moved from an industrial to post-industrial one, a society characterized by the domination of information and information-related industries. Bell contended that not only was more information being used, but also a qualitatively different type of information was available. Bell's ideas were keenly adopted by the scholars who wanted to pronounce the arrival of 'the information age.' Another key figure, Alvin Toffler was very influential in propagating the idea of an information society, calling it the third wave-after the agricultural and industrial eras--on human civilization(Toffler, 1980).

The 'third wave' has literally been characterized by increasing 'interconnectedness', contributing to the 'evolution of a universal interconnected network of audio, video and electronic text communication' , which has promoted intellectual pluralism and personalized control over communication(Neuman, 1991: 21).

In this version of the information society, the democratic potential of new technologies is constantly stressed. However, critics such as Frank Webster emmphasize 'historical antecedents', arguing that 'there is no novel', 'post-industrial'society: the growth of service occupations and associated developments highlight the continuities of the present with the past'(Webster, 1995: 50). These continuities need to be underlined, especially in the global context, as the transnationalization of media and communication industries has been greatly facilitated by the expansion of new international communication networks, for example, among non-governmental organizations(Frederick, 1992). The resultant 'time-space compression' is implicated in what has been called,

taking up Marshall McLuhan's phrase, the phenomenon of 'global villagization'(Harasim, 1994).

With the growing commodification, information has come to occupy a central role as a 'key strategic resource' in the international economy, the distribution, regulation, marketing and management of which are becoming increasingly significant. Real-time trading has become a part of contemporary corporate culture, through digital networking, which has made it possible to transmit information on stock markets, patent listings, currency fluctuations, commodity prices, futures, portfolios, at an unprecedented speed and vloume across the globe.

The growing 'informatization' of the economy is facilitating the integration of national and regional economies and creating a global economy,which continues to be dominated by a few mega corporations, increasingly global in the production, distribution and consumption of their goods and services. The growth of internet-based trading, the so-called E-commerce(Electronic Commerce) has given a boost to what has been called 'digital capitalism'(Schiller, 1999).

In the analysis of global information society, the most significant input has come from the Spanish theorist Manuel Castells, who gives and extensively researched and detailed analysis of the emerging trends in global condition. In the first volume of his trilogy, "The Information Age", Castell focusses upon the new social structures at work in what he calls the 'network society'; the second volume examines the social and political processes within the context of such a society, while the third volume includes the integration and information-based polarization in the 'international informational economy' in which communication becomes both global and customized.

Castell argues that informational capitalism is increasingly operating on a global basis, through exchanges between electronic circuits linking up international information systems. This bypasses the power of the state and creates regional and supranational units. In this 'networked' globe, he contends, flows of electronic images are fundamental to social processes and

political activity, which has been progressively affected by mediated reality(Castells, 1996, 1997, 1998).

It has been claimed that new technologies have contributed to the decline of ideology. For example--a visually based medium such as television has shifted ideology from 'conceptual to iconic symbolism'(Gouldner, 1976). The growing use of computer-mediated communication could further reduce the impact of ideology in daily life, though the empowering potential of internet could, on the other hand, create new forms of transnational ideological alliances. However, the possibilities of the internet creating new communicative space, have been opposed with questions about its access to the new technologies, within and between nations(Golding, 1998).

Now, let us elucidate upon the discourses of globalization in this context. Despite the disputed nature of the utility of globalization as a concept in comprehending international communication, there is little doubt that new information and communication technologies have made global interconnectivity a reality. It has been argued that 'globalization may be the concept of the 1990s, a key idea by which we understand the transition of human society into the third millennium(Waters, 1995:1). The term has also been used more generally to describe contemporary developments in communication and culture.

In its most liberal interpretation, globalization is seen as fostering international economic integration and as a mechanism for promoting global liberal capitalism. In this dominant view of globalization, the expansion of information and communication technologies coupled with market-led liberal democracies are contributing to the creation of what has been called a global civil society, though others have identified tensions between globalization and fragmentation. It is beyond dispute, however, that in the post-Coold War world, transnational corporations have become extremely powerful actors, dominating the globalized economy. They must compete internationally and will, if necessary, severe the links to the nations where they originally operated, a trend which has been described as reflection of the 'global footlooseness of corporate capitalism'(Sassen, 1996: 6).

In sociological interpretations of globalization, the notion of culture is of primary importance. British sociologist Anthony Giddens(1990) sees globalization as the spread of modernity, which he defines as the extension of the nation-state system, the world capitalist economy, the world military order and the international division of labour. Waters argues that globalization is the direct consequence of the expansion of European culture across the planet via settlement, colonization and all.

Enthusiasts talk of a new 'global consciousness' as well as physical compression of the world, in which cultures become 'relativized' to each other, not unified or centralized, asserting that globalization involves 'the development of something like a global culture'(Robertson, 1992). Others have been more cautious, arguing that globalizing cultural forces, such as international media and communication networks, produce more complex interactions between different cultures. Global homogenizing forces such as standardized communication networks--both hardware and software, media forms and formats--influence cultural consciousness across the world.

Some critics see globalization as a new version of Western cultural imperialism, given the concentration of international communication hardware and software power among a few dominant actors in the global arena who want an 'open' international order, created by their own national power and by the power of transnational media and commercialization corporations. A fear of what the US sociologist George Ritzer called the McDonaldization of society, is also expressed by scholars. Ritzer says he preferes the term 'Americanization' to globalization, since the latter implies more of a 'multidimensional relationship among many nations'(Ritzer, 1999: 44).

While conceding the pre-eminence of Western media and cultural products in international communication, scholars influenced by post-structuralism dispute whether the global flow of media and cultural products is necessarily a form of domination or a strictly one-way traffic, arguing that there is a contra-flow from the periphery to the centre and the between the geo-cultural markets, especially in the area of television and films(Jacka et al, 1996).

Scholars broadly following this line of argument also question the assumptions about the process of homogenization as a result of the diffusion of the Western media and cultural products globally, arguing that the forces of fragmentation and hybridity are equally strong and they affect all societies. The apparent growth of alternative media and the possibilities opened up by the internet are also seen to be a trend towards the disruption of the one-way flow of information. Robertson adopts the concept of 'glocalization', a term whose origins are in the discipline of marketing, to express the global production of the local and the localization of the global.

The increased level of transnational information flows, made possible by the new technologies of communication and shifts in the institutional organization---economic, political and legal--on the means of communication, have profoundly affected global media industries. Increasingly, the emphasis is shifting from the traditional approach of considering the role of media in the vertical integration of national societies, to studying information flows, which show patterns of transnational horizontal integration of media and communication structures, processes and audiences. This has become necessary because of the harmonization of international regulatory and legal frameworks and the globalization of ownership and control in telecommunication and media sectors--including television, films and online media.

The horizontal communication is facilitating transnational patterns of marketing and political communication, where people are increasingly being addressed across national frontiers on the basis of their purchasing power. Transnational communication is also used by the international NGOs whose politics and actions are being affected by the use of internet. The increasingly complex relations between local, regional and international production, distribution and consumption of media texts in a global context further complicate the globalization discourse.

Accompanying the dramatic expansion of capitalism and new transnational political organizations is a new global culture emerging as a result of computer and communication technology, a consumer society with a wide range of products

and services consumed internationally. Global culture includes the proliferation of media technologies, especially satellite and cable television, that veritably create Marshall McLuhan's dream of a global village in which people all over the world watch spectales like war, major sports events, entertainment programmes and advertisements which relentlessly promote free market capitalism.

With the expansion of internet access, more and more people are entering into the global computer networks that instantaneously circulate ideas, information and images throughout the globe, overcoming boundaries of space and time.

The intellectual uncertainty that the end of the Cold War produced in the West and the dismantling of the last vestiges of progressive ideology in the former socialist camp, are reflected in an increasing blurring of boundaries between various strands of international communication theory. In this postmodern landscape, there appears to be a fragmentation of theories, with an emphasis on the personal and the local while macro issues affecting international communication are often ignored.

Stop to Consider-5

- With the end of the Cold War between the erstwhile Soviet Union and the United States of America(USA), there seems to be a new, more relaxed and more cooperative environments prevailing in the world politics.
- In India, the new economic policy of Liberalization, Privatization and Globalization(LPG) was formulated and implemented in the 1990s which later on did open up for the participation of the foreign companies.
- With changes in debates on international communication reflecting the rhetoric of privatization and liberalization in the 1990s, theories of media and cultural dependency have become less prominent.
- In an international context, the idea of 'mass culture' and media and cultural industries has influenced debates about the flow of information between countries.
- The increased level of transnational information flows, made possible by the new technologies of

communication and shifts in the institutional organization---economic, political and legal--on the means of communication, have profoundly affected global media industries.

- With the expansion of internet access, more and more people are entering into the global computer networks that instantaneously circulate ideas, information and images throughout the globe, overcoming boundaries of space and time.

Check Your Progress-5

Notes—i) Use the space below for your answers.
ii) Compare your answers with those given at the end of this unit.

1) With the end of the……..between the…….and the United States of America(USA), there seems to be a new, more relaxed and more cooperative environments prevailing in the world politics.

2) What is the full form of LPG in the context of International Communication ?

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3) …….Sociologist……also detects refeudalization in the changes within the mass media systems.

4) Who did propound the phenomenon of 'global villagization' ?

……..

2.8 NWICO, NIEO, NAMEDIA, NANAP:

(A) New World Information and Communication Order(NWICO): The concept of the New World Information and Communication Order(NWICO) was born out of the strong conviction regarding imbalance, bias and disequilibrium inherent in the ownership and working of information and communication resources between the developed countries of the West and the developing countries of the Third World.

The determined efforts put up by the non-aligned nations to take remedial measures to correct the aforesaid imbalance and disequilibrium, so as to usher in a more equitable and balanced information and communication order constitutes the backdrop of the demand in which the NWICO issue was raised. While deliberating upon the working of news agencies, 'A Manual for News Agency Reporters'(1980), brought out by the Indian Institute of Mass Communication(IIMC) states---Among the results of the prevailing pattern of information flow with which developing countries are most concerned are---

- Despite the size of their populace and territory, developing nations get hardly any notice in the world media. Whatever is reported is lopsided and projects a distorted picture.
- The values that foreign media force down on developing nations, have tended to undermine the self-confidence of these people.
- Even for information about each other, developing nations have had to rely upon Western media. This leads to inadequate understanding and sometimes needless apprehensions.

Now, in this context of the NWICO, let us give you an idea on the concept of decolonization of information. This concept of decolonization of information was for the first time used in the report from a symposium on the mass-media in the non-aligned nations in Tunis in the month of March, 1976. This symposium was the manifestation of the cooperation which had developed among the non-aligned countries regarding news transmission and information development. At the fourth summit of the non-aligned countries in Algiers in September, 1973, a programme of

action was adopted which did encourage the member states to work for the,'reorganization of the existing communication channels, which are the legacy of the colonial past and which have hampered free, direct and fast communication between them.' On a more pragmatic level the programme did propose revision of cable tariffs, agreements on joint use of and guidelines for communication satellites, and increased contact and exchange of experience between the media institutions in the non-aligned countries. Subsequently, the symposium on mass-media in the non-aligned countries, held in March, 1976, in Tunis, endorsed this programme. It was in the report of this symposium that for the first time, the concept of the New World Information and Communication Order(NWICO) was used. "Since information in the world symposium shows disequilibrium in favouring some and ignoring others", said a resolution adopted by the symposium, "It is the duty of the non-aligned to change this situation and obtain the decolonization of information and initiate a new international order in information."

The call for the 'New Order', gathered momentum during the 1970s even though its beginning can be traced to the history of 'decolonization' or freedom movement in the Third World nations. The dissolution of the new colonial empires in the wake of the World War-II, was also the beginning of a new awareness in the Third World countries. The Bandung Conference in 1956 was the first forum at which information and cultural imperialism practised by a few western big powers was questioned by several member nations. At this conference, it was pointed out that the western media--all powerful, pervasive and dominant--were highly biased against the interests and needs of the people residing in the developing countries hailing from the Third World, whether independent or still struggling against the colonial rule. It was very strongly felt that the reporting in the western media was negative and devoid of compassionate verve to the aspirations of the masses coming from the countries which were newly liberated or struggling for liberation. There were resentments against the private ownership of the western media, which were used both to support the commercial interests of the media organizations and the global political and economic interests to the big powers.

In 1976, the first ever conference of the information ministers and representatives of news agencies from the non-aligned countries, was held in New Delhi, in which the concept of the much anticipated NWICO was developed further. The conference expressed its determination to rectify the imbalance and concretise arrangements for effective cooperation in all fields of information, mass-media, social and cultural information. A linkage was also sought to be established, perhaps for the first time, between economic and political dependence on the one hand and the information monopoly, on the other was sought to be established. The declaration adopted at the conference, stated that the present global flow of information was characterized by serious deficiencies and disparities. The great majority of countries are reduced to passive recipients of information which is transmitted from a few centres. In a situation in which the means of information are dominated and monopolized by a few agencies to spread information as they wish, at the same time that the rest are denied the right to inform and to be informed objectively and accurately. The declaration did state that the major international news agencies had ignored or distorted the foreign policy efforts of the non-aligned nations and that these nations had a few possibilities of getting to know about each other through other channels.

The conference, attended by 59 countries as participants and seven countries or international organizations as observers, reaffirmed that the determination of the non-aligned countries not to continue to suffer individually or collectively because of the present inequitable global situation. It was clear that it could be rectified by encouraging constructive and wide-ranging cooperation among themselves for achieving greater collective self-reliance. They expressed commitment to the improving of the flow of direct information and fast communication between each other, thereby, promoting greater mutual beneficial cooperation in the social and cultural fields. They stressed that the decolonization of information was essential for these purposes and that the establishment of a new international information order was necessary. This new concept was mentioned for the first time in a United Nations(UN) resolution at the 33rd session of the General Assembly in 1978. The

resolution included a paragraph on the need of establishing a new information and communication order in the world.

Since the early 1960s, the United Nations Educational, Scientific and Cultural Organization(UNESCO) became a forum where developing countries did raise the above issues concerning the inequitable and imbalance in information and communication resources between the western countries and the Third World nations.

Now, let us give you an idea about the demand for the New World Information and Communication Order(NWICO). The following overlapping and mutually complementing factors are at the base of the demand for a new order in the field of information---

- The emergence of new nations following the dissolution of the colonial empires after the World War-II.
- The asymmetrical economic relationship between the new nations and the Western industrialized nations which, while strengthening the latters' wealth and power, perpetuated the new nations' dependency, not merely economic but political and cultural as well.
- The coming together of the new nations under the umbrella of non-alignment in the wake of aggressive bloc-building by the US and the erstwhile USSR.
- The new nations' realization that their under-development was related to their dependence on rich nations followed by a firm resolve to assertive actions to correct imbalances in world trade and commerce, and cultural exchanges.
- Their gaining in strength in international organizations such as the UN & the UNESCO.

Four stages can be easily identified in the history of the NWICO. The first stage, from 1973-76, marked the evolution of a new order. The second stage, from 1976-79, saw the accumulation of data and empirical evidences to give credence to the new order demand. The third stage followed the publication of the MacBride report in 1980. The fourth stage is the period following the adoption of the NWICO Resolution in

the UNESCO, and the setting up of the International Programme for the Development of Communication(IPDC).

The MacBride Report discussed the issue of imbalances and disparities in the communication sector in information flow from the developed to the developing countries. It observed--Such imbalances are today not only limited to news flows in the usual sense. They also affect, to an increasingly serious extent, the collection and diffusion of data necessary for scientific purposes, technological innovations, commercial needs, trade development, exploitation of natural resources, meteorological forecastings, military purposes etc. The gap between the fully informed and the under-informed continues to widen as the imbalance between those imparting information and those receiving information becomes accentuated. The attendant distortions and imbalances reflect in some way the dominant interests of the societies from which they emanate.

The observations, by and large, sum up the issues raised in the NWICO debated. The commission also took note of the imbalances in the flow of news through technology. The western nations, because of supremacy of technology, were primarily responsible for promoting alien values across cultural frontiers. Thus, they were practising cultural imperialism through their control of communication infrastructure, news circulation, cultural and entertainment products, educational software, etc.

The commission concluded that the primary factor in imbalance and inequalities was an enormous one. The report said that one-way flow in communication is basically a reflection of world's dominant political and economic structures.

The final report of the MacBride Commission was approved at the General Conference of UNESCO held at Belgrade in 1980. The resolution accepted on the New World Information and Communication Order(NWICO) covered a wide range of issues such as-------

- elimination of the imbalances in information flow,
- elimination of negative effects of monopolies,
- removal of internal and external obstacles to free and wider flow of information,
- freedom and responsibilities of journalists, and

- improving the capacity of developing countries to improve their own infrastructures.

Generally, the evolution of the NWICO is credited to the Non-Aligned Movement(NAM). However, the contribution of the UNESCO can not be ignored in this context. The UNESCO in its early years, did propagate the doctrine of the free flow of information because of its domination by the West. But the continual addition of the newly freed status to the UN in the 1960s and the 1970s, the UNESCO did undergo changes not only in its structural make-up, but also in its concerns, policies and programmes in several areas including communication.

Much of the credit for enlarging communication agenda of the UNESCO in the 1970s goes to the Non-Aligned Movement(NAM), which saw communication, at least in the early 1970s, as a means to an end, the end being economic development of the poor nations. It was in this context, that it laboured at the international level for the formulation of the UN Anti-Colonial Declaration(1960), for the launching of the UN development decade in 1964, for the creation of the UNCTAD in 1964, the UNDP in 1965 and the UNIDO in 1976, and also adopted Western development models in which development was to be achieved through modernization and industrialization. Very soon, it realized that the development was not forthcoming; most of the newly independent nations did remain where they were. This failure, which did lead to a process of re-examination, eventually culminated in the demand for a New International Economic Order(NIEO). Soon followed its natural corollary, new order in the field of International Information and Communication, the NWICO.

In other words, the proposals for a 'New World Information and Communication Order'(NWICO), during the late 1970s and early 1980s, stirred up a hornets' nest of controversy in the United Nations Educational Scientific and Cultural Organization(UNESCO). On the one side it was seen as a demand for a fair and balanced flow in international news. On the other, fears were expressed that it was an invitation to States to control the 'free' collection and distribution of news. At the centre of the turmoil were the transnational news agencies, such as Reuters, Associated Press(AP), Agence France Presse(AFP),

and their television counterparts, Visnews and World Television News. Criticizing them for the lack of fairness and balance, the non-aligned nations established their own national and international agencies and news pools, which often were attacked, in turn, as government-controlled. The demand for a more just and more equitable 'flow' of information and news across international borders had its roots in the struggle of the nations of Asia, Africa, Latin America and later on Eastern Europe to break free of colonial chains. Already, early in the freedom movements, defiant efforts were made to counter the information disseminated by colonial governments through news agencies, the press and other media. The development of the vernacular press and 'alternative' forms of news distribution such as small magazines, pamphlets, letters(often handwritten), street plays and public meetings, played a vital role in spreading the message of independence. Several leading nationalist leaders were active journalists. Once independence was won, the struggle became part of the effort to follow the path of non-alignment and self-reliant development. Indeed, information was valued, from the beginning, as a public resource and as a 'social good' linked to development. The transnational agencies were, therefore, replaced by the national agencies; not all of them under direct government control, though in most cases subsidized by the new governments. The transnationals did not go gracefully. Reuters, for instance, refused to let go of its profitable market in India until the then Prime Minister did himself force to withdraw. In some other countries such as Nigeria, Ghana and the Caribbean, Reuters' managers were retained to help establish the national news agencies. Furthermore, journalists of some developing countries were sent to the West for training. Others were offered 'attachments' at the British Broadcasting Corporation(BBC) and other Western broadcasting organizations. These efforts resulted in the entrenchment of Western and transnational news values in the press of the developing countries, helping to extend the dominance of the transnational news agencies long after the hold over managers and experts had been replaced by native journalists.

Now, coming to the context of India and the New World Information and Communication Order(NWICO), it has been a

blatant fact that India has been the leading light and inspiration in strengthening the concept and cause of the NWICO. India has steadfastly pursued the policy of advancing the cause of NWICO in the UNESCO and in the non-aligned movement. It may, however, be pointed out that there had been a degree of hostility to the demand of the non-aligned countries for a fair and balanced flow of international news, information and data. The hostility led to the withdrawal of the United States(US) from the UNESCO, subsequently followed by Britain and Singapore. Since then, the New World Information and Communication Order(NWICO) has been off the agenda for the Western media. In fact, India has played a significant role in the development of the very concept of the NWICO, and in the realization of its objectives and goals. Both within the Non-aligned Movement(NAM) in the international fora, such as the UNESCO, India has persistently pursued the policy of advancing, defending and reshaping the NWICO tenets and aims. The Indian delegation to the 20th General Conference of the 1978, played an important role along with the Sri Lankan representatives in defusing the tension and reconciling the East and West on the text of the Mass Media Declaration. India's involvement was of value in ensuring incorporation of several aspects of the NWICO in more than one article of the MMD. Of bigger significance is India's contribution to the realization of the NWICO goals. One of the primary aims of the NWICO was an increased flow of news among the developing world. The NANAP, established as a means to ensure mutually pertinent news flow among the non-aligned nations, has had India's support in multifarious ways. The Press Trust of India(PTI), the premier news agency of India, has been one of the seven redistribution centres of the NANAP news ever since 1976.

In a nutshell, it can be stated that the international information system, the New World Information and Communication Order(NWICO) protagonists argued, perpetuated and strengthened inequality in development, with serious implications for the countries of the South, which were heavily dependent on the North for both software and hardware in the information sector. It was argued by the Third World leaders that through their control of major international information

channels, the Western media gave an exploitative and distorted view of their countries to the rest of the world.

The existing order they contended, had, because of its structural logic, created a model of dependence, with negative effects on the policy, economy and society of the developing nations. The chief complaints from the long list of Third World demands in this regard, were as follows---

- owing to the socio-technological imbalance there was a one-way flow of information from the 'centre' to the 'periphery', which created a wide gap between the 'haves' and the 'have nots';
- the information rich were in a position to dictate terms to the information poor, thus, creating a structure of dependency with widespread economic, political and social ramifications for the poor societies;
- this vertical flow (as opposed to a desirable horizontal flow of global information) was dominated by the Western based transnational corporations;
- information was treated by the international media as a 'commodity' and subjected to the rules of the market;
- the entire information and communication order was a part of and in turn propped up international inequality that created and sustained mechanisms of the neo-colonialism.

The structural problems were also echoed by other scholars who viewed the Western-dominated, international information system, with its origins in the international news media network, as geared to Western economic and political interests and projecting theri version of reality through these global networks tom the rest of the world(Harris, 1981: 357-8).

The demands and the proposals for the New World Information and Communication Order(NWICO) did emerge from a series of meetings of the Non-Aligned Movement(NAM), most notably Algiers in 1973 and Tunis in 1976. A landmark was reached with the Mass Media Declaration by the UNESCO General Conference in 1978, which recognized the role of the mass media played in development and in December of that year, the 33rd session of the United Nations General Assembly adopted a

resolution on the New World Information and Communication Order(NWICO) as a result of which, in the year 1979, the International Commission for the Study of Communication Problems, was set up. The MacBride Commission did submit its final report to the UNESCO in 1980, a document, which for the first time, brought information and communication related issues on the global agenda.

Now, while deliberating upon the character and content of the NWICO, it can be stated that the MacBride Commission's recommendations and the resolution adopted in the 21st General Conference of the UNESCO, held in Belgrade in 1980, are of normative character only. In brief, the establishment of the New World Information and Communication Order(NWICO) depended upon five major factors—a) the will of the developed and the developing countries to bring about changes in all areas of communication within their respective regions; b) cooperation between the developed and the developing nations for removing all obstacles to a two-way and balanced flow of news and information among nations; c) sharing of communication resources, including technologies, for countering monopoly of the international news flow by a few; d) cooperation among the developing countries to correct imbalances with their own regions by increasing horizontal flows and e) cooperation between the media-rich and media-poor for mobilization of resources to strengthen communication infrastructure in the latter's region.

Now, while elucidating upon the problems and prospects of the NWICO, it can be stated that the withdrawal of the US on December, 31, 1984, and Britain and Singapore a year later, from the UNESCO, was not a deterrent to the objectives of the NWICO. Today, the evolving goals of the NWICO rest with not just the UNESCO, but a large number of international organizations such as the Organization for Economic Cooperation and Development(OECD), the International Telecommunications Union(ITU), the IPDC and the Third World and its organizations for moving the aims of the NWICO to a higher plain. The prospects are not bleak. The Third World has demonstrated through the Non-Aligned News Agencies Pool(NANAP) that it is serious about increasing news-flow within its own region. The IPDC, which commenced work in the

year 1982, has done its best to help develop communication capabilities of the media-poor regions. The various news agencies and news exchange arrangements operating within the developing nations, no matter how inadequate they are, indicate that the NWICO has set itself on its evolutionary path, with more to be achieved in this regard. Imbalances in the flow of news and information at the international level, have not ceased to exist. Most of the news flowing through the transnational agencies into the developing regions veritably concern the developing world. The giant transnational news agencies continue to view the developing world's events and issues from their own perspectives. As a result, the news everywhere is seen through the prisms of the West, i.e. the developed world and the Western media giants literally continue to set the world's news agenda. The Western centric bias in international news flow becomes apparent in the sense that the developments in the West, both in the US and Europe, including the erstwhile Soviet Union, dominate news everywhere, but the problems of the poor regions of Africa, Asia and Latin America receive scanty importance in this context. The issue of cultural imperialism is also in vogue. Viewed against these realities, the need for the establishment of the NWICO can be undermined. In fact, in the apparently unipolar world of today, the pertinence of the NWICO stands enhanced. The geopolitical and economic uncertainties arising out of the developments in Europe and the erstwhile Soviet Union, and the strife between the newly emerging republics are bound to affect the progress in realizing the goals of the New International Economic Order(NIEO) as well as the New World Information and Communication Order(NWICO).

However, there have been opposition to the very idea of the NWICO, undoubtedly from various quarters. The West, led by the USA, saw in the new order a 'Soviet-Inspired' Third World design to control the mass media through state regulation. As a concept, NWICO was viewed by the opponents and detractors as one fundamentally in conflict with the liberal Western values and the principle of the 'free flow of information'. The Western response was affected by the Cold War assumptions which did make them place the issues regarding the problems of global news flow in the context of East-West rivalry. The opponents of

the NWICO argues that the demand for NWICO was a pretext for the Third World dictators to stifle media freedom, to impose censorship and keep away foreign journalists. Many Western observers claimed that the UNESCO, the site of all the heated debates, was neglecting its rue objectives by sponsoring this Third World encroachment on international information and communication. Even the MacBride Commission, which had members from both the developed and the developing countries, was criticized for providing an intellectual justification for the reform of international communication. The Western media viewed the NWICO demands of 'national communication policies', 'national sovereignty over information' and 'democratization of communications' as entailing too interventionist a role for the state and also as likely to result in the exclusion of foreign journalists, with consequent restriction of information flows. A closer scrutiny of the arguments against the NWICO put forward by the Western governments and the media, reveals that the entire debate was seen only in terms of the threat to the 'freedom of the press', posed by the Third World governments under the new order.

(B) New International Economic Order(NIEO): The non-aligned nations had drawn up a charter for creating a 'New International Economic Order'(NIEO), which was approved at a special session of the United Nations(UN) General Assembly in the month of May, 1974. The NWICO was seen by them as integral to the NIEO. The Non-Aligned Movement(NAM) Summit Conference, held at Algiers in the year 1973, made it clear that the transformation of the international economic system required that the non-aligned nations 'take concerted action in the field of mass communication..in order to promote a greater interchange of ideas among themselves'. Thus, it was at the Algiers meeting that the issue first did surface as one of the major international concerns; however, the thrust of the resolution adopted at Algiers was towards achieving a freer flow of information among the non-aligned nations. Thus, was born the idea of Non-Aligned News Agencies Pool(NANAP), that was not conceived of as a rival or a supplanter of the four big transnational news agencies namely the Reuters, the Associated Press(AP), the Agence France Presse(AFP) and the ITAR-TASS. Only later was the pool felt to be a potential threat by the

big transnational news agencies. The non-aligned group of 77 felt that the Western news and information agencies were using their vast resources to carry on a propaganda war against the just demands embodied in the New International Economic Order(NIEO) along with the NWICO. Western attitudes towards 'free trade', which the non-aligned labelled pure 'neo-colonialism', were exacerbated when the West persisted in regarding information as just another commodity, to be traded for the profit without regard to its cultural implications. In other words, the leaders of the NAM pointed out that the changes in the international economic milieu demanded the active cooperation and concerted actions of the members of this movement. The concept of the free flow of information among the members of the NAM was emphasized upon and as a result, the NAM nations decided to create the NANAP, with the objective of reducing the dependence on the West for news and information. It was not supposed to challenge the supremacy of the four major transnational news agencies of the globe of that period. However, it certainly was the answer of the G-77 Nations to the efforts of the Western media to neo-colonize the field of information exchange. The NAM View was against the basic commercial thought of the West to treat information as a commodity that could be traded for profit. The NAM stated that news is a developmental process which fulfills social, political, economic and cultural needs of a nation. By imposing distorted content on the members of NAM nations, the news agencies of the West were effecting dangerous changes in the traditions, beliefs and value systems of such nations, NAM members did allege.

The journalists of the North collect news from the nations of the South, but they do not know much about the cultural norms of the South. They report the news to the North without taking into account the *raison de etre* of the news. The coverage of news in NAM nations was a major issue.

(C) Non-Aligned Media(NAMEDIA):

NAMEDIA Conference in New Delhi : An interesting debate on the new order took place at the non-aligned conference on the media—NAMEDIA—which was held in New Delhi in December, 1983. This meeting was attended by practising

journalists, media researchers and information authorities from the non-aligned nations. It was for the first time practising press professionals from these countries were actively drawn into the discussion on the contents of the demands for a new information and communication order.

The NAMEDIA debate produced concrete and radically new points of view. The resolutions from the conference stressed the fact that developing countries must create their own communication technology, suited to local needs and economic possibilities. An important requirement for this technology is that it can be made available to the local community and engage local resources.

For the first time, feminist perspectives were included in a non-aligned resolution on the new order. An active group of women at the conference did propose a text which stated that the new order would be just as much a distortion as the old one unless all oppressed groups—and particularly women—were granted full access to the media. The male majority was not willing to go that far. But the women were responsible for the inclusion in the resolution of unambiguous demands for the participation of both sexes in communication and for the presentation by the media of a realistic picture of the conditions determining the lives of women. Thus, they did contribute to adding a new and significant dimension to the concept of a new information and communication order.

The participants at the NAMEDIA Conference in New Delhi, did not limit themselves to criticizing the Western media, but also undertook a critical evaluation of media practices within the non-aligned countries. Attention was directed to the obstacles which inhibit the flow of information within the countries of the Third World. The declaration adopted by NAMEDIA did state that media professionals in the non-aligned nations, were not only engaged in surmounting international inequalities but also strived to extend the domain of freedom in their own countries(NAMEDIA, 1983). This is an illustration of the fact that the call for a new information order did contain possibilities for freeing creative forces.

It was at the 21st session of General Conference in Belgrade in the year 1980, that the UNESCO began to work earnestly on the content of the new concept. The MacBride Commission had already established the framework. While elaborating the concept, the General Conference, in paragraph 14, stated the considerations on which the New World Information and Communication Order(NWICO) could be based---

a) i) elimination of the imbalances and inequalities which characterize the present situation;
ii) elimination of the negative effects of certain monopolies, public or private, and excessive concentrations;
iii) removal of the internal and external obstacles to a free flow and wider and better balanced dissemination of information and ideas;
iv) plurality of sources and channels of information;
v) freedom of the press and information;
vi) the freedom of journalists and all professionals in the communication media, a freedom inseparable from responsibility;
vii) the capacity of developing countries to achieve improvement of their own situations, notably by providing their own equipment, by training their personnel, by improving their infrastructures and by making their information and communication media suitable to their needs and aspirations;
viii) the sincere will of developed countries to help them attain these objectives;
ix) respect for each people's cultural identity and for the right of each nation to inform the world public about its interests, its aspirations and its social and cultural values;
x) respect for the right of all people to participate in international exchanges of information on the basis of equality, justice and mutual benefit; and
xi) respect for the right of the public, of ethnic and social groups and of individuals to have access to information sources and to participate actively
in the communication process;

b) this new world information and communication order should be based on the fundamental principles of

international law, as laid down in the Charter of the United Nations(UN);

c) diverse solutions to information and communication problems are required because social, political, cultural and economic problems differ from one country to another, and within a given country, from one group to another.

(D) Non-Aligned News Agencies' Pool(NANAP): The Non-Aligned News Agencies' Pool (NANAP) is an arrangement for exchange of news among the agencies of the non-aligned countries who were for long victims of imbalances and bias in the flow of news. The pool did come into existence in the year 1976, with India as its first chairman(1976-79). The pool, i.e. NANAP is a worldwide operation, embracing four continents---Asia, Europe, Africa and Latin America and the pool news is exchanged in four languages namely English, French, Spanish and Arabic. NANAP was primarily an outcome of the efforts of the Non-Aligned Movement (NAM) nations to exchange news without any bias or distortion. The NAM nations had alleged that the West was giving such news to its media as were hurting their cultural and democratic edifices. In order to get a free and fair treatment on the news collection front, the NANAP was formed. As per the directives of the UNESCO to establish a news pool or consortium of news agencies, i.e. the Non-Aligned News Agencies' Pool (NANAP), the 'Pool' of news agencies of the non-aligned countries, was formally launched in July, 1976, at the New Delhi Conference of Information Ministers and Representatives of the news agencies of the non-aligned countries. According to a statement of the Conference, the objective of the Pool is to expand the mutual exchange of information among the non-aligned countries in a spirit of collective self-reliance. The former Prime Minister of India, late Mrs. Indira Gandhi, in her address to the conference, called upon the non-aligned nations to know one another directly, not through the eyes and ears of the Western media.

The activities of the NANAP are coordinated by an elected body known as the Coordinating Committee with a chairman as its head. The Chairman and the members of the Coordinating Committee are elected by a General Conference, which is the

top decision making body. Since the inception of the pool, six General Conferences, 17 regular meetings and one special meeting of the Coordinating Committee have taken place.

The Non-Aligned News Agencies' Pool(NANAP) is not a transnational news agency, but a system of exchange of agency information, based upon the cooperation and coordination among the individual news agencies taking part in these activities. There are over eight participatory news agencies. The Pool is not based on any formal membership. The national news agencies can join in its activities by forming one of the Pool's distribution centres. They send news to it and from there it is distributed to the other participants. The Pool has no single directing centre or staff or employee, nor does it have its own budget. Each of the national news agencies pays the cost linked to the transmission of its own news to the centre and the service received from it.

India has played a pivotal role in the creation and expansion of the Pool. The Press Trust of India(PTI) operates the India News Pool Desk. The agency receives news copy from the Pool partners and in turn, contributes Indian news into the exchange arrangement. The news is exchanged through a network of E-mail, satellite and terrestrial communication with links with other news agencies including Antara(Indonesia), Bernama(Malaysia), BSS(Bangladesh) and ZANA(Zambia).

Besides the creation of optimum possibilities for the exchange of information, the tasks of the Pool, as formulated at its General Conference in Belgrade, Serbia, in the year 1979, were predominantly a programme for training the journalists working in this service, and also the creation of bilateral regional and multi-national communications systems and their link-up to the overall communication systems of the non-aligned countries. The Conference did stress that the creation of a communication network of the non-aligned nations is one of the main long term aims of the Pool.

Now, let us give you some ideas about the restraints on the growth of the NANAP. The biggest hurdle to the broad development of information and news exchanges among the non-aligned countries through the Pool have been---

a) **Communication Restraints:** Many of the developing countries do not have an extensive and elaborate telecommunication network. For some other nations, the high tariffs are major barriers. Hence, it is clear that the development of the communication systems in the non-aligned nations is imperative to their overall development. It should also be comprehended that the maximum information exchange also depends on the level of development communication systems in the individual non-aligned nations. It is worth quoting here the statement of the former Director General of the UNESCO, Arthur M'Bow, who did state—"The creation of the widespread communication system of the non-aligned countries is intrinsically linked to the overall development of these states".

b) **News Flow:** According to a study, at one point of time, majority of the news items received by the Press Trust of India (PTI) from the Pool partners were spiked. The reasons for these were put forward as delay in news reception, poor quality, low news value or propaganda material.

c) **Lack of Training:** The lack of proper training among the non-aligned journalists and their inability to match the professional standards of the journalists of the transnational news-agencies, are the reasons for the poor quality of material put out by the Non-Aligned News Agencies' Pool(NANAP).

d) **Political Constraints:** Owing to the totalitarian and despotic governments in many non-aligned nations, the news-agencies are under the strict control of the governments in these nations. The first casualty of such a solution is the objectivity of the news and information put out by their agencies.

e) **The Media's Lukewarm Attitude:** The editors of private-owned newspapers in the democratic countries like India, either are not persuaded of the need for such an inter-regional cooperation or they do not respect the news coverage of several agencies, which are participants of the pool.

Stop to Consider-6

- The concept of the New World Information and Communication Order(NWICO) was born out of the strong conviction regarding imbalance, bias and disequilibrium inherent in the ownership and working of information and communication resources between the developed countries of the West and the developing countries of the Third World.
- The non-aligned nations had drawn up a charter for creating a 'New International Economic Order'(NIEO), which was approved at a special session of the United Nations(UN) General Assembly in the month of May, 1974.
- An interesting debate on the new order took place at the non-aligned conference on the media—NAMEDIA—which was held in New Delhi in December, 1983. This meeting was attended by practising journalists, media researchers and information authorities from the non-aligned nations. It was for the first time practising press professionals from these countries were actively drawn into the discussion on the contents of the demands for a new information and communication order.
- The Non-Aligned News Agencies' Pool(NANAP) is an arrangement for exchange of news among the agencies of the non-aligned countries who were for long victims of imbalances and bias in the flow of news. The pool did come into existence in the year 1976, with India as its first chairman(1976-79). The pool, i.e. NANAP is a worldwide operation, embracing four continents---Asia, Europe, Africa and Latin America and the pool news is exchanged in four languages namely English, French, Spanish and Arabic. NANAP was primarily an outcome of the efforts of the Non-Aligned Movement(NAM) nations to exchange news without any bias or distortion.

Check Your Progress-6

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) This concept

of…….of
information was for the first
time used in the report from a
symposium on the mass-
media in
the……..nations
in……..in the month of
March,……..

2) The NAM Summit
Conference was held
at……..in the
year……

3) The NAMEDIA Conference
was held in the
year…….
at……

4) Name four news agencies of
Indonesia, Malaysia,
Bangladesh and Zambia(One
from each country).

2.9 Summing Up:

In this unit-2 of Block-3 under Paper-1025, you have been acquainted with the Concept of Free Flow of Information and Imbalance, Origin of the Concept of Imbalance, Information Imbalance Between the Developed and the Developing countries, The Western Bias in Free Flow of Information, Contemporary trends in the Media and International Relations, NWICO, NIEO, NAMEDIA and NANAP. Let us summarize the key points which you can learn by going through this particular unit---

- 'The free flow of information' is a Western concept, by which all the Western nations rationalize the operations of their media and information agencies, both in their own countries and abroad.
- Now it is crystal clear that there is the element of imbalance prevailing in the information flow between the developed West and the developing nations hailing from the Third World.

- The concept of ‘free flow of information’ did reflect Western, and specifically US, antipathy to state regulation and censorship of the media and its use for propaganda by its communist opponents.
- The root of the problem of ‘Imbalance’ goes back to the late 1950s and 1960s, when the concept of 'Development Communication' came to into the existence.
- The Western countries had literally monopolized the international information flow. They decided on what news items/information must be consumed by the people of the developing countries.
- Ever since the inception of the transnational news agencies, the monopolistic practices of the developed Western countries in the international news business have been in evidence.
- The increased level of transnational information flows, made possible by the new technologies of communication and shifts in the institutional organization---economic, political and legal--on the means of communication, have profoundly affected global media industries.
- With the expansion of internet access, more and more people are entering into the global computer networks that instantaneously circulate ideas, information and images throughout the globe, overcoming boundaries of space and time.
- NWICO, NIEO, NAMEDIA and NANAP all did play pretty crucial roles in the entire process of tackling the issue of ‘Information Imbalance’ prevailing between the developed Western nations and the developing/underdeveloped nations of the Third World and also were instrumental in finding out alternate news outlets as a counter to the giant transnational news outlets operating from the West.

2.10 References and Suggested Readings:

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JMC-02(2010).(SLM), IGNOU Communication Division.

2.11 Self Assessment Questions (SAQs):

1) 'The increasing neo-liberal globalization of media under the control of a few Western media industries raises concerns about global democracy.' Critically examine the statement in relation to the impact of monopolies and concentration in global media.

2) Do you believe that there still exists a big bias in the flow of news or information between the developed and underdeveloped world ? Give a few examples and suggest ways of overcoming this. Do you think that a similar bias also exists within our own country ? How ?

3) Write about the Western bias in the free flow of information to the developing and the underdeveloped nations in the world. Cite suitable examples for your answer.

4) What is US Hegemony in the global media scenario ? How this is affecting the balanced flow of information across the world ? Give suitable examples for your answer.

2.12 Answers to Check Your Progress

Check Your Progress: Model Answers

Check Your Progress-1

1) 'The free flow of information' is a Western concept, by which all the Western nations rationalize the operations of their media and information agencies, both in their own countries and abroad. The term means that any person or persons and/or any organization or organizations can own and operate any media or information agency, accumulate any information, and disseminate the same, if they so desire, to any target audience, wherever and whenever they want.

2) The McBride Commission did make a comprehensive study of the issue of imbalance in international news flow in Part-III of the report:

Problems and issues of Common Concern. Chapter-I--Flaws in Communication Flows, cites a number of studies, opinions and examples throughout the discussion.

3) UNESCO

4) 1973; Algiers

5) New International Economic Order(NIEO)

Check Your Progress-2

1) Late 1950s and 1960s

2) Daniel Lerner

3) Daniel Lerner and Wilbur Schramm

4) Lerner

Check Your Progress-3

1) a) The Western countries had literally monopolized the international information flow. They decided on what news items/information must be consumed by the people of the developing countries.

b) Through these international information networks, the West had retained their hegemonic power over the Third World. Even after decades of independence, they still dominate and rule over the Third World countries indirectly.

2)
Non-Aligned News Agencies Pool
New International Economic Order
Agency for International Development
Inter-Governmental Programme for Development of Communication

3) 1975

4) Pan African News Agency
Non-Aligned Media

Check Your Progress-4

1) It is also worth citing that the dominant Western view of the Third World is profoundly influenced by Eurocentricism, defined by an Egyptian theorist as constituting 'one dimension of the culture and ideology of the modern capitalist world'.

2) The concept of Western Hegemony in the free flow of international information can be put forward. In the arena of international communication, the notion of hegemony is widely used to conceptualize political functions of the mass media, as a key player in propagating and maintaining the dominant ideology and also to explain the process of media and communication production, with dominant ideology shaping production of news and entertainment.

Check Your Progress-5

1) Cold War; Erstwhile Soviet Union

2) Liberalization, Privatization and Globalization

3) German; Jurgen Habermas

4) Marshall McLuhan

Check Your Progress-6

1) Decolonization of information; non-aligned nations; Tunis; 1976.

2) Algiers; 1973

3) 1983; New Delhi

4) Antara(Indonesia),
Bernama(Malaysia)
BSS(Bangladesh)
ZANA(Zambia).

UNIT: 3

Unit Structure:

3.1 Objectives

3.2 Introduction

3.3 MacBride Commission Report

3.4 The Algiers Summit

3.5 UNESCO

3.6 ITU

3.7 UNO

3.8 G-10

3.9 G-20

3.10 Summing Up

3.11 References and Suggested Readings

3.12 Self Assessment Questions(SAQs)

3.13 Answers to Check Your Progress

3.1 Objectives:

After going through this unit, you should be able to---

- comprehend the key aspects of the MacBride Commission Report and its analysis of the character and content of the NWICO in the context of the international information flow,
- understand the key aspects of the Algiers Summit in the context of the international information flow,
- grasp a perspicaciously fathomable idea upon the UNESCO, UNO, G-20, G-10 and ITU and their role in the various aspects of the international information flow.

3.2 Introduction:

In this Unit--3 of the Block-3(Global Media Scenario—Some Key Aspects), we will start with sharing some key

ideas about the MacBride Commission Report in the context of the international information flow and also will elucidate upon the analysis put forward by it about the character and content of the NWICO in the context of the information flow in the transnational arena. Because, as students of Mass Communication and Journalism, it's pretty much necessary on the part of you to have a fair enough knowledge on the key role played by the MacBride Commission in the analysis of the imbalance prevailing in the international information flow between the developed and the developing countries. We will also have a discussion upon the Algiers Summit which also did play a crucial and significant role in the analysis of the significant aspects of the transnational information flow. More so, by means of this unit, we will try to acquaint you about the crucial and significant roles played by the UNESCO, UNO, G-20, G-10 and ITU in connection to the diverse aspects of the transnational information flow. So, let us now concentrate upon the sub-sections under this Unit-3(Block-3)as quoted underneath----

3.3 MacBride Commission Report:

The strengthening voice of the non-aligned nations in the United Nations(UN) led to the establishment of an International Commission for the Study of Communication Problems by UNESCO, in the year 1977, under the leadership of the Irish diplomat, Sean MacBride. Its mission was to do a thorough analysis of world communication problems, with special stress on the international implications of the modern media. The 'MacBride Report' was published under the title, *Many Voices*, *One World*, in the year 1980. Since the early 1960s, the United Nations Educational, Scientific and Cultural Organization(UNESCO) became a forum where the developing countries did raise the crucial issues concerning the inequitable and imbalance in the information and communication resources between the Western countries and the Third World nations.

The General Conference of UNESCO, at its 19th session held in Nairobi in 1976, instructed the then Director-General 'to

undertake review of all the problems of communication in the contemporary society, seen against the background of technological progress and recent developments in international relations, with due regard to their complexity and magnitude'. In 1977, the then Director-General of the UNESCO, did set up a 'brain trust', the International Commission for the Study of the Communication Problems under the presidentship of Mr. Sean MacBride. The MacBride Report, as it came to be called, was sent to the UNESCO then Director-General in 1980, although its Interim Report had been submitted in the year 1978.

The MacBride Report, also popularly known as *Many Voices, One World,* Communication and Society: Today and Tomorrow, is one of the best, most well-known, widely referred and useful documents in the discipline of communication and media. It has been produced by an international group of prominent persons drawn from different countries of the world which included journalists and authors, broadcasters, academics, public men and scholars. Mr. B.G. Verghese, former editor of the *Hindustan Times* and an eminent author and thinker, who later headed the Working Group on Autonomy of Akashvani and Doordarshan(1977) and produced the well-known Verghese Committee Report represented India.

The MacBride Report discussed the issue of imbalances and inequalities in the communication sector in information flow from the developed to the developing countries. It observed : Such imbalances are not only limited to news flows in the usual sense. They also affect, to an increasingly serious extent, the collection and diffusion of data necessary for scientific purposes, technological innovations, commercial needs, trade development, exploitation of natural resources, meteorological forecastings, military purposes etc.

Although not an expression of the UNESCO's official position, the report served to define the issues of underlying the debate. The commission members—prominent media personages from varying national and ideological backgrounds—produced a text, but not a consensus, and the report's uneven style reflects its 'mosaic' character.

The ‘new world’ of the NWICO is one that is brought into being by the newly gained independence of more than eighty nations since the end of the World War-II. Although other designations were already in use, such as the New International Economic Order(NIEO), the 1978 UNESCO and UN General Assembly resolutions agreed that the goal they envisaged was a ‘new, more just and more efficient world information and communication order’.

The MacBride Report gives a full airing to many complaints of the non-aligned nations about the defects in the prevailing system of international news flow, such as the general neglect of news of the summit conferences and other activities of the Non-Aligned Movement(NAM). On the other hand, it does not neglect to present legitimate Western fears, warning in several places, for example, that declarations defining the ‘responsibilities’ of journalists, calling for their licensing, or even saying that their rights and freedom should be given special consideration, all contain the danger of placing undue restrictions on their work. While seeing some problems in the kinds of news distributed by the transnational news agencies, the MacBride Report also notes that they provide reliable news which cannot be obtained from other sources, and many of their deficiencies are offset by a ‘growing capacity in developing countries to make appropriate critical selection of news coming from abroad’. Much responsibility, both for failure to use diverse sources and for distorting acts of ‘gatekeeping’, lies with local editors; and many efforts to establish a truly ‘two-way’ flow of news are acknowledged to have been made in recent years.

Neither the MacBride Report nor the general declaration embodying NWICO, drawn up by the UNESCO in 1978, fully pleased anyone. But even the minimal unity manifested in these unsatisfactory compromises was a relief, in view of the heated debate which had preceded them.

Although, many disparities between the developed and the non-aligned countries still exist, and many basic issues in the debate have not been resolved, other authorities claim that it promoted some improvements in the coverage of non-aligned countries by

Western media. Now, in this context, the debate of the 'Free Flow' and 'Free and Balanced Flow' can be quoted. Many observers in the non-aligned nations nevertheless see that the fundamental problem in news flow as unresolved. The debate as they interpret is not simply between the proponents of 'free flow' and those arguing for a 'free and balanced flow' of information across borders. It is rather, between radically diverse approaches to news and news flows, which have their roots in distinct cultures and philosophies.

As the non-aligned nations perceive the scenario, the patterns of news flows as they exist to today are determined by a 'cartel' of transnational news agencies which embody the political economic and cultural interests of the Western bloc. The 'free flow' of information which they defined is in fact, uni-directional and vertical, from North to South for most part. News about the South that is transmitted around the world presents a distorted picture, for it is collected and processed with a Western audience and readership in mind. What is more reprehensible is that the nations of the South, which have different communication needs and interests, are fed similarly distorted images. Furthermore, the news about the South is gathered and processed by Western journalists who have little understanding of the culture and social and political ethos of developing countries. The result is that the 'images' of the developing world thus disseminated are distorted, with the emphasis on poverty, famines, floods and other catastrophes, generally presented as 'exceptional' events without a context. Thus, the philosophy of news espoused by the transnationals—news as events and people of exception, as commodity for the market—is alien to the philosophy of the non-aligned countries which see news as a developmental process, as fulfilling social, political, economic and cultural needs.

The gap between the fully informed and the under-informed continues to widen as the imbalance between those imparting and those receiving information becomes accentuated. The attendant distortions and imbalances reflect in some way the dominant interests of the societies from which they emanate.

The observations, by and large, sum up the issues raised in the NWICO debated. The MacBride Commission also took note of the imbalances in the flow of news through technology. The Western nations, owing to the supremacy of technology, were primarily responsible for promoting alien values across cultural and entertainment products, educational software, etc.

The commission concluded that the primary factor in imbalance and inequalities was an economic one. The report(MacBride Report) said that the one-way flow in communication is basically a reflection of world's dominant political and economic structures.

The final report of the MacBride Commission was approved at the General Conference of the UNESCO held at Belgrade in the year 1980. The Resolution accepted on NWICO covered a wide range of issues such as----

- elimination of the imbalances in information flow,
- elimination of negative effects of monopolies,
- removal of internal and external obstacles to free and wider flow of information,
- freedom and responsibilities of journalists and
- improving the capacity of developing countries to improve their own infrastructures.

In other words, the MacBride Commission Report titled as—*Many Voices, One World*, was the outcome of the hard work and deliberations of the 'brain trust' composed of highly competent, prominent figures drawn from diverse backgrounds. Apart from the meetings held at the UNESCO headquarters in Paris, a large number of seminars and consultations were organized during the tenure of the commission. The commission also had the benefit of hundreds of individual, institutional and governmental comments on the interim report of the commission submitted in the year 1978.

The President of the Commission, Sean MacBride in his Preface says—'While our report represents the Commission's collective vision of the communication scene it has been based on a virtually worldwide survey of opinions, both individual and

institutional and a mountain of documentation from myriad sources. This wealth of information covered the widest possible spectrum of ideological, political, socio-economic and cultural colourings.'

The MacBride Report indeed makes a very wide survey of almost all the issues associated with communication. It discusses the historical, contemporary and international dimensions of the issues. It also discusses means, infrastructures and concentrations and transnationalization of communication industry. Part-III of the Problems and Issues of Common Concern deal with the topics such as market dominance, cultural alienation, violation of human rights and equal rights of women and discusses communication policies, research contribution and rights and responsibilities of journalists.

In a nutshell, there is absolutely no doubt that the MacBride Commission Report presents a comprehensive, inclusive, analytical study of all issues concerning communication and society. Most of its conclusions and recommendations are as valid today as at the time when these were made. The Commission did lay the framework for the New World Information and Communication Order(NWICO) and the International Programme for the Development of Communication(IPDC). However, it's a different matter that some of the Western nations particularly the United States of America(USA) and the United Kingdom(UK) thought it fit to withdraw from the UNESCO itself(The USA did return to the UNESCO only in the year 2004). Some of the problems—particularly those of control and domination of media institutions and infrastructures by the Multi National Companies/Corporations(MNCs) and the Western countries—continue unabated.

To sum up, the MacBride Commission Report had the following components predominantly---

- It tried to analyze the problems related to world communication.
- It tried to define the issues that formed the bases of conflict between the eastern and the western nations in the field of transnational communication.

- The report is not a consensus but only a text.
- The report considered the complaints of the Non-Aligned Movement(NAM) nations about the defects in the system of international news transfer. For example- General neglect of news of the summit conferences and other activities of the NAM.
- It also tried to comprehend the intricacies of the apprehensions of the West.
- The commission observed that international news agencies give trustworthy news material which may not be available from other sources. Hence, the Report observed that many of the deficiencies of these news agencies were offset by a growing capacity in the developing nations to make appropriate critical selection of news coming from abroad. Hence, local editors ought to be more responsible because they had not been able to use diverse resources, or they had resorted to the acts of gatekeeping. In this context, the commission observed in the report several steps had been taken to ensure successful two-way news flow.

Stop to Consider-1

- The strengthening voice of the non-aligned nations in the United Nations(UN) led to the establishment of an International Commission for the Study of Communication Problems by UNESCO, in the year 1977, under the leadership of the Irish diplomat, Sean MacBride. Its mission was to do a thorough analysis of world communication problems, with special stress on the international implications of the modern media.

- The 'MacBride Report' was published under the title, *Many Voices*, *One World*, in the year 1980.

- The MacBride Report, also popularly known as *Many Voices, One World,* Communication and Society: Today and Tomorrow, is one of the best, most well-known, widely referred and useful

documents in the discipline of communication and media.

- The MacBride Report discussed the issue of imbalances and inequalities in the communication sector in information flow from the developed to the developing countries.

- In a nutshell, there is absolutely no doubt that the MacBride Commission Report presents a comprehensive, inclusive, analytical study of all issues concerning communication and society. Most of its conclusions and recommendations are as valid today as at the time when these were made.

Check Your Progress-1

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) The 'MacBride Report' was published under the title,…….. in the year…….

2) The MacBride Commission was formed under whose leadership ?

……
…….

3) The final report of the MacBride Commission was approved at the General Conference of the……..held at……in the year……..

4) Enumerate any four components of the MacBride Commission Report.

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3.4 The Algiers Summit:

From the viewpoint of the NWICO History, the Algiers Summit of the non-aligned countries, held in the year 1973, is a major milestone, for it was here that communication concerns were addressed directly in more than one paper in the context of their economic development programmes. Around this time, the UNESCO was amidst a crisis situation, which had arisen out of a resolution moved by the then Soviet Union, with the support of the Third World, at the 17th General Conference of the UNESCO, held in the 1970s, calling upon the UNESCO Director General to prepare a declaration on the Fundamental Principles Governing the Use of the Mass Media, with a view to strengthening of peace and understanding, and combating War, Propaganda, Racialism and Apartheid, hereafter referred to as the Mass Media Declaration(MMD). This resolution was to influence significantly the tone and tenor of the information flow debates. While it did provide an opportunity for the Third World to bring forth its views on the free-flow concept and its consequences of inadequacies and imbalances in international news and information flow, it did open a new chapter in the East-West struggle, which was to last until 1978.

With the objective of averting any further deepening of the crisis, the 19th UNESCO General Conference postponed the consideration of the draft on the MMD to its next session that was to be held in the year 1978 and did adopt a resolution inviting the then Director General to undertake a review of the

problems of communication in modern society. In response to this, the then Director General of the UNESCO did constitute a 16 member Commission for the study of Communication Problems under the chairmanship of Sean MacBride, a distinguished diplomat and winner of both Nobel Peace Prize and Lenin Peace Prize. The Commission's work, a major landmark in the international communication history, is one of the major outcomes of the NWICO debates.

The 20th UNESCO General Conference, held in 1978, was marked by a spirit of compromise. The behind the scene negotiations for the purpose of reconciliation did bear dividends: the new MMD text later on titled as the 'Declaration on Fundamental Principles Governing the Contribution of the Mass Media in Strengthening Peace and International Understanding and in Combating war Propaganda, Racialism and Apartheid' was approved. The six-year long controversy finally did end. The new text did corroborate to be gratifying for all.

It must, however, be made clear that though the declaration called for a free-flow and better-balanced dissemination of information, it did not define the new order, and in that way, in reality, the issue did remain unresolved. Nonetheless, the Third World was pretty clear about the meaning of the NWICO. Answers to several key questions in relation to the existing system of information flow and the new order, could be found in Mustapha Masmoudi's paper, 'New World Information Order', submitted to the MacBride Commission, which presents a complete catalogue of the Third World complaints against the Western countries and their media empires, and also outlines the measures needed in the political, legal and technical-financial spheres for the realization of the new order.

Masmoudi's indictment of the international communication system and exposition of the essentials of the new order did not go unquestioned in the West. For many, Masmoudi's new order was restrictive in character and content. Professor Elie Abel, a member of the MacBride Commission, while agreeing to the presence of the gross imbalances in the international communication system, attributed those to the historical process resulting in an uneven spread of development. Denying

Masmoudi's allegation that foreign news agencies imposed unsuitable western values and perspectives on the less developed countries, he did point out that, in most developing nations, the subscriber is the government or government controlled agencies, since newspapers or broadcasting stations are not allowed to subscribe directly to the foreign agency services. Professor Abel also did oppose Masmoudi's suggestion that restrictions be placed on rights such as the right of free circulation of information and of access to information so as to eliminate imbalances. The solitary constructive approach, according to him, was a 'massive international effort to increase the capacity for communication at every level—the individual, the community, the nation and among nations'.

Stop to Consider-2

- From the viewpoint of the NWICO History, the Algiers Summit of the non-aligned countries, held in the year 1973, is a major milestone, for it was here that communication concerns were addressed directly in more than one paper in the context of their economic development programmes.

- With the objective of averting any further deepening of the crisis, the 19th UNESCO General Conference postponed the consideration of the draft on the MMD to its next session that was to be held in the year 1978 and did adopt a resolution inviting the then Director General to undertake a review of the problems of communication in modern society.

Check Your Progress-2

Notes—i) Use the space below for your answers.
ii) Compare your answers with those given at the end of this unit.

1) Algiers Summit of the……countries, held in the year……..

2) What is the full form of MMD ?

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……

3) …….indictment of the……..communication system and exposition of the essentials of the new order did not go unquestioned in the…….

3.5 UNESCO:

The United Nations Educational Scientific and Cultural Organization(UNESCO) is an agency of the United Nations(UN). All UN member states have a right to belong to it. The UNESCO describes itself as both an ideal as well as an organization. Adapting itself to the altering world, UNESCO's field of specialization runs into dozens. In the month of November, 1945, representatives of 41 nations met in 'war scarred' London in a quest of peace. The then Prime Minister of UK and an American poet together did coin the message—'Since wars begin in the minds of men, it is in the minds of men that the defences of peace must be constructed'. This is the forefront of UNESCO's constitution and is also the key to UNESCO's activities since its early days. UNESCO has been perennially concerned with the development of the media and also the problems such a development brings with it. UNESCO has always been alert to find how the media and development work in the Third World countries. For UNESCO, it is required to comprehend that the purpose of the organization is to contribute to peace and security by promoting collaboration among the nations through education, science and culture. To realize this purpose, UNESCO has sought to 'collaborate in the work of advancing mutual knowledge and understanding of people, through all means of mass communications, and to that end recommend such international agreements as may be necessary to promote the free flow of ideas by word and image'.

Realizing that qualified personnels were needed to man the media in the 'decolonized' parts of the globe, which today constitute the bulk of the Third World countries, it did publish its first study on the professional training of journalists. Based on this study, it did set up training institutions in diverse parts of the globe. UNESCO also did realize that only a few of the

developing nations had any newspapers and more so, news agencies, which could provide the media with news.

Herbert Schiller contends that the US advocacy of the 'free flow of information' was necessitated by imperialistic designs, corporate needs of business and trade, and the Cold War atmosphere. He argues that the historical coincidence of the 'imperial ascendancy' of the US and its advocacy of the policy of 'free flow of information' is not fortuitous. He suggests that 'the genesis and extension' of the doctrine are roughly coterminous with the 'brief and hectic interval of US global hegemony'. It was also seen as needed to maintain the Cold War environment. As early as 1948, the United States(US) and its allies had the major influence in drawing up the UN Declaration of Human Rights. Article 19 of the Declaration stated that 'everyone has the right to freedom of opinion and expression and to seek, receive and impart information and ideas through any medium and regardless of frontiers.' In reality, the right could only be exercised by the transnational news agencies, for they alone had the resources, the technology and the trained personnels to do so.

The interest of the UNESCO in free flow of information can be traced back to the developments of the early 1950s. This interest has been highlighted in the charter of 1945 of the UNESCO. It highlights the principles of 'free flow of information' and 'the pursuit of objective truth'.

In 1953, the UNESCO undertook its first study of 'news flows', a comparative study of seven major dailies of the globe. This study also included the study of the structure and operations of news agencies. In 1956, another study was done. It aimed at identifying the problems of transmitting Press messages. Thus, by the early 1960s, the UNESCO came to the conclusion that the major news agencies of the West(Western News Agencies)had become one of the vital factors in the flow of informations.

UNESCO did step up its communication activities with sponsorship of regional news agencies. A UNESCO sponsored conference in Bangkok in the year 1961, did lead to the creation of the Organization of Asian News Agencies(OANA). In 1962, a

similar conference in Santiago did recommend the establishment of a news agency for Latin American countries. A conference in Tunis in 1963, did propose the creation of a Union of African News Agencies(UANA). These activities did attract little attention or controversy in the West, at that time.

In 1970, however, the general conference of the UNESCO issued a call to 'examine communication policies'. This drew severe criticism from the United States(US) and its allies in Europe. The spectre of direct satellite broadcasting seemed, to some governments, to pose the ultimate threat to cultural independence. In the year 1972, a Soviet sponsored resolution, 'A Declaration of Guiding Principles for the use of Satellite Broadcasting for the Free Flow of Information, the Extension of Education and the Development of Culture Exchanges', was adopted by UNESCO members, and a related General Assembly resolution to formulate principles governing direct satellite broadcasting also did receive overwhelming approval. Only the United States(US) consistently did oppose these resolutions.

The role of the UNESCO did become more significant in the context of the demand by many developing nations for a better deal from the developed nations. The first step in this direction was a call for the establishment of a New International Economic Order (NIEO). It was realized that the NIEO can't be independent from socio-cultural factors, apart from political and economic factors. The Fifth Conference of the Heads of State or Government of the non-aligned countries(1976) and the 19th General Conference of the UNESCO did crystallize the idea of a New International Information and Communication Order(NIICO). The report of the International Commission for the study of communication problems, 'Many Voices, One World', better known as the MacBride Report, is a milestone document in this direction. In the wake of the publication of *Many Voices, One World*, the USA followed by the UK charged UNESCO with resorting to political activities, and did decide to pull out from the UNESCO. Subsequently, Singapore also did pull out from the UNESCO for the same reasons.

Stop to Consider-3

- The United Nations Educational Scientific and Cultural Organization(UNESCO) is an agency of the United Nations(UN). All UN member states have a right to belong to it.

- UNESCO has been perennially concerned with the development of the media and also the problems such a development brings with it. UNESCO has always been alert to find how the media and development work in the Third World countries.

- The interest of the UNESCO in free flow of information can be traced back to the developments of the early 1950s. This interest has been highlighted in the charter of 1945 of the UNESCO. It highlights the principles of 'free flow of information' and 'the pursuit of objective truth'.

- In 1953, the UNESCO undertook its first study of 'news flows', a comparative study of seven major dailies of the globe.

- In 1970, however, the general conference of the UNESCO issued a call to 'examine communication policies'.

- The role of the UNESCO did become more significant in the context of the demand by many developing nations for a better deal from the developed nations.

Check Your Progress-3

Notes—i) Use the space below for your answers.
ii) Compare your answers with those given at the end of this unit

1) In the month of……., 1945, representatives of……..nations met in…….. London in a quest of peace.

2) ……..contends that the……..advocacy of the 'free flow of information' was necessitated by imperialistic designs, corporate needs of business and trade, and the ……atmosphere.

3) Write down the full form of OANA.

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……

4) In the year……however, the……conference of the UNESCO issued a call to 'examine……..policies'.

3.6 ITU(International Telecommunications Union):

The International Telecommunications Union(ITU) was founded in Paris, in the year 1865, as the International Telegraphic Union to co-ordinate and monitor the development of the telegraph, which was a new invention. With the development of the other systems, particularly the wireless radio, the name was altered to its present, the International Telecommunications Union(ITU).

In the year 1947, the ITU did enter into an agreement with the United Nations(UN) and thereby, did become a specialized agency for telecommunications. The ITU Secretariat is in Geneva and works at various levels. The supreme body in ITU is the Penipotentiary Conference. Basically, through various administrative conferences, ITU makes decisions regarding the various functions. The four permanent organizations of the International Telecommunications Union(ITU) are the General Secretariat, the International Frequency Registration Board(IFRB), the International Telegraph and Telephone Consultative Committee and the International Radio Consultative Committee.

The predominant functions of the ITU are to-----

- allocate frequencies to avoid interference;
- co-ordinate efforts to eliminate interference;
- foster the creation of telecommunication in newly independent or developing nations;
- promote safety measures, and
- undertake studies in the area of telecommunications.

In the context of the New World Information and Communication Order(NWICO), the International Telecommunications Union(ITU) has assumed altogether a different role and perception. On the one hand, the ITU has to promote telecommunications development taking into account so many factors such as political, technological and economic. On the other hand, it has to manage a pivotal resource, the electro magnetic spectrum. It is in these two areas, that there is an increased dialogue and conflict between the developed and the developing countries. For example—the use of satellites is related to availability of parking slots in the orbit. While many developed nations are ready to park their satellites, the developing nations argue that certain slots should be reserved for them to use it at a time when they can either develop or afford a satellite. The debate is a continuous one. Although the International Telecommunications Union(ITU) performs a very technical function, it is an important agency that is central to communication development.

Now, in this context, let us acquaint you with the aspect of the liberalization of the telecom sector. The opening up of the global market in the telecommunication services pitched the International Telecommunications Union(ITU) against GATT over the regulation of telecommunications. The ethos of the ITU was based historically on the concept of telecommunications as a public utility, with operators having an obligation to provide a universal service. With a policy of co-operation, not competition, the International Telecommunications Union(ITU) did support restrictions on ownership of and control over the telecom operations, in contrast to the neo-liberal telecommunication agenda, which did champion the privatization and deregulation.

Though initially hesitant to accept these changes, the ITU was forced to play a key part in the shaping of a new, privatized international communications regime in which the standards of universal public service and cross-subsidization were increasingly being replaced with cost-based tariff structures. One area of controversy was the renewed pressure on the ITU from the Western governments to reallocate radio and satellite frequencies to commercial operators. Traditionally, the ITU had administered frequency allocation on the basis of ‘first come, first served’ basis. One result of expansion of international radio broadcasting during the Cold War was that the high-frequency portion of radio spectrum

did become a contested area in international communication, as both Cold War blocs did demand the greater access to it. The controversy was fuelled by the defence-related space race which did receive new momentum in 1957 with the launch of the world's first satellite—*SPUTNIK* by the erstwhile Soviet Union, necessitating a need for space frequency allocation(Luther,1988).

The controversy over frequency allocation did continue to figure prominently in the International Telecommunications Union's(ITU) World Administrative Radio Conferences(WARC) in 1959, 1971, 1977 & 1979. With the fragmentation of the market and the proliferation of operators resulting from the processes of privatization and deregulation, the need to ensure international standards for network compatibility did become increasingly obvious. Accordingly, the ITU constitution was amended at the 1998 Plenipotentiary Conference held in Minneapolis to give greater rights and responsibilities to the ITU's private-sector members.

The 1998 conference also did agree a 'Strategic Plan for the Union—1999-2003', which included proposals to 'improve the structure and functioning of the radio communication sector, the ITU's biggest and most expensive sector, which was laboring under an increasingly regulatory burden'(MacLean, 1999: 155).

The amendments made to the ITU constitution and conventions opened the organization up to private corporations interested in developing global telecommunications networks and services. ITU members, public and private, were now on an equal footing, with the same rights and obligations.

Thus, under the new international communication regime, the International Telecommunications Union(ITU) advises countries to dismantle structural regulations preventing cross-ownership among broadcasters, cable operators and telecom companies. In essence, the ITU was following the communication agenda set by the world's most powerful nations and the telecommunications corporations based in them. One indication was that, following the October, 1998 OECD Ministerial Conference on electronic commerce, the ITU did begin to play a leading role among the international organizations in the development of e-commerce, particularly through standardization activities and working with developing countries, where the goal was to promote global connectivity to the GII(Global

Information Infrastructure) and global participation in the GIS(Global Information Society)(US Government, 1995).

Stop to Consider-4

- The International Telecommunications Union(ITU) was founded in Paris, in the year 1865, as the International Telegraphic Union to co-ordinate and monitor the development of the telegraph, which was a new invention.

- In the year 1947, the ITU did enter into an agreement with the United Nations(UN) and thereby, did become a specialized agency for telecommunications.

- In the context of the New World Information and Communication Order(NWICO), the International Telecommunications Union(ITU) has assumed altogether a different role and perception.

- Under the new international communication regime, the International Telecommunications Union(ITU) advises countries to dismantle structural regulations preventing cross-ownership among broadcasters, cable operators and telecom companies.

Check Your Progress-4

Notes—i) Use the space below for your answers.
ii) Compare your answers with those given at the end of this unit

1) The International Telecommunications Union(ITU) was founded in…… in the year……..

2) In the year…… the ITU did enter into an agreement with the……

3) IFRB stands for……
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4) The supreme body in ITU is the……Conference.

5) Enumerate the predominant functions of the ITU.

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3.7 UNO(United Nations' Organization):

The United Nations' Organization (UNO) is a diplomatic and political international organization whose stated purposes are to maintain international peace and security, develop friendly relations among nations, achieve international cooperation and serve as a centre for harmonizing the actions of nations across the globe. It is the world's largest international organization. The UNO is headquartered in New York City (in the United States, but with certain extraterritorial privileges) and the UNO has other offices in Geneva, Nairobi, Vienna, and The Hague, where the International Court of Justice(ICJ) is headquartered at the Peace Palace.

The UNO was established after the World War II with the aim of preventing future world wars and succeeded the League of Nations, which was characterized as ineffective. On April,25, 1945, 50 nations met in San Francisco, California for a conference and started drafting the UN Charter, which was adopted on June,25, 1945. The charter took effect on October,24, 1945, when the UN began operations. The UN's objectives, as defined by its charter, include maintaining international peace and security, protecting human rights, delivering humanitarian aid, promoting sustainable development

and upholding international law. At its founding, the UN had 51 member states; as of 2023, it has 193 – almost all of the world's sovereign states.

The UNO has six principal operational organizations: the General Assembly, the Security Council, the Economic and Social Council, the International Court of Justice, the UN Secretariat, and the Trusteeship Council, although the Trusteeship Council has been inactive since 1994. The UN System includes a multitude of specialized agencies, funds, and programmes, including the World Bank Group, the World Health Organization(WHO), the World Food Programme, UNESCO and UNICEF. Additionally, non-governmental organizations may be granted consultative status with the Economic and Social Council and other agencies. The UN's chief administrative officer is the secretary-general, currently Portuguese politician and diplomat António Guterres, who began his first five year-term on January,01, 2017 and was re-elected on June,08, 2021. The organization is financed by assessed and voluntary contributions from its member states.

The United Nations' Organization(UNO), its officers, and its agencies have won many Nobel Peace Prizes, although other evaluations of its effectiveness have been mixed.

Now, let us have a discussion upon the United Nations' Organization(UNO) and the freedom of information. As already stated, the UNO was formed on October,26, 1945 and it could not stop the formation of the Communist Block and Western Block. The three organs of the UNO, namely the General Assembly, the Economic and Social Council(ECOSOC) and the UNESCO did voice the cause of freedom of information.

The League of Nations did remain in force till the year 1945. In any case, the League could not stop the World War-II. The UNO did replace the League of Nations in the year 1945. It did raise the issue of making freedom of information the basic human right. While making the UN Charter, the participant nations did demand that the UN include an elaborate declaration on human rights. It was decided that the charter would include a general obligation for member states to take joint and separate actions in cooperation with the organization(UNO) to promote universal respect and fundamental

freedom for all without distinctions of sex, language, race or religion. In the Charter of the UNO, the phrase ‘human rights’ was quoted seven times.

The UNO did work pretty hard to give the right of humans to freedom of information to all subjects of its member states. Thus, the subsequent assemblies of the UNO did take up this issue and various organs of this organization were also dedicated to this noble cause. The International Telecommunications Union(ITU) works under the aegis of the UNO. Various studies were conducted by the UNESCO and the other UN organs in respect of press rates, radio broadcasting tariffs, trade practices in radio broadcasting, production and distribution of newsprint, copyrights, access to news sources, status of foreign correspondents, censorship on outgoing news dispatches, professional training and standards and independence of news personnel.

Now, let us acquaint you about the UN Conference on Freedom of Information. In the month of March, 1948, representatives of 54 governments of the world, did attend this conference in Geneva. They wanted to promote peace and progress by delineating a policy of the UNO in the field of information. In its Final Act, the Conference presented a series of resolutions which did recommend constructive actions. It also did recommend three Draft Conventions for further consideration by the UNO.

During the first session of the UN General Assembly, the UNO had declared that freedom of information was a fundamental human right, the touchstone of all the freedoms to which the UN was consecrated and an essential factor in any serious efforts to promote peace and progress in the world.

Four major instruments were defined by the United Nations’ Organization(UNO) to achieve the aim of Freedom of Information as stated underneath—

- Universal Declaration of Human Rights
- The Covenant of Human Rights
- The Convention of Freedom of Information

- The Convention on the International Transmission of News and the Convention on the International Rights of Correction.

However, it is worth quoting that the UN Conference on Freedom of Information was a failure in the real sense of the term. In 1948, the Geneva meet did create a flutter when the UN Conference on Freedom of Information was organized. However, many nations didn't show any keen interest after this conference on the issues related to freedom of information. Thus, the UNO did fail to receive good responses from the participant nations after 1948 in the context of freedom of information. The majority of the nations did not abide by the Geneva Document of 1948. The primary reason of this failure was the Cold War. The Communist Block cold-shouldered the right to freedom of information. The UN Security Council, political committees of the General Assembly, the Third Committee and the other components of the UN(dealing with social issues) did face this conflict that was primarily caused due to the friction between the Communist Block and the Western Block. Thus, the UNO could not define the concept of freedom of information; the implementation of this concept was a Utopian dream at least in the member nations of the Communist Block. Both these blocks were used by the UNO to perpetuate the Cold War and did sideline the basic issues related to freedom of information. The erstwhile Soviet Union did oppose the Draft Convention on Freedom of Information because it did not positively set forth such obligations. The USA and her allies of the West did oppose the Convention because it did not impose obligations and restrictions on the information media. Further all attempts to pass and implement any decision on freedom of information were thwarted because of the differences of opinion on the rights and freedom versus the duties and responsibilities involved in the concept of freedom of information. Hence, decolonization did lead to the formation of two blocks which were literally owned by two superpowers. The Communist Block was owned by the erstwhile Soviet Union and the Western Block was owned by the USA. Owing to the Cold War, neither of these two blocks, did allow the creation and implementation of the universal codes in respect of freedom of information.

Stop to Consider-5

- The United Nations' Organization (UNO) is a diplomatic and political international organization whose stated purposes are to maintain international peace and security, develop friendly relations among nations, achieve international cooperation and serve as a centre for harmonizing the actions of nations across the globe. It is the world's largest international organization.

- The UN's objectives, as defined by its charter, include maintaining international peace and security, protecting human rights, delivering humanitarian aid, promoting sustainable development and upholding international law.

- The UNO has six principal operational organizations: the General Assembly, the Security Council, the Economic and Social Council, the International Court of Justice, the UN Secretariat, and the Trusteeship Council, although the Trusteeship Council has been inactive since 1994.

- Four major instruments were defined by the United Nations' Organization(UNO) to achieve the aim of Freedom of Information as stated underneath—

  a) Universal Declaration of Human Rights
  b) The Covenant of Human Rights
  c) The Convention of Freedom of Information
  d) The Convention on the International Transmission of News and the Convention on the International Rights of Correction.

Check Your Progress-5

Notes—i) Use the space below for your answers.
ii) Compare your answers with those given at the end of this unit

1) The UNO is headquartered in…….City.

2) Enumerate the six principal operational organizations of the UNO.

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3) Enumerate the four major instruments defined by the United Nations' Organization(UNO) to achieve the aim of Freedom of Information.

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3.8 Group of Ten (G-10):

The Group of Ten (G-10 or G10) refers to the group of countries that agreed to participate in the General Agreements to Borrow (GAB), an agreement to provide the International Monetary Fund (IMF) with additional funds to increase its lending ability. The Group of Ten(G-10) is a group of the 11 leading industrial countries, namely Belgium, Canada, France, Germany, Italy, Japan, the Netherlands, Sweden, Switzerland, the United Kingdom and the United States. In other words, the Group of Ten or G-10 is a group of 11 industrialized nations that have similar economic interests. The G-10 was formed when the wealthiest members of the International Monetary Fund (IMF) agreed to be part of the General Agreements to Borrow (GAB), so as to provide more funding for the IMF's usage. In short the following points can summarize about the G-10-----

- The Group of Ten or G-10 is a group of 11 industrialized nations that have similar economic interests.
- The G-10 was formed when the wealthiest members of the International Monetary Fund (IMF) agreed to be part of the General Agreements to Borrow (GAB), so as to provide more funding for the IMF's usage.
- The group meets at least annually, if not more often, to discuss, debate and cooperate on financial matters that concern the member nations.

- The G-10 is one of the five "groups of" groups, comprising of a variety of nations. The other groups are the G-7, G-8, G-20 and the G-24.
- The GAB was formed in 1962, when the governments of eight IMF members—Belgium, Canada, France, Italy, Japan, the Netherlands, the United Kingdom, and the United States—and the central banks of Germany and Sweden, agreed to make resources available to the IMF. These resources were for drawings by both IMF participants and under some circumstances, non-participants.
- The GAB was reached as a supplementary borrowing agreement to backstop the IMF if it did not have sufficient resources to support a member country. The official language in the GAB states that these countries "stand ready to make loans to the Fund up to specified amounts...when supplementary resources are needed to forestall or cope with an impairment of the international monetary system." Switzerland signed the GAB in 1964, though not a member of the IMF at the time (Switzerland joined the IMF in 1992), thereby strengthening the agreement.
- The G-10 grew in 1964 by the association of the eleventh member, Switzerland, then not a member of the IMF, but the name of the group remained the same.
- The Finance ministers and central bank governors from each of those countries gather in connection with annual meetings of the International Monetary Fund(IMF) and the World Bank to discuss financial and monetary policies that impact member countries, trade and the global economy.
- G-10 governors usually meet every second month at the Bank for International Settlements(BIS). The BIS is an international finance organization owned and operated by 60 member central banks that together comprise over 95% of the world's GDP. Its mission, according to its website, is to serve central banks in their pursuit of monetary and financial stability, foster cooperation among the banks and serve as the central bank for them.
- The Bank for International Settlements(BIS),European Commission(EU), International Monetary Fund(IMF) and Organization for Economic Cooperation and Development (OECD) are all official observers of the G-10.

- The G-10 has been criticized for its lack of responsiveness to the needs of developing countries.
- The GAB enables the IMF to borrow specified amounts of currencies from these eleven industrial countries (or their central banks), under certain circumstances. Specifically, a proposal for calls under the GAB may only be made when a proposal for the establishment of an activation period under the New Arrangements to Borrow (NAB) is not accepted by NAB participants, who number 38 countries, amongst which are the BRICS nations and Middle Eastern powers.
- The following international organizations are official observers of the activities of the G10: the BIS, European Commission, International Monetary Fund, and Organisation for Economic Co-operation and Development. Luxembourg and Spain are associate members.

Stop to Consider-6

- The Group of Ten (G-10 or G10) refers to the group of countries that agreed to participate in the General Agreements to Borrow (GAB), an agreement to provide the International Monetary Fund (IMF) with additional funds to increase its lending ability.

- The Group of Ten(G-10) is a group of the 11 leading industrial countries, namely Belgium, Canada, France, Germany, Italy, Japan, the Netherlands, Sweden, Switzerland, the United Kingdom and the United States.
- The G-10 is one of the five "groups of" groups, comprising of a variety of nations. The other groups are the G-7, G-8, G-20 and the G-24.
- The G-10 has been criticized for its lack of responsiveness to the needs of developing countries.

Check Your Progress-6

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit

1) Enumerate the countries in the G-10.

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2) Write down the full form of GAB.

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3) The GAB was formed in the year……
4) Which country did join as the 11th member of the G-10 and in which year ?

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5) Which international organizations are official observers of the activities of the G10 ?

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3.8 Group of Twenty (G-20):

The G-20 or Group of 20 is an intergovernmental forum, comprising of 19 sovereign countries, the European Union (EU) and the African Union (AU). It works to address major issues related to the global economy, such as international financial stability, climate change mitigation and sustainable development. In other words, The Group of Twenty (G-20) comprises of 19 sovereign countries namely Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Republic of Korea, Mexico, Russia, Saudi Arabia, South Africa, Türkiye, United Kingdom(UK) and

United States(US), the European Union(EU) and the African Union(AU). In short the following points can summarize about the
G-20-----

- The G-20 or Group of 20 is an intergovernmental forum comprising of 19 sovereign countries, the European Union (EU) and the African Union (AU) which works to address major issues related to the global economy, such as international financial stability, climate change mitigation and sustainable development.
- The Group of Twenty (G-20) comprises of 19 sovereign countries namely Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Republic of Korea, Mexico, Russia, Saudi Arabia, South Africa, Türkiye, the United Kingdom(UK) and the United States(US), the European Union(EU) and the African Union(AU).
- The primary purpose of G-20 is to bring together systemically important industrialized and developing economies to discuss key issues in the global economy.
- The G-20 is composed of most of the world's largest economies' Finance Ministries, including both industrialized and developing countries; it accounts for around 80% of Gross World Product (GWP), 75% of international trade, two-thirds of the global population and 60% of the world's land area.
- The G-20 was founded on September,26, 1999 in response to several world economic crises. Since 2008, it has convened at least once in a year, with summits involving each member's head of government or state, finance minister or foreign minister, and other high-ranking officials; the EU is represented by the European Commission and the European Central Bank.
- Other countries, international organizations, and nongovernmental organizations are invited to attend the summits, some permanently. In 2023, during its 2023 summit, the African Union(AU) joined as its 21st member.
- In its 2009 summit, the G-20 declared itself the primary venue for international economic and financial cooperation. The group's stature has risen during the subsequent decade

and it is recognized by analysts as exercising considerable global influence.

- The G-20 is the latest in a series of post–World War II initiatives aimed at international coordination of economic policy, which include institutions such as the "Bretton Woods Twins", the International Monetary Fund(IMF) and the World Bank and what is now the World Trade Organization(WTO).
- The G-20 was foreshadowed at the Cologne summit of the G-7 in June,1999 and was formally established at the G-7 Finance Ministers' meeting on September,26, 1999 with an inaugural meeting on December, 15–16 ,1999 in Berlin.
- The G-20's primary focus has been governance of the global economy. Summit themes have varied from year to year.
- To decide which member nation gets to chair the G-20 leaders' meeting for a given year, all members, except the European Union(EU) and African Union(AU), are assigned to one of five different groupings, with all but one group having four members, the other having three.
- The G-20 operates without a permanent secretariat or staff. The group's chair rotates annually among the members and is selected from a different regional grouping of countries. The incumbent chair establishes a temporary secretariat for the duration of its term, which coordinates the group's work and organizes its meetings.
- As of 2023, there are 21 members in the G-20: Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Russia, Saudi Arabia, South Africa, South Korea, Turkey, the United Kingdom(UK), the United States(US), the European Union(EU) and the African Union(AU). Guest invitees include, amongst others, Spain, the United Nations(UN), the World Bank and Association of South East Nations(ASEAN).
- Representatives include, at the leaders' summits, the leaders of nineteen member countries, the African Union(AU) and of the European Union(EU), and at the ministerial-level meetings, the Finance Ministers and central bank governors of the nineteen member countries, the African Union(AU) and of the European Union(EU).
- In addition, each year, the G-20's guests include Spain, the Chair of ASEAN, a representative of the New Partnership

for Africa's Development (NEPAD) and a country (sometimes more than one) invited by the presidency, usually from its own region.

- In addition to these 21 members, the Chief Executive Officers(CEOs) of several other international forums and institutions participate in meetings of the G-20. These include the Managing Director and Chairman of the International Monetary Fund(IMF), the President of the World Bank, the International Monetary and Financial Committee and the Chairman of the Development Assistance Committee.

- The G-20's membership does not reflect exactly the 21 largest economies of the world in any given year; as the organization states: In a forum such as the G-20, it is particularly important for the number of countries involved to be restricted and fixed to ensure the effectiveness and continuity of its activity. There are no formal criteria for G-20 membership and the composition of the group has remained unchanged since it was established. Because of the objectives of the G-20, it was considered important that the countries and regions of systemic significance for the international financial system be included. Aspects such as geographical balance and population representation also played a major part.
- Typically, several participants that are not full-time members of the G-20, are extended invitations to participate in the summits. Permanent guest invitees are: the government of Spain; the Chair of the Association of Southeast Asian Nations(ASEAN) and a representative of the New Partnership for Africa's Development are invited in their capacities as leaders of their organizations and as heads of government of their home states.
- In addition, the leaders of the Financial Stability Board, the International Labour Organization(ILO), the International Monetary Fund(IMF), the Organization for Economic Cooperation and Development, the United Nations(UN), the World Bank Group and the World Trade Organization(WTO) are invited and participate in pre-summit planning within the policy purview of their respective organization.
- Other invitees are chosen by the host country, usually one or two countries from its region.

- International organizations which have been invited in the past include the Asia-Pacific Economic Cooperation (APEC), the Basel Committee on Banking Supervision (BCBS), the Commonwealth of Independent States (CIS), the Eurasian Economic Community (EAEC), the European Central Bank (ECB), the Food and Agriculture Organization (FAO), the Global Governance Group (3G) and the Gulf Cooperation Council (GCC).
- Since its inception, the recurring themes covered by G-20 summit participants have related in priority to global economic growth, international trade and financial market regulation.
- After the adoption of the UN Sustainable Development Goals and the Paris Climate Agreement in 2015, more "issues of global significance" were added to the G-20 agenda: migration, digitization, employment, healthcare, the economic empowerment of women, development aid and stopping climate change.
- The G-20's prominent membership gives it a strong input on global policy despite lacking any formal ability to enforce rules.

Stop to Consider-7

- The G-20 or Group of 20 is an intergovernmental forum, comprising of 19 sovereign countries, the European Union (EU) and the African Union (AU). It works to address major issues related to the global economy, such as international financial stability, climate change mitigation and sustainable development.
- The Group of Twenty (G-20) comprises of 19 sovereign countries namely Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Republic of Korea, Mexico, Russia, Saudi Arabia, South Africa, Türkiye, the United Kingdom(UK) and the United States(US), the European Union(EU) and the African Union(AU).
- The primary purpose of G-20 is to bring together systemically important industrialized and developing economies to discuss key issues in the global economy.
- The G-20's primary focus has been governance of the global

economy. Summit themes have varied from year to year.

- Since its inception, the recurring themes covered by G-20 summit participants have related in priority to global economic growth, international trade and financial market regulation.

Check Your Progress-7

Notes—i) Use the space below for your answers.
ii) Compare your answers with those given at the end of this unit

1) Enumerate the names of the countries in the G-20.

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2) The G-20 was founded on……in the year…….
3) What is the primary focus of G-20 ?

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4) After the adoption of the UN…….Goals and the Paris…….Agreement in the year……., more "issues of global significance" were added to the G-20 agenda.

3.10. Summing Up:

In this unit-3 of Block-3 under Paper-1025, you have been acquainted with the MacBride Commission Report, The Algiers Summit, UNESCO, ITU, UNO, G-10 &
G-20. Let us summarize the key points which you can learn by going through this particular unit---

- The strengthening voice of the non-aligned nations in the United Nations(UN) led to the establishment of an International Commission for the Study of Communication Problems by UNESCO, in the year 1977, under the leadership of the Irish diplomat, Sean MacBride. Its mission was to do a thorough analysis of world communication problems, with special stress on the international implications of the modern media.
- In a nutshell, there is absolutely no doubt that the MacBride Commission Report presents a comprehensive, inclusive, analytical study of all issues concerning communication and society. Most of its conclusions and recommendations are as valid today as at the time when these were made.

- From the viewpoint of the NWICO History, the Algiers Summit of the non-aligned countries, held in the year 1973, is a major milestone, for it was here that communication concerns were addressed directly in more than one paper in the context of their economic development programmes.

- UNESCO has been perennially concerned with the development of the media and also the problems such a development brings with it. UNESCO has always been alert to find how the media and development work in the Third World countries.

- Under the new international communication regime, the International Telecommunications Union(ITU) advises countries to dismantle structural regulations preventing cross-ownership among broadcasters, cable operators and telecom companies.

- The United Nations' Organization (UNO) is a diplomatic and political international organization whose stated purposes are to maintain international peace and security, develop friendly relations among nations, achieve international cooperation and serve as a centre for harmonizing the actions of nations across the globe. It is the world's largest international organization.

- The UN's objectives, as defined by its charter, include maintaining international peace and security, protecting human rights, delivering humanitarian aid, promoting sustainable development and upholding international law.

- The Group of Ten (G-10 or G10) refers to the group of countries that agreed to participate in the General Agreements to Borrow (GAB), an agreement to provide the International Monetary Fund (IMF) with additional funds to increase its lending ability.

- The Group of Ten(G-10) is a group of the 11 leading industrial countries, namely Belgium, Canada, France, Germany, Italy, Japan, the Netherlands, Sweden, Switzerland, the United Kingdom and the United States.

- The G-10 has been criticized for its lack of responsiveness to the needs of developing countries.
- The G-20 or Group of 20 is an intergovernmental forum, comprising of 19 sovereign countries, the European Union (EU) and the African Union (AU). It works to address major issues related to the global economy, such as international financial stability, climate change mitigation and sustainable development.
- The Group of Twenty (G-20) comprises of 19 sovereign countries namely Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Republic of Korea, Mexico, Russia, Saudi Arabia, South Africa, Türkiye, the United Kingdom(UK) and the United States(US), the European Union(EU) and the African Union(AU).

- The primary purpose of G-20 is to bring together systemically important industrialized and developing economies to discuss key issues in the global economy.
- After the adoption of the UN Sustainable Development Goals and the Paris Climate Agreement in 2015, more "issues of global significance" were added to the G-20 agenda: migration, digitization, employment, healthcare, the economic empowerment of women, development aid and stopping climate change.

- The G-20's prominent membership gives it a strong input on global policy despite lacking any formal ability to enforce rules

3.11. References and Suggested Readings

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10. *INTERNATIONAL COMMUNICATION(Mass Media and Society*)

3.12. Self Assessment Questions(SAQs)

1) Write about the circumstances leading to the MacBride Commission Report. Do you think that the situation has changed for the better now-a-days across the globe and also inside the country ? How ?

2) Discuss the role of the telecommunications industry in International Communication, with a special focus upon the role played by the International Telecommunications Union(ITU) in this regard.

3) Trace the roles played by the The Algiers Summit, UNESCO, ITU & UNO in the arena of International Communication so far. Cite suitable examples for your answer.

4) Write about the significance of the G-10 and the G-20.

3.13. Answers to Check Your Progress

Check Your Progress: Model Answers

Check Your Progress-1

1) *Many Voices*, *One World*; 1980

2) Irish diplomat Sean MacBride

3) UNESCO; Belgrade; 1980

4)

- It tried to analyze the problems related to world communication.
- It tried to define the issues that formed the bases of conflict between the eastern and the western nations in the field of transnational communication.
- The report is not a consensus but only a text.
- The report considered the complaints of the Non-Aligned Movement(NAM) nations about the defects in the system of international news transfer. For example-General neglect of news of the summit conferences and other activities of the NAM.

Check Your Progress-2

1) Non-aligned; 1973

2) Mass Media Declaration

3) Masmoudi's; international; West

Check Your Progress-3

1) November; 41; 'war scarred'

2) Herbert Schiller; US; Cold War

3) Organization of Asian News Agencies

4) 1970; general; communication

Check Your Progress-4

1) Paris; 1865

2) 1947; United Nations(UN)

3) International Frequency Registration Board

4) Penipotentiary

5)

- allocate frequencies to avoid interference;
- co-ordinate efforts to eliminate interference;
- foster the creation of telecommunication in newly independent or developing nations;
- promote safety measures, and
- undertake studies in the area of telecommunications.

Check Your Progress-5

1) New York

2) The General Assembly
The Security Council
The Economic and Social Council
The International Court of Justice,
The UN Secretariat and
The Trusteeship Council, although the Trusteeship Council has been inactive since 1994.

3)

- Universal Declaration of Human Rights
- The Covenant of Human Rights
- The Convention of Freedom of Information
- The Convention on the International Transmission of News and the Convention on the International Rights of Correction.

Check Your Progress-6

1) Belgium, Canada, France, Germany, Italy, Japan, the Netherlands, Sweden, Switzerland, the United Kingdom and the United States.

2) General Agreements to Borrow

3) 1962

4) Switzerland; 1964

5) The BIS, European Commission,

International Monetary Fund, and Organisation for Economic Co-operation and Development

Check Your Progress-7

1) Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Republic of Korea, Mexico, Russia, Saudi Arabia, South Africa, Türkiye, the United Kingdom(UK) and the United States(US), the European Union(EU) and the African Union(AU).

2) On September,26, 1999

3) Governance of the global economy

- 4) Sustainable Development; Climate; 2015,

BLOCK: IV(GLOBAL MEDIA---AN OVERVIEW)

Unit 1: Newspapers and Magazines of Different Countries

Unit 2: Radio and Television of Different Countries

Unit 3: Growth and Status of Community Media in the Global Perspective

Unit 4: Transnational News Agencies

Unit 5: Media Commercialization Boom in the Global Media

Unit 6: International Film Industry

UNIT: 1

Unit Structure:

1.1 Introduction

1.2 Objectives

1.3 INDIA

1.4 USA

1.5 UK

1.6 Global

1.7 Magazines

1.7.1 India (English)

1.7.2 India (Regional Language)

1.7.3 Global Magazines

1.8 Summing Up

1.9 References and Suggested Readings

1.1 Introduction

In the fast-paced landscape of contemporary communication, where the immediacy of digital platforms often takes center stage, print media stands as a resilient pillar, offering a unique and enduring contribution to the global conversation. In an era defined by the instantaneous transfer of information, the role of newspapers and magazines becomes even more pronounced, acting as key agents in shaping public discourse and preserving the distinctive cultural, political, and social tapestries of nations worldwide.

Print media serves as a repository of a nation's identity, reflecting its historical roots, contemporary challenges, and aspirations for the future. As we embark on a global journey through the diverse realms of newspapers and magazines, we witness how these print publications become not just sources of news but narratives that encapsulate the essence of a society.

In the United Kingdom, The Guardian, with its rich history dating back to 1821, has stood witness to the evolution of British society. Its insightful reporting and progressive viewpoints have not only

kept the public informed but have also contributed to shaping the nation's stance on global affairs.

Crossing the English Channel, we find Le Monde in France, an institution founded in 1944 that has become a chronicle of global events and cultural developments. The French publication doesn't merely report the news; it adds a layer of intellectual depth to its analysis, mirroring the country's reputation for philosophical exploration.

Venturing into the Indian subcontinent, The Hindu, with its roots dating back to 1878, stands as a testament to the dynamic fusion of tradition and modernity. As India undergoes rapid transformations, The Hindu provides a steady stream of information, balancing the old and the new in its coverage.

In the heart of Asia, Yomiuri Shimbun, Japan's oldest newspaper founded in 1874, captures the essence of a nation balancing tradition and innovation. Its comprehensive coverage ranges from local politics to global events, offering a holistic view of Japan's place in the world.

Moving to the Middle East, Al Jazeera, launched in 1996 from Qatar, has redefined how news is reported in the Arab world. Its influence extends beyond borders, shaping international perspectives on regional affairs and providing a platform for diverse voices.

In China, the English-language China Daily, established in 1981, acts as a window into the nation's evolving role on the global stage. As China asserts itself economically and politically, China Daily offers insights into its motivations and challenges, fostering global understanding.

Crossing the Pacific, National Geographic, an iconic American magazine since 1888, transcends traditional news reporting. It captures the wonders of the world through captivating visuals and in-depth storytelling, inspiring curiosity and exploration on a global scale.

In the Southern Hemisphere, The Sydney Morning Herald, founded in 1831, reflects the vibrant diversity of Australian society. With a focus on investigative journalism, the newspaper provides insights

into both local and international events, contributing to Australia's global narrative.

As we traverse the globe, one common thread emerges: the resilience and adaptability of print media in an ever-evolving communication landscape. These newspapers and magazines serve as more than just purveyors of news; they are storytellers, cultural ambassadors, and custodians of a nation's narrative. In the intricate interplay between digital immediacy and the enduring nature of print, we find a balance that ensures the preservation of diverse voices and perspectives from every corner of the world. The journey through these publications becomes not just a tour of headlines but a cultural odyssey, a testament to the enduring power of print media in shaping our shared global narrative.

1.2 Objectives

1. To explore a selection of newspapers/magazines that represents the diverse landscape of print media in India/USA/UK/Global.
2. To examine the role of newspapers/magazines in shaping public discourse and preserving cultural, political, and social identities.
3. To showcase the diversity of print media globally and highlight the unique contributions of each publication.
4. To illustrate how newspapers in India reflect the country's cultural, linguistic, and geographical diversity.
5. To demonstrate how newspapers/magazines cater to diverse interests and contribute to shaping public opinion and reflecting the socio-political landscape.

1.3 INDIA:

India, with its vast cultural, linguistic, and geographical diversity, boasts a rich tapestry of newspapers that cater to the eclectic tastes and interests of its billion-plus population. From national publications with wide readership to regional powerhouses

addressing local concerns, Indian newspapers play a crucial role in shaping public opinion, disseminating information, and reflecting the dynamic socio-political landscape. In this article, we will explore a selection of newspapers that represent the multifaceted nature of the Indian press.

1. **The Times of India:**
    - As the largest-selling English-language daily in India, The Times of India holds sway over a significant portion of the urban readership. With a focus on national and international news, lifestyle, and entertainment, it has a broad appeal and is recognized for its extensive coverage and vibrant reporting.
2. **Hindustan Times:**
    - A leading English daily, Hindustan Times has a wide readership in major metropolitan areas. It covers a spectrum of topics, including politics, business, lifestyle, and culture. Known for its in-depth analyses and comprehensive reporting, Hindustan Times is a trusted source for urban readers.
3. **The Hindu:**
    - With a reputation for unbiased reporting and quality journalism, The Hindu is one of India's oldest and most respected English-language newspapers. Headquartered in Chennai, it covers national and international news, with a focus on in-depth analysis and editorials. The Hindu is revered for its commitment to journalistic integrity.
4. **DainikJagran:**
    - Claiming the title of the most-read Hindi daily in India, DainikJagran has a vast readership, particularly in North India. It covers national, regional, and local news and is recognized for its extensive coverage of rural issues. DainikJagran's influence extends to both urban and rural demographics.

5. **The Indian Express:**

    - Known for its investigative journalism and fearless reporting, The Indian Express is a prominent English-language daily. It has played a crucial role in shaping public discourse, uncovering corruption, and advocating for social justice. The newspaper has a reputation for editorial independence.

6. **MalayalaManorama:**

    - Based in Kerala, MalayalaManorama is one of the most widely read Malayalam newspapers. It covers local, national, and international news, as well as features on culture, lifestyle, and literature. The newspaper holds a significant position in the South Indian media landscape.

7. **Amar Ujala:**

    - Another powerhouse in Hindi journalism, Amar Ujala has a substantial readership in North India. It covers news from various states and regions and is known for its comprehensive political coverage and editorial insights.

8. **Anandabazar Patrika:**

    - The largest-selling Bengali daily, Anandabazar Patrika is based in Kolkata and has a strong readership in West Bengal. It covers local and national news, sports, and culture. The newspaper is known for its literary and cultural supplements.

The Indian newspaper landscape is a vibrant mosaic that reflects the country's diversity in language, culture, and perspectives. From national publications that shape the discourse on a larger scale to regional powerhouses that resonate with local communities, each newspaper contributes to the dynamic and evolving nature of Indian media. In an era of digital transformation, these newspapers adapt to new platforms while remaining committed to providing credible and diverse perspectives to their readership.

STOP TO CONSIDER

- Print media, including newspapers and magazines, remains a resilient pillar in contemporary communication despite the dominance of digital platforms.
- Newspapers and magazines play a crucial role in shaping public discourse and preserving the cultural, political, and social identities of nations worldwide.
- Examples such as The Guardian in the UK, Le Monde in France, The Hindu in India, Yomiuri Shimbun in Japan, Al Jazeera in the Middle East, China Daily in China, National Geographic in the US, and The Sydney Morning Herald in Australia illustrate the diverse contributions of print media globally.
- Each publication reflects the unique historical, societal, and cultural landscapes of its respective region, offering insights into local and global events.
- Print media serves not only as a source of news but also as a platform for storytelling, cultural exchange, and the preservation of diverse voices and perspectives.

SAQ

1. How does print media, such as newspapers and magazines, continue to maintain relevance in today's digital communication landscape despite the prevalence of digital platforms?
2. What role do newspapers and magazines play in shaping public discourse and preserving the cultural, political, and social identities of nations worldwide, as discussed in the text?
3. Can you provide examples from the text that illustrate the diverse contributions of print media globally, highlighting the unique historical, societal, and cultural landscapes of each publication's respective region?

4. How do newspapers in India reflect the country's vast cultural, linguistic, and geographical diversity, as described in the article?

5. In what ways do Indian newspapers cater to the eclectic tastes and interests of the country's billion-plus population, and how do they contribute to shaping public opinion, disseminating information, and reflecting the dynamic socio-political landscape of India?

1.4 USA:

The United States boasts a rich and diverse media landscape, with a multitude of newspapers catering to various interests, perspectives, and regions. From renowned national publications to local community papers, American newspapers play a crucial role in shaping public opinion, disseminating information, and fostering civic engagement. In this article, we will explore a selection of newspapers that collectively represent the eclectic tapestry of the American press.

1. **The New York Times (NYT):**

    - Known as the "Gray Lady," The New York Times is one of the most influential and widely-read newspapers in the country. It covers national and international news, politics, culture, and more. Renowned for its investigative journalism and opinion pieces, The New York Times has a significant impact on shaping public discourse.

2. **The Washington Post:**

    - A major player in political journalism, The Washington Post is headquartered in the nation's capital. It is recognized for its in-depth coverage of politics, policy, and international affairs. The newspaper gained widespread acclaim for its investigative reporting, famously exemplified by the Watergate scandal that led to the resignation of President Richard Nixon.

3. **USA Today:**

    - As a national newspaper with a broad readership, USA Today provides a snapshot of news across the United States. Known for its colorful and easily digestible format, it covers a range of topics, including news, sports, entertainment, and lifestyle. USA Today is often considered a go-to source for quick and accessible information.

4. **The Wall Street Journal (WSJ):**

    - Focused on business and financial news, The Wall Street Journal is a leading source for information on economic trends, markets, and corporate developments. Its editorial pages are known for promoting a pro-business perspective. The WSJ appeals to readers interested in staying abreast of financial matters and global economic issues.

5. **Los Angeles Times:**

    - As the largest metropolitan daily newspaper on the West Coast, the Los Angeles Times covers a wide range of topics, including local news, entertainment, and culture. It holds significant influence in shaping the narrative around Hollywood and Southern California and provides a unique perspective on national issues.

6. **Chicago Tribune:**

    - Serving the Midwest, the Chicago Tribune is a prominent newspaper with a storied history. It covers local and national news, with a strong emphasis on investigative reporting. The Tribune has played a vital role in shaping public opinion in the Chicago area and beyond.

7. **The Boston Globe:**

    - A key player in New England, The Boston Globe covers local news, politics, and sports. It has won numerous Pulitzer Prizes for its investigative

journalism, and its Spotlight Team gained international acclaim for its exposé on the Catholic Church's clergy sexual abuse scandal.

8. **The Dallas Morning News:**

    - Serving the Dallas-Fort Worth metroplex, The Dallas Morning News is a major regional newspaper covering local and state news, politics, and business. It has a rich history and plays a significant role in shaping public discourse in the vibrant Texas region.

The American newspaper landscape is diverse, reflecting the vastness and complexity of the nation itself. From national giants to regional powerhouses, each newspaper contributes to the collective understanding of current events and plays a crucial role in fostering an informed citizenry. As technology continues to shape the media landscape, these newspapers adapt to new platforms while maintaining their commitment to delivering reliable news and analysis to readers across the United States.

1.5 UK:

The United Kingdom boasts a rich and diverse media landscape with a long history of newspapers that have played pivotal roles in shaping public opinion, influencing political discourse, and chronicling the nation's events. From iconic national dailies to regional powerhouses, British newspapers cater to a wide range of readers and perspectives. In this article, we will explore a selection of newspapers that collectively represent the multifaceted nature of the British press.

1. **The Times:**

    - Established in 1785, The Times is one of the oldest and most respected newspapers in the UK. Renowned for its quality journalism and comprehensive coverage, it addresses national and international news, politics, business, and culture. The Times is often considered the newspaper of record in Britain.

2. **The Guardian:**

    - A stalwart in liberal journalism, The Guardian is known for its progressive stance and commitment to investigative reporting. It covers a broad range of topics, including politics, environment, and social issues. The Guardian has a significant online presence and international readership.

3. **The Daily Telegraph:**

    - Catering to a conservative readership, The Daily Telegraph is one of the UK's leading broadsheet newspapers. It focuses on politics, business, and current affairs, with a reputation for insightful analysis and commentary. The Telegraph has a long history and remains influential in shaping conservative perspectives.

4. **The Independent:**

    - Originally a broadsheet and now a digital-only publication, The Independent carved a niche for itself as a non-partisan news source. It covers global events, politics, and culture with a commitment to unbiased reporting. The Independent has a strong online presence and a global readership.

5. **Daily Mail:**

    - Known for its tabloid format and engaging writing style, the Daily Mail is one of the most widely read newspapers in the UK. It covers a wide array of topics, including celebrity gossip, lifestyle, and political news. The Daily Mail has a significant online presence and appeals to a diverse readership.

6. **Financial Times (FT):**

    - A global authority on business and financial news, the Financial Times is widely read by professionals, investors, and policymakers. Known for its distinctive pink pages, the FT provides in-depth

analysis of economic trends, markets, and corporate developments.

7. **The Scotsman:**
    - Serving Scotland since 1817, The Scotsman is a major newspaper covering Scottish and international news. It has a rich history and plays a crucial role in shaping public discourse in Scotland. The Scotsman provides a unique perspective on both local and global events.
8. **Belfast Telegraph:**
    - A leading newspaper in Northern Ireland, the Belfast Telegraph covers local and national news, politics, and sports. It has been a key player in chronicling the complex political landscape of Northern Ireland and serves as an important source of information for its readers.

The British newspaper landscape is a dynamic amalgamation of diverse voices, reflecting the nation's historical, political, and cultural complexities. From broadsheets with centuries-old legacies to digital platforms driving the industry's future, each newspaper contributes to the vibrant and ever-evolving nature of the UK media. In the face of technological advancements and changing reader habits, these newspapers adapt to new formats while maintaining their commitment to providing reliable and diverse perspectives to their audiences.

1.6 Global:

The world is interconnected through a vast network of newspapers, each reflecting the unique perspectives, cultures, and challenges of its home country. From Asia to Africa, Europe to South America, newspapers play a crucial role in disseminating information, shaping public opinion, and contributing to the rich tapestry of global media. In this article, we will explore newspapers from various countries, each offering a distinct lens through which to view the world.

1. **Le Monde (France):**
    - As one of the most prestigious French newspapers, Le Monde has a rich history dating back to 1944. It covers international and national news, politics, culture, and features in-depth analysis and editorials. Le Monde is renowned for its intellectual rigor and has a significant influence on French public opinion.
2. **Al Jazeera (Qatar):**
    - Al Jazeera, based in Qatar, has emerged as a major global news network with a focus on the Middle East. Operating in Arabic and English, it provides comprehensive coverage of international events, particularly those shaping the Arab world. Al Jazeera is known for its in-depth reporting and diverse perspectives.
3. **Yomiuri Shimbun (Japan):**
    - The Yomiuri Shimbun is Japan's largest newspaper and one of the oldest, with a history spanning over 140 years. Covering a wide range of topics, including politics, business, and culture, it is a significant player in shaping public discourse in Japan. The newspaper has a massive circulation and is highly respected.
4. **China Daily (China):**
    - As an English-language newspaper based in China, China Daily serves as a key source of information on Chinese perspectives for an international audience. It covers domestic and international news, business, and cultural events, offering insights into China's political and economic landscape.
5. **The Sydney Morning Herald (Australia):**
    - One of Australia's leading newspapers, The Sydney Morning Herald provides comprehensive coverage of national and international news, business, and culture. With a strong emphasis on investigative

journalism, it plays a pivotal role in shaping public opinion in Australia.

6. **The Times of India (India):**
    - While India was excluded from the earlier discussion, The Times of India deserves mention for its significant impact in South Asia. As the largest English-language daily in India, it covers a wide range of topics and holds substantial influence, not only in India but also among the Indian diaspora worldwide.
7. **Aftenposten (Norway):**
    - Aftenposten is one of Norway's leading newspapers, providing comprehensive coverage of national and international news. Known for its investigative journalism and commitment to editorial independence, Aftenposten plays a vital role in shaping public discourse in Norway.
8. **El País (Spain):**
    - El País is a prominent Spanish daily known for its comprehensive coverage of national and international news, politics, culture, and opinion pieces. Established in 1976, it played a crucial role in Spain's transition to democracy and continues to be a major voice in Spanish media.

Newspapers from around the world offer a fascinating glimpse into the diversity of global perspectives. From the intellectual rigor of French journalism to the dynamic reporting of Qatari news networks, each newspaper contributes to the global dialogue and plays a crucial role in informing and engaging readers in their respective regions. As technology continues to shape the media landscape, these newspapers adapt, ensuring that they remain vital sources of information and insight for their diverse audiences.

CHECK YOUR PROGRESS

1. How do newspapers across different regions of the world contribute to shaping public opinion and reflecting the cultural, political, and social identities of their respective nations, as discussed in the text?

2. Can you provide examples of specific newspapers mentioned in the text and describe how they fulfill their roles as agents of public discourse and cultural preservation within their regions?

3. In what ways do newspapers like Le Monde in France, Al Jazeera in Qatar, and The Sydney Morning Herald in Australia serve as platforms for diverse perspectives and global understanding, as highlighted in the text?

4. How does the adaptation of newspapers to digital platforms impact their ability to preserve cultural narratives and maintain their roles as storytellers and custodians of national identities, as mentioned in the text?

5. What are some common themes or challenges faced by newspapers worldwide, as described in the text, and how do they navigate these challenges while remaining relevant and influential in a rapidly changing media landscape?

1.7 MAGAZINES:

1.7.1 INDIA (ENGLISH):

India, with its rich cultural tapestry and diverse population, is home to a vibrant array of magazines that cater to a wide range of interests, from fashion and lifestyle to literature and current affairs. These magazines not only reflect the dynamic nature of Indian society but also contribute to shaping trends, ideas, and discussions. In this article, we will explore a selection of magazines that offer a glimpse into the diverse and evolving landscape of Indian print media.

1. **Vogue India:**

    - Vogue India, an offshoot of the iconic international fashion magazine, is a premier publication in the realm of style and fashion. Known for its high-profile features, glamorous photo shoots, and insightful articles on the latest fashion trends, Vogue India sets the tone for the country's fashion enthusiasts.

2. **India Today:**

    - As one of India's leading news magazines, India Today has been a definitive source of news and analysis since its inception in 1975. Covering politics, current affairs, business, and culture, the magazine is widely regarded for its in-depth reporting and authoritative insights.

3. **Femina:**

    - Femina is a women's magazine that has been a staple in Indian households for decades. Covering a wide range of topics, including fashion, beauty, relationships, and career advice, Femina caters to the multifaceted lives of modern Indian women.

4. **Outlook:**

    - Outlook is a weekly news magazine that provides in-depth analysis and commentary on current events, politics, and social issues in India and around the world. With a reputation for investigative journalism, Outlook is a trusted source for those seeking a deeper understanding of the news.

5. **Filmfare:**

    - Filmfare is India's premier film magazine, offering a comprehensive look at the Bollywood film industry. Known for its glamorous coverage of film events, star interviews, and reviews, Filmfare has been a significant part of Indian cinema culture since its inception in 1952.

6. **National Geographic Traveller India:**

    - Bringing the wonders of the world to Indian readers, National Geographic Traveller India explores travel, adventure, and culture. With stunning visuals and engaging narratives, the magazine inspires readers to embark on journeys to diverse destinations.

7. **Caravan:**

    - Caravan is a long-form journalism magazine that delves into in-depth investigative reporting, essays, and analysis. It covers a broad spectrum of topics, from politics and society to arts and culture, providing a platform for thought-provoking narratives.

8. **Granta India:**

    - As the Indian edition of the renowned literary magazine Granta, Granta India showcases the works of emerging and established Indian writers. The magazine features fiction, non-fiction, and poetry, contributing to the vibrant literary landscape of the country.

The world of Indian magazines is a dynamic and evolving space that mirrors the diverse interests and passions of the country's people. From the glitz and glamour of fashion to the serious contemplation of societal issues, these magazines collectively contribute to the intellectual and cultural fabric of India. In an era where digital media is on the rise, these magazines continue to adapt, ensuring that they remain relevant and captivating for their readership.

1.7.2 INDIA (REGIONAL LANGUAGE):

India's linguistic diversity is a source of cultural richness, and this diversity is reflected in the vibrant array of regional language magazines that cater to the specific interests and cultural nuances of diverse communities across the country. In this article, we will explore a selection of regional language magazines that play a

crucial role in shaping and preserving the cultural heritage of various linguistic communities in India.

1. **AnandaVikatan (Tamil):**
    - AnandaVikatan is a Tamil-language magazine that has been a cultural phenomenon in South India since its inception in 1926. Covering a wide range of topics, including literature, current affairs, and entertainment, the magazine has played a pivotal role in shaping Tamil popular culture.
2. **Mathrubhumi Weekly (Malayalam):**
    - Mathrubhumi Weekly, published in Malayalam, is one of the oldest and most respected magazines in Kerala. Focused on literature, arts, and cultural commentary, it has been a literary companion to Malayali readers for decades.
3. **SarasSalil (Hindi):**
    - SarasSalil, a Hindi-language magazine, is known for its diverse content, including articles on society, politics, literature, and entertainment. With a focus on thought-provoking features and engaging storytelling, it has a wide readership in North India.
4. **Anandamela (Bengali):**
    - Anandamela is a popular Bengali children's magazine that has been captivating young minds since 1975. Filled with stories, comics, puzzles, and educational content, Anandamela has become an integral part of Bengali childhoods.
5. **Kumudam (Tamil):**
    - Kumudam, a Tamil-language magazine founded in 1947, covers a diverse range of topics, including politics, cinema, and society. Known for its bold editorial stance, the magazine has been influential in Tamil Nadu's media landscape.

6. **Champak (Various Languages):**

    - Champak is a multilingual children's magazine available in several Indian languages, including Hindi, Marathi, and Gujarati. With its engaging stories, comics, and educational content, Champak has been a beloved magazine for generations of young readers.

7. **PrabhatKhabar (Hindi):**

    - PrabhatKhabar, a Hindi-language daily newspaper and magazine, is known for its comprehensive coverage of news and current affairs. Operating primarily in the states of Jharkhand and Bihar, the magazine has a significant regional impact.

8. **Kumkumam (Malayalam):**

    - Kumkumam is a popular Malayalam women's magazine that caters to a diverse readership of women in Kerala. Covering a variety of topics, including fashion, beauty, and lifestyle, the magazine reflects the evolving interests of Malayali women.

Regional language magazines in India serve as powerful vehicles for cultural expression, preserving linguistic heritage, and fostering community engagement. From the snow-capped mountains of the Himalayas to the coastal plains of the South, these magazines contribute to the mosaic of India's cultural diversity. As the media landscape continues to evolve, these publications remain essential, providing a platform for regional voices and enriching the tapestry of Indian journalism and literature.

1. How do English-language magazines like Vogue India and India Today contribute to shaping trends, ideas, and discussions in India, and what aspects of Indian society do they reflect?

2. What role does regional language magazines such as AnandaVikatan in Tamil and Mathrubhumi Weekly in Malayalam play in preserving cultural heritage and shaping popular culture within their respective linguistic communities?

3. Can you compare and contrast the content and readership of multilingual children's magazines like Champak with those of adult-oriented magazines like Saras Salil, highlighting their respective contributions to Indian media?

4. How do magazines like Caravan and Outlook in English, and Prabhat Khabar in Hindi, contribute to fostering community engagement, promoting investigative journalism, and addressing societal issues in India?

5. In what ways do magazines in both English and regional languages adapt to the changing media landscape, particularly with the rise of digital media, while continuing to remain relevant and captivating for their readership across India?

1.7.3 GLOBAL MAGAZINES:

In an era of globalization, the exchange of ideas, cultures, and perspectives is facilitated by a myriad of global magazines that cater to an international audience. These magazines, spanning various genres and topics, offer readers a window into the diverse landscapes, cultures, and issues shaping our interconnected world. In this article, we will explore a selection of global magazines that contribute to the collective understanding of global affairs, culture, and lifestyle.

1. **The Economist:**

    - With a reputation for in-depth analysis and commentary on international affairs, finance, science, and technology, The Economist has been a trusted source for global insights since 1843. It provides a comprehensive overview of world events and economic trends, making it essential reading for those seeking a nuanced understanding of global issues.

2. **National Geographic:**

    - For over a century, National Geographic has been a global icon, bringing the wonders of the world to

readers through stunning visuals and compelling storytelling. Covering topics such as geography, science, and culture, National Geographic transcends borders, fostering a sense of global curiosity and exploration.

3. **Time:**

    - Time magazine has been a fixture in the global media landscape since 1923, providing insightful coverage of current events, politics, and cultural trends. With its iconic "Person of the Year" feature and authoritative reporting, Time is a reliable source for understanding the evolving narratives shaping our world.

4. **Vogue (International Editions):**

    - Vogue, synonymous with high fashion and lifestyle, has a global presence with numerous international editions. Magazines like Vogue Paris, Vogue Italia, and Vogue Japan showcase regional fashion trends, cultural influences, and the diverse expressions of beauty, creating a global dialogue on style.

5. **Monocle:**

    - Monocle is a global affairs and lifestyle magazine that explores topics ranging from geopolitics to design and travel. With a focus on fostering a deeper understanding of global issues, Monocle appeals to a cosmopolitan audience interested in the intersections of culture, business, and international relations.

6. **The New Yorker:**

    - Known for its long-form journalism, essays, and fiction, The New Yorker has been a literary and cultural staple since 1925. Its global reach extends beyond the United States, providing readers with thought-provoking insights into the arts, society, and politics.

7. **BBC Focus:**

    - BBC Focus is a science and technology magazine with a global perspective. Covering the latest advancements in science, space, and technology, the magazine appeals to a broad international readership interested in staying informed about the cutting-edge developments shaping our future.

8. **Der Spiegel (Germany):**

    - Der Spiegel is a renowned German news magazine that offers comprehensive coverage of global events, politics, and culture. With a strong reputation for investigative journalism, Der Spiegel contributes to shaping public discourse not only in Germany but also on the international stage.

Global magazines serve as vital conduits for cross-cultural understanding, connecting readers to diverse perspectives and stories from around the world. From fashion to geopolitics, these publications contribute to the shared global narrative, fostering a sense of interconnectedness and enriching the collective knowledge of readers worldwide. As we navigate an increasingly interconnected world, these global magazines continue to play a crucial role in shaping the way we perceive, engage with, and understand the complexities of our global society.

SAQ

1. How do global magazines like The Economist and National Geographic contribute to fostering a sense of interconnectedness and understanding among their diverse international readership?

2. In what ways do magazines such as Time and The New Yorker play a role in shaping global cultural trends and influencing public discourse on a wide range of topics?

3. Can you compare and contrast the editorial focus and approach of international editions of Vogue with magazines

like Monocle and BBC Focus, highlighting their respective contributions to global dialogue and cultural exchange?

4. How do magazines like Der Spiegel and BBC Focus contribute to promoting cross-cultural understanding and knowledge exchange through their coverage of global events, politics, and scientific advancements?

5. In what ways do global magazines adapt their content and editorial strategies to cater to an international audience while also respecting and reflecting the cultural diversity and nuances of different regions around the world?

Reading List:

"Behind Bars: Prison Tales of India's Most Famous" by Sunetra Choudhury

"The Verdict: Decoding India's Elections" by Prannoy Roy and Dorab R. Sopariwala

"The Making of Indian Diplomacy: A Critique of Eurocentrism" by Deep K. Datta-Ray

"The Indian Media Business" by Vanita Kohli-Khandekar

"An Uncertain Glory: India and Its Contradictions" by Jean Drèze and AmartyaSen

"Lights, Camera, Masala: Making Movies in Mumbai" by Sharmistha Gooptu

"Everyday Nationalism: Women of the Hindu Right in India" by Kalyani Devaki Menon

"Public and Private Domains: Women in Modern Indian Society" edited by Shashi Motilal, Prem Chowdhry, and O.P. Dwivedi

"Media Ethics: Truth, Fairness and Objectivity" by V. Eshwar Anand and S. Uma Devi

"Newsman: Tracking India in the Modi Era" by Rajdeep Sardesai

"The Press: Guide to News Gathering for Writers" by Marcia Pankake

"The Elements of Journalism: What News people Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel

"The Magazine: Everything You Need to Know to Make It in the Magazine Business" by Leonard Mogel

1.8 Summing Up:

1.9 References and Suggested Readings:

Kovach, B., & Rosenstiel, T. (2007). *The elements of journalism: What Newspeople should know and the public should expect*. Three Rivers Press (CA).

Menon, K. D. (2011). *Everyday nationalism: Women of the Hindu right in India*. University of Pennsylvania Press.

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UNIT: 2

Unit Structure:

2.1 Introduction

2.2 Objectives

2.3 Key features of broadcasting include

2.4 Overview of the importance of radio and television in global communication

2.5 Historical development of broadcasting technologies worldwide

2.6 Cultural Influences on Broadcasting

2.7 BBC

2.8 History and Mission

2.9 International Reach

2.10 Role as an International Broadcaster

2.11 CNN

2.12 Doordarshan

2.13 All India Radio as an International Broadcaster

2.14 Summing Up

2.15 References and Suggested Readings

2.1 Introduction:

Broadcasting refers to the distribution of audio and video content to a wide audience through electronic mass communication mediums. The term originated from the practice of sending out signals over a broad area, making information accessible to a diverse and often geographically dispersed audience. Broadcasting plays a pivotal role in disseminating news, entertainment, educational content, and cultural programming to the public.

2.2 objectives:

- To provide accurate and unbiased news coverage from around the world, adhering to principles of fairness and objectivity.
- To facilitate cultural exchange by showcasing diverse perspectives and content, including documentaries, dramas, and educational programs.
- To ensure comprehensive global news coverage, delivering real-time updates and analysis on significant developments globally.
- To promote national values and culture through programming and representation of respective countries' perspectives.
- To foster cross-cultural dialogue and understanding by bringing together diverse voices and viewpoints, encouraging audience engagement with different cultures.

2.3 Key features of broadcasting include:

Transmission: Broadcasting involves the transmission of signals, typically through electromagnetic waves or, in modern times, through digital networks. This allows information to be sent over the airwaves or delivered via cable, satellite, or the internet.

Mass Communication: Broadcasting targets a large and diverse audience, making it a form of mass communication. It serves to reach people across different demographics, regions, and cultural backgrounds.

Audio and Video Content: Broadcasting encompasses both audio (radio) and video (television) content. It includes a wide range of programming such as news, music, talk shows, documentaries, dramas, and more.

Scheduled Programming: Broadcasting often follows a schedule, with specific programs airing at predetermined times. This scheduling allows broadcasters to cater to different audience preferences and maximize viewership.

Public Access: Unlike point-to-point communication (such as a phone call), broadcasting is designed for public access. It allows anyone with the necessary receiving equipment to access the transmitted content.

Regulation: Broadcasting is typically subject to regulatory frameworks to ensure fair and responsible use of the airwaves. Regulations may cover content standards, licensing, ownership restrictions, and other aspects to safeguard the public interest.

Advertising: Commercial broadcasting often relies on advertising as a revenue source. Advertisers pay for airtime to promote their products or services to the broadcast audience.

The advent of digital technologies has transformed the broadcasting landscape, enabling more efficient signal transmission, enhanced audio and video quality, and greater interactivity through online platforms. While traditional radio and television broadcasting remain significant, the rise of internet streaming services has added new dimensions to the way content is distributed and consumed.

2.4 Overview of the importance of radio and television in global communication

Radio and television have long been powerful tools in shaping the landscape of global communication. These two mediums serve as conduits for information, entertainment, and cultural exchange, connecting people across borders and bridging diverse societies. This article provides an overview of the importance of radio and television in fostering global communication.

1. **Universal Accessibility:** One of the key strengths of radio and television is their ability to reach a vast and diverse audience. Unlike other forms of media, these mediums are easily accessible to people across different socio-economic backgrounds, making them effective tools for disseminating information on a global scale. Whether through traditional broadcasts or online streaming, radio and television offer universal access to news, entertainment, and educational content.

2. **Cultural Exchange:** Radio and television play a crucial role in facilitating cultural exchange. Through international broadcasting, audiences gain insights into the customs, traditions, and lifestyles of people from around the world. Cultural programs, documentaries, and news features help break down stereotypes and foster a greater understanding of global diversity, contributing to a more interconnected and tolerant world.

3. **News and Information Dissemination:** In the realm of journalism, radio and television serve as primary mediums for disseminating news and information globally. Breaking news, live coverage of events, and in-depth analysis reach audiences in real-time, keeping them informed about global developments. This instantaneous transmission of information contributes to a more informed and interconnected global citizenry.

4. **Language and Communication:** Radio and television are powerful tools for language learning and communication. Language barriers can be overcome through programs that teach languages or provide subtitles, facilitating communication between individuals who speak different native languages. This linguistic accessibility fosters a sense of global community and interconnectedness.

5. **Public Diplomacy and Soft Power:** Countries leverage radio and television to project soft power and influence on the global stage. Through cultural programs, international news, and entertainment, nations can shape their image and build positive relationships with audiences worldwide. Public diplomacy efforts often utilize these mediums to promote a country's values, ideas, and achievements on the international stage.

6. **Entertainment and Globalization of Pop Culture:** The entertainment industry, fueled by television and radio, has contributed to the globalization of popular culture. Music, films, and television shows from one corner of the world can become global phenomena, transcending borders and creating shared cultural experiences. This interconnectedness through entertainment fosters a sense of shared humanity.

Radio and television are indispensable tools in the realm of global communication. Their ability to transcend geographical boundaries, foster cultural understanding, and disseminate information instantaneously contributes to a more interconnected and informed global society. As technology continues to evolve, the role of radio and television in shaping the narrative of our interconnected world remains as crucial as ever.

STOP TO CONSIDER

- Radio and television serve as effective tools for disseminating information on a global scale, reaching a vast and diverse audience easily, regardless of socio-economic backgrounds.
- They facilitate cultural exchange by providing insights into customs, traditions, and lifestyles from around the world, helping to break down stereotypes and foster greater understanding of global diversity.
- Radio and television play vital roles in disseminating news and information globally, providing real-time coverage of events, breaking news, and in-depth analysis, contributing to a more interconnected global citizenry.
- They serve as powerful tools for language learning and communication, helping to overcome language barriers and fostering a sense of global community and interconnectedness.
- Countries leverage radio and television to project soft power and influence on the global stage, shaping their image and building positive relationships with audiences worldwide, contributing to promoting their values, ideas, and achievements internationally.

2.5 Historical development of broadcasting technologies worldwide

The historical development of broadcasting technologies worldwide is a fascinating narrative that traces the evolution of communication

from humble beginnings to the interconnected digital age we live in today. This article takes you on a journey through the key milestones in the history of broadcasting technologies, showcasing the remarkable advancements that have shaped how information is disseminated globally.

1. **The Birth of Wireless Communication:** The story begins in the late 19th century with the pioneering work of inventors like Guglielmo Marconi, who experimented with wireless telegraphy. Marconi's successful transmission of radio waves across the Atlantic in 1901 marked the birth of wireless communication, laying the foundation for what would become radio broadcasting.

2. **Radio Broadcasting's Golden Age:** The 1920s witnessed the golden age of radio broadcasting. Governments and private entities worldwide embraced the technology, providing a platform for news, entertainment, and cultural programming. Iconic moments, such as the first live radio broadcast of a presidential inauguration in the United States in 1921, demonstrated the medium's power to reach the masses.

3. **Television Emerges:** The advent of television in the early 20th century revolutionized the way people received information and entertainment. The first public demonstration of television by John Logie Baird in 1926 paved the way for regular broadcasts. By the 1930s, television sets began to make their way into homes, forever altering the dynamics of communication.

4. **The Impact of World War II:** World War II played a pivotal role in advancing broadcasting technologies. The war accelerated the development of radar technology, which later contributed to the growth of television. Moreover, radio played a critical role during the war, serving as a primary source of news and morale-boosting entertainment for troops and civilians alike.

5. **The Rise of Satellite Communication:** The launch of the first artificial satellite, Sputnik 1, by the Soviet Union in 1957 marked the beginning of satellite communication. Satellites became instrumental in globalizing broadcasting

by facilitating the transmission of signals across vast distances. This technology revolutionized international news coverage and allowed for live global events to be broadcasted in real-time.

6. **Digital Revolution:** The latter half of the 20th century witnessed the transition from analog to digital broadcasting. Digital technologies improved signal quality, allowed for more efficient use of the broadcast spectrum, and paved the way for high-definition television (HDTV) and other innovations. The switch from analog to digital broadcasting also opened the door to interactive and multimedia content.

7. **Internet and Streaming Era:** The 21st century brought about a paradigm shift in broadcasting with the widespread availability of high-speed internet. Streaming services emerged, providing on-demand access to a vast array of content. Internet radio and television became commonplace, challenging traditional broadcasting models and creating a more personalized and interactive viewing experience.

The historical development of broadcasting technologies is a testament to human ingenuity and the relentless pursuit of efficient communication. From the early days of wireless telegraphy to the digital and internet-driven era, broadcasting technologies have evolved to become an integral part of our interconnected global society. As we continue to embrace new innovations, the historical journey of broadcasting technologies remains a source of inspiration for the limitless possibilities that lie ahead.

SAQ

1. How does broadcasting contribute to cultural exchange and understanding globally?

2. What are the key milestones in the historical development of broadcasting technologies worldwide, and how have they shaped the modern communication landscape?

3. Discuss the importance of radio and television in disseminating news and information globally, particularly during significant historical events such as World War II.

4. Explain the role of digital technologies in transforming the broadcasting landscape and enhancing the viewer experience.

5. In what ways do broadcasting regulations ensure fair and responsible use of the airwaves, and how do they safeguard the public interest?

2.6 Cultural Influences on Broadcasting:

Broadcasting is not just a conduit for information and entertainment; it is a reflection of cultural values, norms, and identities. The interplay between culture and broadcasting is a dynamic and reciprocal relationship that shapes the content, style, and impact of radio and television across the globe. This article explores the profound cultural influences on broadcasting and how they contribute to the rich tapestry of global media.

1. **Cultural Content and Programming:** Culture plays a pivotal role in determining the content of broadcasts. Different societies have unique preferences, interests, and sensitivities, influencing the types of programs aired. From news coverage to entertainment shows, cultural nuances guide producers in creating content that resonates with local audiences.

2. **Diversity in Language and Communication Styles:** Language is a powerful carrier of culture, and broadcasting reflects linguistic diversity. Different regions and countries use distinct languages and communication styles, influencing how information is presented. Cultural variations in speech patterns, idioms, and expressions shape the tone and resonance of radio and television broadcasts.

3. **Cultural Representation and Diversity:** Cultural influences extend to the representation of diverse groups within broadcasting. The portrayal of ethnicities, genders, and social classes on screen reflects societal values and attitudes. Inclusivity in broadcasting contributes to a more accurate and representative depiction of the cultural mosaic within a given community.

4. **Traditional and Indigenous Broadcasting:** Cultural influences are particularly pronounced in traditional and indigenous broadcasting. Radio and television serve as platforms for preserving and promoting cultural heritage, traditions, and indigenous knowledge. Programming may include storytelling, music, dance, and other elements that celebrate and preserve unique cultural identities.

5. **Cultural Sensitivity in Global Communication:** As broadcasting transcends borders, cultural sensitivity becomes paramount. Global media outlets strive to navigate the complexities of cultural differences to avoid unintentional misinterpretations or offenses. Respect for cultural diversity is crucial in fostering positive cross-cultural communication through broadcasting.

6. **Political and Social Impacts:** Cultural influences on broadcasting are intertwined with political and social dimensions. Governments often shape broadcasting policies to align with cultural values and national interests. Additionally, broadcasting can be a catalyst for social change, challenging cultural norms or reinforcing existing societal structures.

7. **Cultural Festivals and Special Programming:** Many broadcasters integrate cultural festivals, celebrations, and special events into their programming. This not only fosters a sense of community but also allows for the global sharing of cultural practices, traditions, and celebrations, promoting cross-cultural understanding.

8. **Interactive Media and Cultural Exchange:** With the rise of interactive media, broadcasting has become a two-way street. Social media, online forums, and user-generated content enable audiences to actively engage with and contribute to cultural discussions. This democratization of content creation allows for a more diverse range of voices and perspectives.

In conclusion, the cultural influences on broadcasting are profound and multifaceted. As a powerful force in shaping public perceptions and identities, broadcasting has the responsibility to navigate the rich tapestry of global cultures with sensitivity and inclusivity.

Understanding the dynamic interplay between culture and broadcasting is essential for creating media that not only entertains but also fosters mutual respect and appreciation for the diverse world we inhabit.

1. **United States**:

   The U.S. has a diverse radio landscape, including commercial, public, and community radio stations. Major networks like NPR (National Public Radio) provide news, talk shows, and cultural programming. The U.S. has a dominant television industry with major networks such as ABC, NBC, CBS, and Fox. Cable and satellite TV are also widespread, offering a wide range of channels catering to various interests.

2. **United Kingdom**:

   The BBC (British Broadcasting Corporation) operates several radio stations, including BBC Radio 1, BBC Radio 2, and BBC Radio 4, offering diverse content ranging from music to news and cultural programming. Commercial radio stations are also popular. The UK has a mix of public service broadcasting (BBC) and commercial broadcasters like ITV, Channel 4, and Channel 5. The BBC operates multiple channels including BBC One, BBC Two, and BBC News.

3. **Japan**:

   Japan has a vibrant radio culture with both public and commercial stations. NHK (Japan Broadcasting Corporation) operates radio services alongside private broadcasters offering music, news, and entertainment. NHK dominates public television in Japan with channels like NHK General TV and NHK Educational TV. Commercial broadcasters like Fuji Television and Nippon TV are also prominent.

4. **Germany**:

   Germany has a mix of public and private radio stations. Public broadcasters like ARD and ZDF operate several radio channels alongside commercial stations offering music, news, and talk shows. Public broadcasters like ARD and ZDF also dominate television in Germany with channels like Das Erste and ZDF.

Private networks such as RTL and ProSiebenSat.1 also offer diverse programming.

2.7 BBC:

The UK's first live radio broadcast came from the factory of the Wireless Telegraph Company in Chelmsford, under the ownership of Guglielmo Marconi in June 1920. Sponsored by the Daily Mail's Lord North cliffe and featuring famous soprano Dame Nellie Melba, the broadcast entranced the nation.

Within months the General Post Office (GPO) had received 100 requests for broadcast licences, and to avoid an un-regulated scramble for the radio spectrum, one licence was issued to the British Broadcasting Company. Formed on 18 October 1922, the commercial operation grouped the main companies under one umbrella. Weeks later the BBC was on air with its first programme - a news bulletin.

By 1927 the BBC had become a public corporation financed by a licence fee, which, 100 years later forms a major part of the corporation's income.

BBC managers were not content with just broadcasting to a domestic audience, and it was not long after the formation of the corporation that a British perspective could be heard globally. The radio industry in the Netherlands was more advanced than in the UK, so the BBC contracted Philips of Eindhoven to relay its domestic service from a transmitter in Daventry to listeners in India and South Africa. Philips also established a network of re-broadcasters in Australia and New Zealand before the BBC was able to launch its own dedicated Empire Service in 1932.

The British Broadcasting Corporation (BBC) is one of the world's most renowned international broadcasters, playing a significant role in shaping global media landscape. Here's an overview of BBC and its role as an international broadcaster:

2.8 History and Mission:

- The BBC was founded in 1922 and established as a public service broadcaster. Its mission has always been to inform, educate, and entertain.
- Over the years, the BBC has expanded its reach beyond the borders of the United Kingdom, aiming to provide impartial news coverage and quality programming to audiences worldwide.

2.9 International Reach:

- The BBC reaches a global audience through its various platforms, including television, radio, and online services.
- BBC World Service, the international radio broadcaster, broadcasts in multiple languages to millions of listeners around the world. It covers a wide range of topics including news, current affairs, culture, and sports.
- BBC World News, the international television news channel, provides 24-hour news coverage to viewers worldwide. It offers in-depth analysis, documentaries, and feature programs covering global events and issues.
- BBC's online presence through its website and mobile apps allows audiences worldwide to access news, articles, videos, and other content produced by the BBC.

2.10 Role as an International Broadcaster:

1. **Objective Journalism:** The BBC is widely respected for its commitment to impartiality and accuracy in reporting. Its journalism is guided by principles of fairness, balance, and objectivity, making it a trusted source of information for audiences worldwide.
2. **Cultural Exchange:** Through its diverse programming, the BBC facilitates cultural exchange by showcasing content from around the world. It airs documentaries, dramas, and

educational programs that offer insights into different cultures and perspectives.

3. **Global News Coverage:** The BBC's extensive network of correspondents and bureaus enables it to provide comprehensive coverage of global events. Its reporting often includes stories and perspectives that may not receive attention from other international media outlets.

4. **Promotion of British Values and Culture:** As a British institution, the BBC also plays a role in promoting British values, culture, and the English language globally. Programs such as BBC Learning English and BBC World Service English help audiences worldwide improve their English language skills.

5. **Digital Innovation:** The BBC has been at the forefront of digital innovation, leveraging technology to reach audiences across different platforms and devices. Its online presence allows it to engage with audiences worldwide and adapt to changing media consumption habits.

2.11 CNN:

CNN (Cable News Network) is one of the world's leading international broadcasters, renowned for its 24-hour news coverage and global reach. Here's an overview of CNN and its role as an international broadcaster:

History and Mission:

- CNN was founded in 1980 by media mogul Ted Turner. It was the first television channel to provide 24-hour news coverage, revolutionizing the way news is delivered and consumed.

- The mission of CNN is to provide accurate, unbiased, and comprehensive news coverage from around the world. It aims to keep audiences informed about global events and issues, regardless of their location.

International Reach:

- CNN reaches a global audience through its television channels, digital platforms, and partnerships with local broadcasters around the world.
- CNN International, the network's international arm, broadcasts news and programs tailored to a global audience. It covers a wide range of topics including politics, business, technology, sports, and entertainment.
- CNN's digital platforms, including its website and mobile apps, provide audiences worldwide with access to breaking news, analysis, opinion pieces, and multimedia content.

Role as an International Broadcaster:

1. **Global News Coverage**: CNN is known for its extensive coverage of global events, providing viewers with real-time updates, analysis, and expert commentary on breaking news stories from around the world. Its network of correspondents and reporters stationed in key locations ensures comprehensive coverage of international events.
2. **Cross-Cultural Dialogue**: Through its reporting and programming, CNN fosters cross-cultural dialogue by bringing together diverse perspectives and voices. It covers stories that have global significance and explores their impact on different communities and societies.
3. **Investigative Journalism**: CNN is committed to investigative journalism, uncovering stories of corruption, injustice, and human rights abuses around the world. Its investigative reports often shed light on issues that may not receive sufficient attention from local or national media outlets.
4. **Technology and Innovation**: CNN has been at the forefront of technological innovation in media, embracing digital platforms and new technologies to reach audiences across different devices and platforms. Its use of immersive storytelling techniques, such as virtual reality and augmented reality, enhances the viewer experience and brings stories to life.

5. **Humanitarian Coverage**: CNN's coverage of humanitarian crises and disasters around the world helps raise awareness and mobilize support for relief efforts. Its reporting often highlights the plight of vulnerable communities and provides a platform for advocacy and action.

Overall, CNN plays a crucial role as an international broadcaster by providing audiences worldwide with access to timely, reliable news coverage and fostering global understanding and engagement. Its commitment to journalistic excellence and innovation continues to shape the way news is reported and consumed on a global scale.

CHECK YOUR PROGRESS

1. Discuss the key features of broadcasting and how they have evolved with the advent of digital technologies, impacting the distribution and consumption of content.

2. Analyze the role of radio and television in fostering global communication, emphasizing their contributions to cultural exchange, news dissemination, language learning, and the projection of soft power by nations.

3. Trace the historical development of broadcasting technologies worldwide, highlighting key milestones and their significance in shaping the modern communication landscape.

4. Evaluate the cultural influences on broadcasting, exploring how cultural content, diversity in language and communication styles, representation, traditional and indigenous broadcasting, and cultural festivals impact the media landscape.

5. Compare and contrast the roles of the British Broadcasting Corporation (BBC) and CNN as international broadcasters, examining their history, missions, international reach, roles in global news coverage, cultural exchange, technological innovation, and contributions to humanitarian reporting.

2.12 Doordarshan:

Doordarshan, India's public service broadcaster primarily serves the domestic audience, but it also has a significant international presence. Here's an overview of Doordarshan and its role as an international broadcaster:

History and Mission:

- Doordarshan, meaning "television" in Hindi, was established in 1959 as a part of All India Radio. It became India's sole television provider until the advent of satellite and cable television.
- The mission of Doordarshan is to inform, educate, and entertain the Indian populace while promoting national integration and cultural diversity.

International Reach:

- Doordarshan's international arm, Doordarshan International (DD International), broadcasts Indian content to a global audience.
- DD International primarily targets the Indian diaspora living abroad, providing them with access to Indian news, culture, and entertainment.
- DD International is available in several countries through satellite and cable television providers, as well as online streaming platforms.

Role as an International Broadcaster:

1. **Cultural Diplomacy**: Doordarshan International serves as a platform for cultural diplomacy, promoting Indian culture, traditions, and values to audiences around the world. It broadcasts a diverse range of content, including Indian films, music, dance, and religious programs.
2. **Connecting the Indian Diaspora**: DD International plays a vital role in connecting the Indian diaspora with their homeland by providing them with access to Indian news, events, and entertainment. It helps maintain cultural ties and a sense of belonging among Indians living abroad.

3. **News and Current Affairs**: DD International offers news and current affairs programming to keep the Indian diaspora informed about developments in India and around the world. It covers a wide range of topics, including politics, economics, sports, and culture.

4. **Promotion of Indian Languages**: DD International broadcasts content in various Indian languages, catering to the linguistic diversity of the Indian diaspora. This helps preserve and promote Indian languages and facilitates cultural exchange among different linguistic communities.

5. **Community Engagement**: DD International engages with its audience through interactive programs, social media, and community events. It provides a platform for the Indian diaspora to share their stories, opinions, and experiences, fostering a sense of community and solidarity.

While Doordarshan's international presence may not be as extensive or well-known as other global broadcasters like BBC or CNN, it nonetheless plays a significant role in serving the Indian diaspora and promoting India's cultural heritage on the global stage.

There are several prominent international broadcasting media houses that play significant roles in shaping global media landscape. Here are a few examples:

1. **Al Jazeera**:

    - Al Jazeera is a Qatar-based international news network known for its extensive coverage of Middle Eastern and global news.

    - Founded in 1996, Al Jazeera provides 24-hour news coverage through its television channels, website, and digital platforms.

    - Al Jazeera's reporting often focuses on stories and perspectives from the Middle East and North Africa region, offering in-depth analysis and investigative journalism.

2. **France 24**:

    - France 24 is France's international news channel, providing news coverage in French, English, Arabic, and Spanish.
    - Launched in 2006, France 24 offers comprehensive news coverage, analysis, and feature programs on global events and issues.
    - France 24 is funded by the French government and aims to promote French perspectives and values on the global stage.

3. **DW (Deutsche Welle)**:

    - DW is Germany's international broadcaster, providing news and information in multiple languages, including English, German, Spanish, Arabic, and others.
    - Established in 1953, DW offers television, radio, and online services, covering news, culture, and lifestyle topics from a German and European perspective.
    - DW is funded by the German government and aims to promote democracy, human rights, and freedom of expression worldwide.

4. **Russia Today (RT)**:

    - RT is a Russian state-funded international television network that provides news and information in multiple languages, including English, Spanish, Arabic, and others.
    - Launched in 2005, RT offers news coverage, documentaries, and talk shows with a focus on Russian and alternative perspectives on global events.
    - RT has been criticized for its alleged bias in favor of the Russian government and its promotion of conspiracy theories and disinformation.

5. **NHK World-Japan**:

    - NHK World-Japan is Japan's international broadcaster, providing news, culture, and lifestyle programming in English and other languages.
    - Operated by NHK (Japan Broadcasting Corporation), NHK World-Japan offers television, radio, and online services, promoting Japanese perspectives and culture to a global audience.
    - NHK World-Japan covers news from Japan and Asia, as well as international news, with a focus on cultural exchange and understanding.

Radio

International radio broadcasting houses play a crucial role in disseminating news, culture, and information across borders. Here are several notable examples:

1. **Voice of America (VOA)**:

    - Founded in 1942, VOA is a U.S. government-funded international broadcaster that provides news and information in more than 40 languages.
    - VOA broadcasts news, cultural programming, and educational content to audiences around the world, with a focus on regions where press freedom is limited or restricted.
    - VOA aims to promote democracy and freedom of expression, offering objective and balanced reporting on global events.

2. **Radio Free Europe/Radio Liberty (RFE/RL)**:

    - Established in the 1950s during the Cold War, RFE/RL is a U.S. government-funded broadcaster that provides news and information to audiences in countries where media freedom is limited.
    - RFE/RL broadcasts in multiple languages to countries in Eastern Europe, Central Asia, the Middle

East, and other regions, covering politics, human rights, and social issues.

- RFE/RL aims to promote democratic values and provide alternative sources of information in countries with state-controlled media.

3. **BBC World Service**:

    - As mentioned earlier, the BBC World Service is the international radio arm of the British Broadcasting Corporation (BBC).

    - BBC World Service broadcasts news, current affairs, and cultural programming in multiple languages to audiences around the world, reaching millions of listeners.

    - BBC World Service is renowned for its impartial and authoritative journalism, offering in-depth analysis and reporting on global events.

4. **Radio France Internationale (RFI)**:

    - RFI is France's international radio broadcaster, providing news, analysis, and cultural programming in multiple languages, including French, English, Spanish, and Arabic.

    - RFI covers news from France, Europe, Africa, and other regions, with a focus on promoting French culture and perspectives globally.

    - RFI's programming includes news bulletins, feature programs, and music shows aimed at informing and engaging international audiences.

5. **Deutsche Welle (DW)**:

    - DW, Germany's international broadcaster, also operates radio services in multiple languages, including English, German, and others.

    - DW radio broadcasts news, analysis, and cultural programming to audiences around the world, with a

focus on promoting German and European perspectives.

- DW radio covers global news and issues, providing listeners with a comprehensive view of events from different parts of the world.

STOP TO CONSIDER

1. Doordarshan, India's public service broadcaster, operates internationally through its arm, Doordarshan International (DD International), which targets the Indian diaspora with Indian news, culture, and entertainment content.
2. DD International plays a role in cultural diplomacy by promoting Indian culture, traditions, and values globally through its diverse range of programming, including Indian films, music, dance, and religious programs.
3. The international presence of Doordarshan helps connect the Indian diaspora with their homeland by providing access to news, events, and entertainment from India, fostering cultural ties and a sense of belonging among Indians living abroad.
4. Doordarshan International offers news and current affairs programming to keep the Indian diaspora informed about developments in India and around the world, covering topics such as politics, economics, sports, and culture.
5. DD International promotes linguistic diversity by broadcasting content in various Indian languages, catering to different linguistic communities within the Indian diaspora and facilitating cultural exchange among them.

2.13 All India Radio as an International Broadcaster

All India Radio (AIR), also known as Akashvani, primarily serves as India's national public radio broadcaster. However, it also has an international presence, albeit not as extensive as some other global

broadcasters. Here's an overview of All India Radio and its role as an international broadcaster:

History and Mission:

- All India Radio was established in 1936 as the radio broadcasting service of the Indian government. It was initially named the Indian State Broadcasting Service.
- The mission of All India Radio is to inform, educate, and entertain the Indian populace while promoting national integration, cultural diversity, and democratic values.

International Reach:

- All India Radio has an international arm known as "All India Radio World Service," which broadcasts content aimed at international audiences.
- All India Radio World Service provides news, cultural programs, and music to listeners around the world, particularly targeting the Indian diaspora and audiences interested in Indian culture and heritage.
- All India Radio World Service broadcasts in multiple languages, including English, Hindi, Urdu, Sanskrit, and other Indian languages, to cater to diverse audiences.

Role as an International Broadcaster:

1. Cultural Diplomacy: All India Radio World Service serves as a platform for cultural diplomacy, promoting Indian culture, music, traditions, and values to audiences worldwide. It showcases India's rich cultural heritage through its programming.
2. Connecting the Indian Diaspora: All India Radio World Service helps connect the Indian diaspora with their homeland by providing them with access to Indian news, music, and cultural programming. It fosters a sense of connection and belonging among Indians living abroad.
3. News and Current Affairs: All India Radio World Service offers news and current affairs programming to keep international audiences informed about developments in

India and around the world. It covers a wide range of topics, including politics, economics, sports, and culture.

4. Promotion of Indian Languages: All India Radio World Service broadcasts content in various Indian languages, helping preserve and promote Indian languages and culture among the global audience. It facilitates linguistic and cultural exchange between India and the rest of the world.

5. Community Engagement: All India Radio World Service engages with its international audience through interactive programs, social media, and community events. It provides a platform for listeners to share their stories, opinions, and experiences, fostering a sense of community and connection.

READING LIST

- "The Evolution of Broadcasting Technologies: From Marconi to Digital Media" by Richard R. John
- "Global Media Giants" by Edward Armes
- "International Communication: Continuity and Change" by DayaKishanThussu
- "Broadcasting in the 21st Century" edited by Michael A. McGregor and Karla K. Gower
- International Journal of Communication
- Journal of Broadcasting & Electronic Media
- "India's Broadcasting: The State, the People, and the Market" by ArvindRajagopal
- "Television in India: Satellites, Politics and Cultural Change" by Nalin Mehta
- "The Indian Media Business" by VanitaKohli-Khandekar
- "Broadcasting Policy and Practice in India" edited by Brij Kishore Sharma and VidyabhushanRawat
- "Television and Popular Culture in India: A Study of the Mahabharat" by PremChowdhry

2.14 Summing Up:

2.15 References and Suggested Readings:

Desai, M. K. (2010). *Television in India: Many faces*.

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UNIT: 3

GROWTH AND STATUS OF COMMUNITY MEDIA IN THE GLOBAL PERSPECTIVES

INTERNATIONAL MEDIA CONGLOMERATES AND THEIR STATUS

Unit Structure:

3.1 Introduction

3.2 Objectives

3.3 Definition and Concept of Community Media

3.4 Community Media and Development

3.5 Growth and Status of Community Media in the Global Perspectives

3.6 Community Media: Contributions to citizen participation

3.7 Patterns and trends of Media Ownership

3.8 Media Globalisation

3.9 International Media Conglomerates and their current Status

3.10 Summing Up

3.11 References and Suggested Reading

3.1 Introduction:

There is a concept of Media Ecology, which looks into the effect of media as well as communication on human perception and value. The interactive environment grows through the means of media has a reflective nature which can contribute to the formation of a media ecology. Neil Postman proposed the term in 1968. Media is an extension of the human sense irrespective of era. So, in such cases mediated communication i.e mostly the information and communication technology-based communication have vivid impact in the human perceptions and thought process. In the modern era,

the media ecology is a very important term, which has good sense of interrelation with community media also. Nevertheless, how?

As Marshal McLuhan says, “Medium is the message”, so the message disseminated through a vibrant medium will reach more and work effectively, hence the media ecology in such parlance will be more influential in the progression of society itself.Connecting into the core definition of community media, we can say that the Community Media are any form of media that function in favour of or by a community. Though community media implies many media like community radio, community newspaper, community video etc, it has a common notion of community development as well as development communication. Community media is independent in nature and it is driven by community and owned by the community. Community implies a group of people living in the same place or having a particular character in common. Therefore, community media is primarily projected as an alternative to the commercial media and it has important role in the pluralistic media ecology.

The media pluralism is related to the plurality of voices, opinions and analyses in the media systems or outside the media systems. Most of the community media has the nature to run its content through volunteerism in terms of engaged human resources as well as content creators. According to Danial Learner, people’s participation in media canpromotedevelopment. The community media is itself a participatory media and it is a unique source of local dialogue and information interchange. The participatory nature of community media brings a shift in the thinking process mitigating the divide of informed and uniformed people. Wilbur Schram asserted broadly on this divide of informed and uninformed people and integrates the need of development communication as well as participatory media in this age in every nook and corner of a geo-political boundary.

So, the entire media ecology will be in pro to the commoners having wrathful communication through customized content that needs for the development of that peoples of the locality.

Self-asking question:

- What is your understanding on media pluralism? How do you relate the role of community media in the sphere of

3.2 Objectives:

After going through this unit, the learners will be able to –

- Define and describe the concept of community media
- Discuss the role of community media in development and classification of the community media.
- Explain the contribution of community media in citizen participation.
- Describe the history of media ownership concisely.
- Enlistthefactorsresponsibleforshapingthemediaownershippatterns.
- Identify the international media conglomerate and their status.
- Explaintheconcept ofmediaglobalisation.

3.3 Definition and Concept of Community Media:

Community media often defines as local media, participatory media, citizen media etc. A brief introduction regarding this is already given in the introductory part, however we may go in details about the definition and concept of community media.

According to InternationalAssociationforMediaand Communication Research (IAMCR), the Community Media is theCommunity Communication and Alternative Media section focuses on media that originates, circulates and resonates from the sphere of civil society.
Kevin Howley (2006) defined that the Community media are popular and strategic interventions into contemporary media culture committed to the democratisation of media structure, forms and practices.

Community media usually works as an alternative to the mainstream and corporate media which traced the exact ground zero needs in terms of media content and media perception that to be developed among a particular mass, most suitably in the socio-ethnic need of that society. It has academic needs, professional needs, development needs, behaviour change communication, information-education and communication for a

better changeable situation as well as social integrity towards a developed ethnic geo-position.

According to Rennie, E. (2006), "Community media is usually run on a non-for-profit basis and provides community members with an opportunity to participate in the production process.''
The prime motto of community media is synchronised with the wellbeing of the community. Community implies the villager's community, tribe community, professional community etc. Actually, the people who reside in a particular geographical area is called a community. The sharing of common ethnicity, caste, religion, race, profession etc can also cover it. It is also extended to online and digital community that forms common group based on their interest, rather than only the physical community.

Characteristics of the Community Media:

1. Community media is participatory in nature. It provides a democratic space for the users as well as stakeholders in decision-making.
2. Communitymedia promotes the local cultures and traditions. It is consciously related with the psychographics of the stakeholders and users, enabling as a whole the audience to be active and democratically sound.
3. Community media provides an alternative in-depth focus on issues of the community. Not provoking, but on the ongoing nature, it is seen that the corporate media housesprovidelimitedfocus on the core issues of the ground zero developmental needs than the commercial interest.
4. The narrative used in the community media is inclined with the community interest, ascent, understanding and their feel-good factors if any. So, storytelling and narratives is one of the key characteristics of community media.
5. Community media is linguistically sensitive.
6. The community media ownership is mostly in the hands of the community irrespective of the professional body therein. If it is not sustainably work upon the community, then it will not differentiate its own nature than the mainstream media. People have many choices to choose, but community media

ownership is with the community, so it'ssustained along with the community to fulfil the ground zero interest by content of localised need.

7. Community media is both techno-based and non-technology based but it is organic and inclusive.
8. Community media bring to light open dialogue and transparency of administration at the local level and works as medium to the voiceless

Self-asking question:

- How community media is linguistically sensitive? Explain in your own words.

The International Programme for the Development of Communication focused on community media as a community-based media; ensuring media pluralism, diversity of content and the representation of a society's different groups and interests. More importantly, media assimilation by the community are called community media. The prime objectives of the community media are to strengthen the marginalised population so they can reimagine their progress path and define the process of development in a sustainable way. So, it functions on democratic principle in a non-profit manner to achieve a socially desirable change.

3.3.1 Forms of Community Media:

Whatever may be types in community media, normally each type has its organic and inclusive nature. Broadly, the community media can be divided into two types: Technology-based community media and non-technology-based community media.

As for example, we may state puppetry, community games, grass root comics, community theatre, street theatre under the non-technology based community media. As time flies, this non-technology based media are also getting technology intervention, however in terms of its origin and innate primitives can be included as a non-technology based community media.

On the other hand, Community Radio, Community Television, Community newspaper, community pages in digital medium, Community Web Portal, Community Website, Participatory video etc. are covered under the technology based community media.

Stops to Consider:

Puppetry is the ancient art of community reflection, now it is widely used for development communication. Classroom communication is also energised with puppetry medium. However, it has a prime importance as a community media, which can be addressed without having any sophisticated technology platform. Art forms behind this greatest media are traditional in nature and it is related with great Indian Traditional Knowledge system.

Community theatres are mostly having one very important site i.e. its performing art in relation with community festival to boost up the motto of the festival or rituals. Normally we have many forms of theatre; however, the community theatres have one important line of action related to Indian traditional system. The art form is going up with traditional learning environment only.

The community games are traditional games, which is peer game or joyfulness among a homogenous or heterogeneous audience with community participation. It is also related with various celebrations. Apart from this, the traditional games are culture specific sharing and relaxing platform, which matters to universal goodwill among the communities in various occasion irrespective of age and other traditional social bindings.

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The grassrootscomics. net is spreading grass root comics through the technology based medium in a participatory mode. Therefore, it becomes a blended type media now a day.

Self-asking questions:

- How do you remark on the community theatre and grass root comics in terms its position in the non-technology based community media and technology-based community media.
- Is there any pure form of community media exist without technology interventions?
  Think and justify your thoughts on it.

Community Radio: According to Ministry of Information and Broadcasting, Government of India, Community Radio provides a

platform to communities to air local voices on issues concerning health, education, nutrition, agriculture etc. This medium is in local language and it reaches the localized sentiments and thought process as well accent. It is considered as a third tier in Radio Broadcasting i.e distinct from public service broadcasting and commercial radio stations.

Community Newspaper: The concept of community newspaper is derived from the locally oriented journalism, which also called as community journalism. However, community newspapers are not solely published under the realm of journalism only. It serves developmental coverages, articles and other content objectives. The distinguishing character of a community newspaper is to serve its commitment to fulfil the information need as well infotainment needs of a particular community. A community may be defined in terms of geography, polity, society, religion etc. Both print and cyberspace community newspapers are available now a day. So it is considered under the types of technology based community media. Though emergence of internet is now ruining the media through corporate components, digital sphere, despite that the mass media approach is still prefilled with the sense of community as well community voices. The media conglomerates still struggling to defeat this community space despite penetration of sophisticated media technologies day by day like portals, podcast, internet radio, application etc. Community newspapers as well as many of the community media are taking cyber space but it has the interlocked notion of the localized voices, so we cannot contradict the cyber reach phenomenon with this community media in terms of content, accent, coverage, sentiments etc. Every Media has business wings, but this participatory segment of community media is mostly not volatile with the business extravaganzas.

1.4 Community Media and Development:

Historically the community media are the voices of the marginalized community. Gradually it invokes with the development motto of a community who desires the optimum changes in terms of their education, health, communication, social rights as well humanely needs.

Community media has it goal to empower community by making them better aware of the world around and it address their issues that affect them specifically or indirectly. It creates an ecosystem of participation towards sharing different issues reflecting possible solutions also.

Community media has been intertwined now with different digital media platforms like social media – Facebook, You tube and other digital ventures like website, portal, podcast, blogs, Vlogs etc. However, originality of this media is related to community needs of a particular area, religion, cast, professional community etc.

Community media has another segment, whichis also called as campus media like campus radio, campus newspapers etc. It is mostly seen in the education campuses like university, colleges, schools etc. It serves the academic, cultural, entrepreneurial, business needs of the campus. *Radio Luit* of Gauhati University, *Jnan Taranga* of Krishna Kanta Handique State Open University etc. is such examples of community radio as well as campus radio.So, the notion is developing day by day.

Community media has a strong role in information education and communication (IEC) and Behaviour Change Communication (BCC). As for example, Radio Brahmaputra, a community radio operated by Centre for North Eastern Studies(C-NES) is working in the hard to reach areas like char of Brahmaputra riverine areas to propagate health, nutrition, education etc. As stated in their portfolios, the radio is serving different ventures by propagating the messages of child protection, poverty eradication and inclusion issues. Mostly importantly these are components which serving the internal footsteps for sustainable development goals (SDG). There prime moto is like many voices, one community. The Radio Station is located in the Dibrugarh district, Assam.

Community media has a great impact, which is make out through different impact studies yet. Various monitoring toolswere adopted for the said purpose and it concluded that community media reaches the communitymoreeffectivelyascomparedtomassmediacampaigns. In community media, the formulation of message over the channel has greater impact because it is oriented with the vibes of the targeted audience; in fact, the audience coincide with the channel itself. In the previously mentioned examples like Radio Brahmaputra, Radio Luit etc. both have different notion of

acquaintance. Radio Brahmaputra is mostly acquainted with the riverine people of Brahmaputra in Dibrugarh district that covers developmental agenda. These made the development communication suitably in the right track.

Learners may search about different success stories of community media or impact studies for getting further ideas on the impact factors.

Another example, the Radio Luit is encompassing different academic and co-academic content in its aired media files. Students are participating it in various programs, which makes the entire media as a participatory media that runs on participatory content contributed by the campus public itself.

Community media is also concerned with free speech awareness and make the media reach and accessible for a large audience. It is normally think that the audience of community media is very limited, but in many cases, it is reverse in nature. Community media also has thrust for a greater scale of audience.

Self-asking questions:

- To what extent community radio should spread itself into the life of the community.

Stops to Consider:

Learners are suggested to read different case studies of community media to look into its developmental communication and impact therein with the public.

As for examples, learners may read thoroughly on –

- Community Radio of Film and Television Institute of India i.e Radio FTII 90.4 FM from Maharashtra.

Continued from previous page:

- Radio Jnan Taranga of Krishna Kanta Handique State Open University.
- Radio Gyanmalinee of Dibrugarh University
- Radio Udaan , Punjab – an online community radio for community with visual impairment.
- DDS Radio - Deccan Development Society Radio
- Historically, various community newspaper published during the time of freedom struggle in India, Freedom struggle of Bangladesh etc. also should be read by the leaners for getting newer idea that worthy for research domain too.

1.5 Growth and Status of Community Media in Global Perspectives:

Before going in depth about the status of community media, we should have to start with the common nature of community media.

- Community media has three important aspects i.e.
  - Community awareness.
  - Community ownership.
  - Social appropriation.
- Community media encourage participation from the community in all aspects of the station - including broadcasting and management.
- Community media encourage strengthening of local culture and strengthen participation.
- Community media serves a local community or specific interest group.
- It encourage a wide and representative range of people to be involved in the station, regardless of age, religion / caste, ethnic origin / race, gender etc.
- Emphasize quality and diversity of information that serves its target audience. • Allow exposure of local problems and discussion in solutions
- Source programme material from local rather than external.
- Be run by people of the community, for the community, about the community and not for profit making organizations
- Achieve diversity in presentation by combining with new technologies.

With the above conceptual framework, we would like to describe the shifting patterns that has been going on in case of community media in the world perspectives. While looking into the global arena, the community media in India isstillscramblesforasuitable communication strategytostrengthenbroadcastingfordevelopment.

In the global perspectives, the meaningful, relevant and appropriate use of community media has been on focus for a long time. As for example, various research and program implementation unit have been showing optimum interest in the use of community media in different forms. In the educational sector, the Commonwealth

Educational Media Centre for Asia (CEMCA) is an organisation of great repute that established in 1994 to serve the education and training needs of Commonwealth member states of Asia. CEMCA is aligned with the Commonwealth of Learning program that works in education and skill development with a focus on community media, particularly community radio. As per the website source of CEMCA, it is leveraging open and distance learning, more precisely distance andonline learning to different countries. They have representatives from Bangladesh, India, Maldives, Malaysia, Singapore, Sri Lanka currently serve on the council. More recently, they are precisely focusing on the innovation in a range of technologies from Community Radio to Artificial intelligence based solutions for reaching the last mile. Therefore, from this example, we have seen that the technology-based community media is now on the transition stage with penetration of artificial intelligence. Means to apply that Community media is moving to a newer height. CEMCA is also supporting gender –responsive skills development for livelihoods. It is building up the capacity of institutions to online and blended learning also.

Literally, the open and distance education sector has great relevance of community media. As for example, Dr. B.R Ambedkar Open University formerly Andhra Pradesh Open University is vitalising the effort for democratising education, in that effort, the role of newer digital medium based community educational media has great relevance. They are working in partnership with CEMCA too. Their online learning portal is serving one of the best as a community media for the learning community under the university. Across globe, the new learning platforms started by different colleges, universities by giving access to the bonafide community members is also play a vital role like a community media. Participatory nature is also visible in such educational media. So apart from other entertaining media, the educational media either in the forms of community radio, community portal, community newspapers or newsletters, even the Moodle platforms also have relevance in terms of digital but community media. Community Television programme are now broadly used for educational transaction. Though they are literally electronic and digital media, it serves educational community as a community media without having much interest in commercially sound revenues. In India, PM e-Vidya, Swayam Prabha etc. are the best resourceful platforms either in DTH free segment or in web portal as well as app based medium.

After going in depth, you may feel like the community media has only a thin line with the mainstream mass media, however it is almost distinguished with few facts like – serving the homogenous community interest in many respect, participatory mode, having no such stress on commercially inclined revenues (mostly non-profit), regionally sound vibes of communication etc.

In Bangladesh, the Radio Bangladesh and Bangladesh Television has been broadcasting a number of programs for rural masses aiming mostly at their socio-economic development. Need based programs likewise our Doordarshan and All India Radio (Krishi Darshan, Yuvabani, Vidyarthi programs and other educational programshave been broadcasted by customizing the occupation wise needs in such Bangladeshi media. In that context, Bangladesh is now well acclaimed in terms of community television and other community media. Agricultural extension activities are very much prominent in the community media in Bangladesh.

In case of our nearest island nation i.e Sri Lanka, Radio has been one of the important tool to reach the unreached. The Sri Lankan Broadcasting Corporation had started educational programmes for the school curriculum through local TVs that has been a great success.

In United State of America, a community television was set up in Dale City in 1968 that managed by a chamber of commerce of the city. Interestingly that television run without advertisement for two years, but it stops operation due to poor revenues. So from his example, we can have a notion that though community media the techno-based community media is owned and managed by a community but does not mean that it purely run without specific financing or revenue. If the calculation of sustainability is poor, then the media will not last for long. Therefore, community media should also have a specific source of finance as well as money but it should not be profit making as a gross interest.

Community media also has some side effects, as for example a provocative notion that in China, the community media is used for propaganda that has high government interference. Such practice is against the fundamental motto of community media. Non techno-based Community media are mostly traditional media that is the spontaneous talk of the folk. There is usually no other interference in such folk based community media. Nevertheless, in every cases,

if we dragged the internals, some influence of class having upper hand in the society are seen more or less. This implies a class struggle in media since ancient times.

UNESCO is very much pro in establishing community media and already prepared sustainability policy series for community media. In relation to an international seminar on Community Media sustainability, UNESCO promoted a sustainable policy having provision of public funding, access to private funding and support though advertising. It is a suggestion that community broadcasters should consider as a separate entity from private and state owned media. The seminar held in the year 2015 suggested digital provision of the community media. Accordingly, most of the techno-based community media are now starting their digital provisions through website, social media pages, portal, applications etc.

In India, the techno-based community media operations, licensing etc. are mainly look after by Information and Broadcasting Ministry. In many other states some lobbying group are also involved in promoting space for community media and its advocacy related issue. As for example, Alliance for Community Media in USA is an educational, advocacy and lobbying organizations represents public educational and government access cable TV organizations and community media centres throughout the country.

In India, certain organisation as well as community mainly own most of the small newspapers that are the community newspapers. In Assam, Srimanta Sankaradeva Sangha is regularly publishing its newsletter i.e. Manikanchan. Though it is distributed on payment basis to its members and other readers interested to read about Sankaradeva and Vaishnavism activities, it is not for profit newsletter and ultimately it is considered under the zone of community newspaper. Such kind of organisational led community publications are common in all over the world.

1.6 Community Media: Contributions to citizen participations.

Community media is also known as participatory media. This approach plays an important role in entire community media. The community members gets the orientation to identify their strengths, weakness, opportunity and threats. As a whole, it helps in

identifying the issues, benevolent areas to perform. The Participation process integrates the society and they can identify themselves with the oneness. There is exercise related to the participatory process like focal point discussion for developmental agenda of the community. As we also know that, the community media is a part of developmental communication, which make possible the possible temperament need of the society.

Gate keeping model of communication is also required in community media. We should filter the content, which is possibly for the development of the community. It must be objective based and attractive for the listeners, readers as well as audience. Community members who are also a contributor of the content can decide what to do or what not to do. The concept of democratic media arise out of this notion. Definitely, the concerned government have some role for the betterment of the society. Those norms issued from bodies like Ministry of Information and Broadcasting in India, Press Council of India, press laws etc. to be followed as whenever necessary. Community media is also under the law provisions, but the democratic environment is the prime element that helps in integrating people in a community. A specific typology of participation takes place in community media. According to Paolo Mefalopulos, 2008, both active and passive participation is exist in community media. A passive participation in community media seen when a stakeholder of a community media participates by being informed about future happenings and the past. In many cases, the community members' feedback is very less and non-existent.

Consultative method is also prominent in community media. A collaborative participation occursincommunitydialoguethat formsgroups of primary community members to contribute in the discussion. To study theissuesand objectiveshighlighted inthe community intervention process, a horizontal communication occurs.Such horizontal communication implies a capacity building among allcommunitymembersthroughcollaborativepractice. Skillful and empowered community members are actively involved in starting a dialogue, moreover some such involvement of cascading typology reaches a joint decision making processabout what should be accomplished and what methods should be used. Though there is a cascading occurs, but the decision and ownership of the entire process lies among the democratic platform itself.

Sometime the influential categories of a community make the talk process or consultative process biased through untoward interruption, due to this passive participants increase or conflict increase. That is why we need a balancing mechanism also in community media to make it unbiased or democratic for all time. Different distractions in the global media field have already been discussedconcisely;however, we are very much optimistic for keeping the spontaneous fulfilment of democratic media ecology.

1.6 Patterns and Trends of Media Ownership:

The Media ownership explains under various perspectives like economic policies, deregulation of media ownership, media corporatization and media privatization. The proliferation of new media technologies is also another area of consideration to look into the ownership model of a media. There has been a drastic change in the media sector both in electronic and print media under the realm of new economic policies in India. However the same wind of globalization and liberalization has been, prevail in all over the globe. The impact factor is also coincided by the digital revolution in parallel to the paradigm shift of economy. The transition in to this media industry evolves with the liberal technology sharing and competition due to the new economic policy adopted by various nation in that Trans line.

Interestingly the media sector has a monopoly of the government before 1980s, before that print media gets its ownership pattern with the individual firms, groups etc. However, broadcasting is predominantly govern under the government in various nation including our country. Historically In India, the radio clubs like Radio Club of Bombay, Radio Club of Calcutta were started and then the Indian Broadcasting Corporation was came into existence in 1927, then the Indian Broadcasting Service under the Department of Industries and Commerce turn into existence in 1930, afterward the prime governance in the Radio airing sector was under the government itself. Some private players were started their venture in due course of time; however the existential ownership model was primarily a government one. In case of television, the same types of historical sequence seen too. Doordarshan, abbreviated as DD the Indian state owned public television broadcaster began its operation in the year 1959. National telecast of DD National started in 1982. Accordingly, color television

also starts in the same year with live telecast of the Independence Day event address by Prime Minister Indira Gandhi on 15 August 1982 and Telecast of Asian Games held in 1982. Thereafter, the trend of ownership in the entire electronic media industry took another turn. Globalization and Liberalization play a pivotal role in changing of the ownership patter of media in India likewise the other nations across world. The ownership pattern in-fact cross the trans-boarders of countries like multinational companies. Gradually, we reach the stage of corporatization of media. It is in India and abroad. However, the print media chapter is predominantly vivid in nature, Private, Community, Corporate and Government owned print media are available before the electronic media got its own pace of penetrations among common masses.

Definitely, the media ownership prime area ofdiscussionandrelookaroundtheworld.Media ownership is like the other business ownership but it has certain regulatory framework irrespective of its affiliating nation or country of operations. The dramatic changes that occur in media industry is since 1990 on or before new economic reforms. A digital revolution has also effected the entire trend. The monopoly as if situation of government ownership has beingmixed strata during this 1990s in many nations. Thestructureofownershipandcontrolofthemediahavegonethroughcon siderabletransformationin that era due to – technological advancement due to liberalization, globalization, advancement of products as well marketing sphere, expansion of promotional works in the commercial sector which has inter alia dependency in media etc. The inter alia dependency of media were rediscovered in this 1990s after getting a boost to the global marketing sphere by many nations most importantly we the Indian. The exponential growth of foreign direct investment in media sector were increased in such a way that by 2002, almost all the top 10 global media giants and almost 64 percent of the top 25 media groups had started overseas operations or investment. By the end of that 1990s Australia, based News Corporations tries to cover almost 75 percent of the world population. Finally, media has already cross the interstate boundaries on or before thestartup of the neo-economic reforms. The use of Disney product, AOL Time warner's CNN subsidiary etc. had achieved population reach up to 1 billion trajectory. The higher the reach, the higher the business motto was instrumental in that phenomenon. The said media giants had reached almost 212

countries in that phenomenal shift season. In the same, the Discovery communications reached 150 countries through cable networks. In this age, the media owner's i.e. corporate media owners were being synchronized with the day-to-day technological upliftment. As a result, entirely a mixed impact were reflected in the media industry, i.e. either in electronic media, or in print media. The community media has also getting some discoloration with this hustle –bustle of financial outfit of the global media barons. Global expansion has fundamentally changed the economy of the media sector; moreover, media become a profit making industry in many ways.

Nevertheless, many other things has impact on the media ownership pattern across globe. The global political economy has a great impact in it. In the 1980-90s period, the business bodies put forwarded modern approaches of branding into a newer height. Therefore, in this brand management process with newer outfit has gain maximum momentum with mass media. Mass media become an integral part in between the product and a brand in the market mix. Therefore, in that business strategic trajectory, the global political economy put forwarded another notion of media ruined political sphere. Media owners are also getting some infuse points in the political as well as business economic sphere. In this age, the consumereconomies merged in anumberof Asian andLatin Americancountriesincluding India, China, Taiwan, Argentina etc. With economic development under the multiple demand for media product, opportunities for foreign direct investment, international jointventures etc. So as a whole, media ownership is become an interesting area of concern on which the socio-economic ventures with impact on the politics is internalize many ways. In India, it is seen big business families and investors groups own the media. It is in the form of joint stock companies, societies, trusts and firms. However, in that the contextual paradigm of community media comes into light, many trust demanded it that their media forms are not for profit making and it serves better community and participatory interest. Therefore, they have a pseudo projection of owning a community media. This should not be happen. Therefore, media ownership pattern is big area of concern now-days.

1.7 Media Globalization:

As we have already discussed many aspect related to media globalization and the impact of liberalization on media. In the globalized framework, the media either community media or other mainstream media are facing certain new points –

- Foreign direct investment on the economy of a country and its direct-indirect effect on media
- Fragmentation of media market
- Impact of new communication technology.

After the neo-economic reforms, country like India has almost make it open to the fund flow for the media industry under various regulatory provisions. Foreign direct investment grows promptly. A worldwide demand for media taste has been increasing day by day. Many things occur for betterment, some are hampering the traditional good values also. However, the ownership as well media business has been discoverable until date with newer and newer content based avenues. The globalization impact seen in media involves economic integration, the transfer of policies across borders; the transmission of knowledge; cultural exchange; translation of the trans-boarders thought process,relations etc.

Therefore, Thomas Larsson defined globalization as a "process that encompasses the causes, course, and consequences of transnational and trans cultural integration of human and non-human activities."

The definition implies the process, which is beyond boundary, and now media become business oriented. This business is beyond any boundary. In consequence, we may say that due to globalization, many aspects have been getting integrated to affect media ownership–

- Market mix is grown up with rapid expansion of market structure.
- Promoted border-free economy and as a whole media boost up with newer revenue opportunity.
- Covering a media market, vertical markets are also getting growth.

- Convergence of technology between media and other industries.
- Adaptation of new business and corporate policies.
- Local producer/groups have been facing challenges in a war of survival after the business getting a transnational exposure.

After globalization, theglobal mediaownership grow up with its distinguishing features.The ownership patterns like state, private, community are having vast numbers through the cross border investment process.According to a report of the study by World Bank, 60 percent of television stations are owned by state and 26 percent of newspapers are owned by state. Family controlled as well as privately owned media are so high in global media scenario. However, percentage of community media is very less i.e. around 4 percent only. However, media is the people's voice, but the people voice represents with certain government monopoly. Social relevance of media varies in such intervenes of government machinery. Independent nature of media is not prevail in the world, though it is always utter for free press.

After globalization, the Indian media scenario also has some zest like as follows –

Privatization of public service, global cultural homogenization, hyperactive growth of market, promotion of brand and consumer facilitation, contribution in national economy etc.

1.8: International Media Conglomerates and their Status

The term conglomerate implies a large company or house composed of several other subsidiaries engaged in generally unrelated business.

A media conglomerate is a company that owns numerous subsidiaries that involved in mass media enterprise, infotainment segment, entertainment segments, music, television, radio, internet based media, print media etc.

Nevertheless, before going in depth on media conglomerates, we may discuss some other things related to ownership pattern across world.

The global or international media has several distinct pattern. One

regional pattern is prominent which represents high number of state ownership in the countries like Middle East countries, Africa etc. The Middle East countries have state monopolies over television media. State ownership is one prime cause and policy derived monopolies are also prominent in many such states. Government controlled media area increasing in such cases. Apart from all that, media ownership also has a pattern of concentration in the western countries. Most of the Media conglomerates born in the industrialized western countries due to diversification of investment. In the Western Europe, government monopolies relatively very less, few only in case of television. Newspapers are privately owned the Europe. Family owned newspapers are predominant in America until date. State monopolies in media is not at all prominent in the rich countries mainly in the western land, but very much prominent in the poorer countries. In India, the media ownership scenario not so dominant in the hands of the state, but state policy intervention on media is putting stronger day by day, however freedom of expression is the first priority in a democratic country like India.

Further reading:

For in depth knowledge of the global media, learners do read more ownership pattern, government roles on media and the monopoly therein.

Global investment on media largely incur from Europe and North America, which has significant impact in the developing countries. Critical policy level decision in the concerned countries are also being effected with the investment flow from the richer economic zone. In such a case, India is maintaining a mixed pattern, so India is in a safer zone without monopoly of the big barrons as well democratic prevalence are still strong to safeguard peoples voice. Therefore, a healthy media environment is still exist despite having some turmoil increasing day by day. In such parlance, community media also in a safer zone in due to lack of any inappropriateinterference from the government machinery. However, most of the community owners have sustainability issues that they suffer mainly due to revenue sources. Community media ownership trace well in Africa, South America and parts of Canada too.

1.8.1 Theories of Media Ownership:

Definitely the media is a profit making business, though community media has that profit segment very negotiable. Otherwise, all other media segment has one angle of profit for survival. No media groups like to lose their revenue sources and other required facilitation they need to have to operationalize their house.

In many of the situational points, various media theory works. Each theory is connected with the political system. We are also connected with the normative theory (1956) of mass media. Fred Siebert, Theodore Peterson and Wilbur Schramm first proposed the normative theory in their book called "Four Theories of the Press". At first, the word "Normative Theory" was pronounced in USA during the height of 'cold war' with communism and soviet. Often it is called as western theories of mass media.
Normative theories are mainly focused in the relationship between Press and the Government than press and the audience. A Normative theory explains an ideal way for a media system to be controlled and operated by the government, authority, leader and public. So, it has an impact in the media ownership pattern as well.

Other theories like soviet media theory, social media responsibility theory, libertarian theory etc. has also relevance with the media ownership pattern.

Doyle (2002) stated that examination of ownership and control pattern is very important in terms of a democratic society and free media vibes. But apart from that one pluralist concept is always integrated with the media ownership which ruin as a whole.

Pluralist theory of media ownership – Under this theory the zest is that the audience mainly shapes the media content demand that generate. Media owners play safe in choosing content for the intact audience and the upcoming discoverable audience of their house. Professional ethics are followed in parallel.

Denis McQuail in 1980, proposed two theories i.e – Authoritarian theory and Free Press theory.

Authoritarian theory primarily says about the press that works with state power. It propagates the owner's motto to sustain his or her rule.

The free press theory as well as libertarian theory says to let many voices and views find their ways for public consumption. This safeguard the rights of the citizen.

More other theories like *Social responsibility theory* that put forwarded by Siebert et al in their book is also come into context. The developing countries have more use of this theory. Here the control factor is filtered through public interference.

The Soviet media theory or the Communist media theory is originates from the basic tenets of Marx and Engels. According to this theory, the media is not a subject to arbitrary interference as in case of authoritarian theory. The prime motto of this theory is to safeguard the interest of the working class.

The Development communication theory has its importance for support of policies of development by the government.

Another theory has impact in the ownership pattern of the media i.e Democratic participant Media theory. According to this theory, the media owned by state or private body should have multiplicity of media communication at all levels. It encourage small scale operation of media and importance of interaction by the people for the people is more focused under this model.

1.8.2 Media ownership in India

Concisely, starting from India, the ownership patterns of media is very much diverse in nature. Large groups or conglomerates dominates the Indian mass media, which has impact on the thought process of the audience. India media have many conglomerates now-a- days. As Nation magazine says, the media conglomerates strive for policies that facilitate the control of the markets around the world. So the conglomerates are in great venture even in India too.

Normally, there are four major types of ownership in both Print and Electronic media seen in India like the global scenario exist as well i.e–Chain, cross media, conglomerate and vertical integration.

Chain Ownership: It implies the same media company own numerous outlets in a single medium like a chain of newspaper, a series of radio stations, a string of television stations or several book publishing companies. Example–The Times of India, The Hindustan

Times, The Indian Express, The Statesman, The Anandabazar Patrika, The Hindu etc.

Cross media ownership: If a media company owns several media platforms like newspaper, magazines, music labels, and publishers and so on, it is called Cross Media Ownership. Other way Cross media ownership is a situation in which a single media producer owns different channels of communication, which include print, digital, television, radio etc.Three types of cross media ownership are normally found: Cross-media ownership across the various carriers such as television, radio or print; consolidation, including vertical integration among media operations of content, carrier and distributor within a media segment such as television or radio; and market share dominance in a given geography within each media segment. Example of Cross Media Ownership in India includes Times Group, Network 18 Group, India Today Group, ABP Group etc.

Media Conglomerate: Conglomerate ownership implies the ownership of several business one of which is a media business. For example, when a publishing company owns a news paper along with Iron, Steel industry, chemical, fertilizer etc. or Major Corporationhascontrollingsharesinanumberofmediarelatedbusiness,the patternisthatofconglomerateownership.Theirmainbusinesswill beahighprofitindustry,butthey add amediacompanyforexercise of socialandpoliticalinfluenceondecisionmakersintheprivateorpublicsecto randinthegovernmentof theday.

Horizontal and Vertical Integration:- Horizontal Integration refers to a media company having a presence across different media segments. Vertical integration indicates that a media companymonopolizestheproductionoftheingredientsthatgointothe makingofmediaproducts.

Community Ownership like trust, organization, institute etc. also playing a role in development communication out of all those ownership model of media**.**

1.8.3 Media Conglomerates in across globe and their status:

Media means advertising, social media, broadcasting, networking, news, publications, print, digital, motion pictures. Media conglomerates are ruining across all these media segments.

Media conglomerates are influencing the world. By 2011, 90% of the United States' media was controlled by six media conglomerates

As for example :

GE/Comcast -NBC, Universal

News Corp - Fox News, *Wall Street Journal*, *New York Post*

Disney - ABC, ESPN, Pixar

Viacom - MTV, BET, Paramount Pictures

Time Warner - CNN, HBO, Warner Bros.

CBS - Showtime, NFL.com

As we know that, the conglomerates have their other chains of business. Those businesses may be internationally acclaimed. However, the status of the media conglomerates canbe discussed under certain performance in a country too. Suppose Meta is the largest media company that perform very high in India. So the status of such conglomerate can be traced with respect to the performance in India or any other country too. Now, the social media as well as networking companies are showing highest result in terms of the media revenues. So the status of such companies is on the top, however the revenue segment of electronic and print media segments are still static than those social media handle that showing exponential growth.

It is to be noted that always there has been a critic on the role of the big houses as well as media conglomerates. Critics normally says that the large media conglomerates are dominating the media and using unfair practices. During a protest in November 2007, various critics spoke out against consolidation of the media.

The same can be seen in the news segment where corporations refuse to publicize information that would be harmful to their interests. Because some corporations do not publish any material that criticizes them or their interests, media conglomerates have been criticized for limiting free speech or not protecting free speech. News and entertainment become a mixed product now days, which infected the entire sense of news and belongingness of the citizen in this corporate media world.

So the topic of media conglomerates is best described in the generic constitution of corporatized media as a whole.

Self asking questions:

- Identify some local media conglomerates (In Assam or North-East) which has great impact in any of the media segment.
- Identify some media conglomerates of India having critics eye on their media activity.
- How the corporate media does houses impact on the community media houses in their sustainability issues.

1.9 Summing Up :

- As Marshal McLuhan says, "Medium is the message", so the message disseminated through a vibrant medium will reach more and work effectively, hence the media ecology in such parlance will be more influential in the progression of society itself. Connecting into the core definition of community media, we can say that the Community Media are any form of media that function in favour of or by a community. Though community media implies many media like community radio, community newspaper, community video etc, it has a common notion of community development as well as development communication. Community media is independent in nature and it is driven by community and owned by the community.
- In the globalized framework, the media either community media or other mainstream media are facing certain new points –

  Foreign direct investment on the economy of a country and its direct-indirect effect on media

  Fragmentation of media market

  Impact of new communication technology.
- After the neo-economic reforms, country like India has almost make it open to the fund flow for the media industry under various regulatory provisions. Foreign direct investment grows promptly. A worldwide demand for media

taste has been increasing day by day. Many things occur for betterment, some are hampering the traditional good values also.

- The topic of media conglomerates is best described in the generic constitution of corporatized media as a whole.

1.10 Further Readings :

Doyle,Gillian(2005),*MediaOwnership.*NewDelhi¸SagePublications.

Saxena,Girish(2010),*BasicConceptofMediaEconomics:TheoryandPractice,*

NewDelhi:VistaInternationalPublication.

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UNIT: 4

Unit Structure:

4.1 Objectives

4.2 Introduction

4.3 Transnational News Agencies—Reuters, AP, AFP, TASS-ITAR, DPA, Xinhua, UPI, PTI, UNI and Their Current Status

4.4 Alternatives to "Globals"---IANS, IRNS, PANA, CANA, NANAP

4.5 Let Us Sum Up

4.6 References and Suggested Readings

4.7 Self Assessment Questions(SAQs)

4.8 Answers to Check Your Progress

4.1 Objectives:

After going through this unit, you should be able to---

- understand the nature and role of the transnational news agencies operating in the arena of the international information flow,
- list the various transnational and multinational news agencies operating in the arena of the international information flow,
- grasp a perspicaciously fathomable idea upon the functions of the transnational news agencies,
- also will be able to reflect upon the alternative news distribution systems in the arena of international information flow,
- will be able to acquire some pertinent ideas about the list of initiatives taken by the Non-Aligned

Movement(NAM) countries to become self-reliant for news-gathering and dissemination of the same.

4.2 Introduction:

In this Unit 4 of the Block-4(Global Media--An Overview), we will start with sharing some ideas about the nature and role of the transnational news agencies operating in the arena of the international information flow. In this particular unit, we will also provide you a fathomable idea upon the functions of the transnational news agencies. More so, in this unit, we will try to acquaint you with the list of the various transnational and multinational news agencies operating in the arena of the international information flow. Because, as students of Mass Communication and Journalism, it's pretty much necessary on the part of you to have a fair enough knowledge on the various aspects of the transnational news agencies in operation such as their origin and history, organizational structures and all other pertinent things in this context. More so, after going through this particular unit, you will be able to get familiar with the diverse alternative news distribution systems operating in the arena of international information flow. We will also dwell upon some of the pertinent aspects about the list of initiatives taken by the Non-Aligned Movement(NAM) countries to become self-reliant for news-gathering and dissemination of the same.

Because, this knowledge on the various transnational news agencies operating in the arena of international information flow as well as the alternative news distribution systems, will be of great help for you in case of pursuing further elaborate studies in the future on the global media systems and related branches. Hence, overall it can be pressumed that after going through this unit thoroughly, you will be possessing a fair enough idea upon the diverse aspects related to the functionings of the international news and information agencies. Hence, let us now concentrate upon the sub-sections under this Unit-4(Block-4) as quoted underneath----

4.3 Transnational News Agencies

Reuters, AP, AFP, TASS-ITAR, DPA, Xinhua, UPI, PTI, UNI and Their Current Status----- No newspaper, however, well staffed it may be in terms of news-gathering, can hope to survive without the help of news agencies. News agencies bring in a constant flow of well edited news messages from all over the globe where the newspaper is not represented through its staff reporters or stringers. News agencies provide news reports on current events to the newspapers and others who subscribe to its services. In other words, news agencies are the organizations that gather and distribute news to a range of media(sometimes non-media) clients on a local, regional, national or international scale. Some are government-owned or state-backed. The UNESCO's definition of news agency is--'an undertaking of which the principal objective, whatever its legal form, is to gather news and news material of which the sole purpose is to express or present facts and to distribute it to a group of news enterprises and in exceptional circumstances to private individuals with a view to providing them with as complete and impartial news service as possible against payment and under conditions compatible with business laws and usage.' The news agency does not deal directly with the audiences and it plays the role of a wholesale supplier of news. As collectors and distributors of news to newspapers, magazines and broadcasters globally, news agencies play a central role in setting the international news agenda. It has been argued that news agencies contributed significantly to the globalization and commo dification of international information. News agencies are also called wire services. These agencies serve the MNCs and the media empires. The wire agencies of the new millennium maintain regional, national and global wires for the purpose of disseminating news. They have their representatives of news gatherers spread around the globe. The newspaper publishing industry is heavy consumer of such wire news. A news generally deals with news coverage and it combines spot coverage with interpretation of the important political and economic events. Although its emphasis is limited, the news agency plays a very important role in shaping public opinion on crucial national and international affairs. The media depend upon the materials provided by the news agencies mainly out of economic necessity. For a majority of news media, the news agencies are a major source of news supply.

- The proliferation of news agencies did begin with the World War-II(1939-45), especially in the wake of many nations gaining independence. When you make a comparison of the contents of the newspapers, you will notice, especially in the international news that there is a high degree of similarity. The reason is that almost all the newspapers subscribe to common sources for their foreign material. Any one of the several global or as they are commonly known as transnational news agencies can be regarded as a common source. Now-a-days, the transnational news agencies are large corporations making their profits largely from the sale of financial and market data provided to clients around the globe; the commercial clients far outnumber news enterprises. Further, the kind of 'facts' they present are highly selective, of primary interest to the world of business and commerce in the West, and thus, are in no way 'complete' and 'impartial'. The service the agencies provide are not just texts, but also relate to audio, video, photographs and all sorts of data. The business of some national news agencies too has grown and expanded through diversification. In India, the two leading news agencies are the Press Trust of India(PTI) and the United News of India(UNI), having contractual agreements with the giant transnational news agencies. The major transnational news agencies/wire services continue to be the 'big four' which literally dominate the arena of international/transnational information flow. They are namely--The Reuters of Britain/UK, the Associated Press(AP) of the United States of America(USA), Agence France Presse(AFP) of France and the United Press International(UPI) of the United States of America(USA). However, the UPI has lost much of its international market since the late 1980s except in the South American belt. Some of the other major and large transnational news agencies are namely the Deutsche Presse-Agentur(DPA) of Germany, Information Telegraph Agency of Russia(ITAR)-Telegrafnoi Agentsvo Sovetskavo Soyusa(TASS) of Russia, Xinhua News Agency of China, Kyodo News Agency of Japan, Middle East News Agency(MENA) of Egypt etc. The major financial and business news agencies in the globe are Reuters, Dow Jones, Bloomberg Information Service and Bridge Information Systems. In early 1998, the Dow Jones sold its market units to Bridge Information Systems. While the Reuters distributes financial data to over 3,62,000 computer terminals, Dow Jones and Bridge

Information Systems offer its data on equities, foreign exchange, derivatives and commodities to over 1,05,000 subscribers and Bloomberg to over 75,000 terminals. Each of these transnational news agencies or wire services have their offices in a large number of countries across the globe and currently, these agencies account for a major chunk of the immediate international news. Their services are utilized by the newspapers, major TV networks and radio stations all over the globe. The reliance of newspapers on wire services is underlined by the fact that news agencies bring them not only national and international news, but also cartoons, comic strips, crossword puzzles and news features. Most of the global news agencies are jointly owned and operated by newspapers and other media. Only a few news agencies are autonomous in the real sense of the term. Most of them are under the influence of the governments and business enterprises of the countries in which they operate. Though traditionally, news agencies sold news reports and still photographs, now-a-days, they have diversified their operations, for example--by offering video news feeds for broadcasters and information and financial databases. Most countries in the world, have a national news agency--in many cases state-owned or a government monopoly. However, there are only a few transnational news agencies which continue to be owned by the US and British companies. Certain studies reveal that there are about 1200 news agencies operating across the globe currently. However, the five large transnational news agencies namely the Reuters, Agence France Presse(AFP), Associated Press(AP), United Press International(UPI) and the Information Telegraph Agency of Russia(ITAR)-Telegrafnoi Agentsvo Sovetskavo Soyusa(TASS) of Russia put around several millions of words per day, and claim to provide nine-tenths of the total foreign news output of the world media. In addition, there are other major transnational news agencies such as the Deutsche Presse-Agentur(DPA) of Germany, Kyodo of Japan, Jordan News Agency, Saudi Press Agency(SPA), International Islamic News Agency and Xinhua of China.

- According to the UNESCO Report on World Communications (1975), there are news agencies in 90 sovereign countries but some 40 countries have none; these include 25 countries with a population of more than million. In many of these nations, even

where the agencies ostensibly are autonomous corporations owing to their political set-up, the state casts a long shadow on the news agencies. A few foreign/transnational news agencies are accredited to the Government of India---

a) ITAR-TASS(Russia)
b) Kyodo(Japan)
c) Deutsche-Presse Agentur(DPA)(Germany)
d) Agenzia Nazionale Stampa Associata (Literally "National Associated Press Agency") (ANSA)(Italy)
e) Central News Agency(China/Taiwan)
f) Tanjug Yugoslav Press Agency(Yugoslavia)(Now Defunct)
g) Polish Press Agency(Poland)
h) Iraqi News Agency(Baghdad)
i) Depth News Asia Manila(Philipines)

- One prime reason for us to keep the lion's share of the focus on the aforementioned major and giant transnational news agencies in this particular unit is that, as quoted earlier, their output is quantitatively pretty high. Further, they have been able to maintain dominance with their vast scale of operations in the arena of transnational information flow. Consequently, the other news and information agencies are effectively blocked from setting up rival services. Another reason is that the history of these news agencies is closely linked to the consolidation of colonial empires in the 19th century. For a pretty prolonged period, the communication of information did depend on the physical movement of people. You must be aware of the fact that in the earlier periods, there used to be human messengers. Eventually, submarine cables along sea routes and cables across land, outpaced the physical movement of information through people. The news agencies did utilize this system and thereby, established a wide network. The establishment of the news agency was the most important development in the newspaper industry of the 19th century, altering the process of news dissemination, nationally and internationally. The increasing demand among the business clients for commercial information on business, stocks, currencies, commodities, harvests--ensured that news agencies did grow in power and reach. It was in this context that the first news agency Agence Havas was founded by a Frenchman, Charles-Louis Havas, in the year 1835. Havas

is historically very significant because he laid the foundation for the French Agence France Presse(AFP), UK Reuters and German Deutsche Presse Agentur(DPA) news agencies. As stated, the French Havas Agency or the Agence Havas(ancestor of AFP) was founded in 1835, the German news agency Wolff in 1849 and the British Reuters in 1851. The US news agency Associated Press(AP) was established in 1845, but only the three European agencies did begin as the international ones; Right from the word go, the Reuters made commercial and financial information its speciality and Havas was to combine information and advertising. These three European news agencies namely Havas, Wolff and Reuters, all of which were subsidized by their respective governments, controlled information markets in Europe and were looking beyond the continent to expand their operations. In 1870, these three agencies did sign a treaty to divide up the world market between the three of them. In 1890, these three news agencies namely Havas, Reuters and Wolff did sign a new treaty for further ten years. In the wake of the World War-I(1914-18), although Wolff did cease to exist as a global news agency, the cartel did continue to dominate international news distribution. The first challenge to their monopoly did come from AP when it started supplying news to Latin America. With international news cartel broken by the 1930s, AP and the other US agencies such as the United Press(UP), founded in 1907, which later became the United Press International(UPI) in 1958, after merger with Hearst's International News Service, began to encroach on their terrain. AP began to expand internationally. Now, let us have a brief look into the background of the giant transnational news agencies------

- Reuters------- Founded by Paul Julius Reuter, a Prussian government messenger in Aix-La-Chapella in the year 1849, Reuters did shift to London, the British Capital, in the year 1851, which eventually did extend throughout the globe. It is a news agency owned by Thomson Reuters Corporation and is headquartered in Canary Wharf, London, United Kingdom. Reuters is one of the largest and the most trusted news agencies in the world. It was acquired by the Thomson Corporation of Canada in 2008 and now makes up the news media division of Thomson Reuters. When London-Paris cable line did open in 1851, Reuters set-up an office in London Royal Exchange for

supply of commercial intelligence. From Reuter's London office, news was transmitted by wire to continental cities and distributed further. During that period, London, in addition to being the financial centre of the Victorian World, it was also becoming the communication centre for a growing cable network. Free trade and free press added to the atmosphere Reuters needed to succeed in its new venture. By the year, 1858, Reuters was offering general and political news received by telegraph from all over Europe, as well as financial information. In the year 1889, they were to begin a 'Special India and China Service' and thereafter, for almost a century, India was literally destined to play a central part in the 'Reuter Empire within the British Empire', an Empire which came to depend on telegraphy.

Reuters adopted somewhat awkward according to the present news dissemination system, but a special means to transmit news at that time, transmitted news by carrier pigeons or fast runners for sending the news. The agency since 1950 is owned by newspapers of the United Kingdom(UK), Australia, Auckland-NZ. Reuters also serves radio, television and other news and media outlets as well. In India, Reuters supplies news in association with the Indian National News Agency, the Press Trust of India(PTI).

Reuters is one of the largest transnational news agencies. During 1999, Reuters had announced an agreement to combine their interactive business services for the corporate and professional markets in a joint venture called Factive. Next year it did launch major initiatives to exploit the Internet and open new markets, reinforced by Joint Ventures in Communications, Wireless delivery and Investment research. Developed by Reuters and Microsoft, Reuters Messaging Service was launched in 2002 which was specifically developed for the global financial services industry and which allows financial professionals to communicate instantly with their colleagues and customers.

Reuters is the leading global provider of news, financial information and technology solutions to the world's financial institutions, businesses and the media. Its offerings include real time financial data; transaction capabilities, texts, graphics, video and pictures to media organizations world wide.

Historians suggest that the first major breakthrough did come in the year 1859, when Paul Julius Reuter did send a despatch for shadowing a war in Italy. Since then the agency has expanded, and is regarded as a global/transnational news agency. Reuters supplies news to its clients such as news agencies, newspapers, the radio and television stations under various categories. These include general and economic news, news pictures and the TV news. Under its present form of ownership, a public company, Reuters claims that it can ensure that no particular interest group of faction can have control. Consequently, it hopes to preserve its integrity and freedom from bias. These claims are questioned by many Third World Nations.

Reuters' domination of international information was helped by its being a member of a cartel and it did remain the world news leader between 1870-1914. But the weakening of the British Empire and the ascendancy of the USA, did force Reuters to compete with the American news agencies, especially the Associated Press(AP), with which it did sign in the year 1942, a war-time news sharing agreement, effectively creating a new cartel for news. In the post-war period, Reuters did continue to focus on commercial information, realizing that in order to succeed in a free trade environment, it had to work towards integration of commodity, currency, equity and financial markets around the clock and around the world. In 1999, Reuters was one of the world's biggest multimedia corporations dealing in the business of information, supplying global financial markets and the news media with a range of information and news products.

By the end of the 20th century, Reuters had become the world's largest provider of financial data, besides being the largest news and TV agency with nearly 2000 journalists in 183 bureaus, serving 157 countries. One major growth area for Reuters is the internet, given the steady growth in online trading. By 1999, Reuters was providing news and information to over 226 internet sites reaching an estimated 12 million views per month. It was planning a global news service on the internet and had created Reuters Ventures to co-ordinate its online operations which include a joint venture with Dow Jones to provide a business database.

- Associated Press(AP)----Associated Press(AP) was founded in the year 1848 and its headquarters are at Rockefeller Centre in New York. It buzzes with news from all over the globe on a 24*7 basis. AP is a cooperative venture owned by America's newspaper members. The US members include the broadcasting(radio-television) outlets and newspapers, besides other news and media organizations. AP has news coverage arrangements with the news agencies in the countries such as Canada, UK, France, Russia and India. Three pioneers namely Dr. Alexander Jones(1849-51), Daniel H. Craig(1851-66) and James W. Simonton(1866-82) did manage AP's affairs in the initial stages and put it on firm footings.

  In the initial stages, AP was called the 'Harbour News Association' and was reorganized in 1857 as the 'New York Associated Press'. Some other regional associations namely the Western Associated Press, the New England Associated Press and the Southern Associated Press got affiliated with the New York Associated Press. It was renamed as the Associated Press(AP) of America in the year 1892. AP has exclusive exchange programmes with Reuters and French Havas news agency. By 1900, AP had over 600 members. AP has supplied its subscribers with features since 1913 and did begin its photo transmission service by means of electrical impulses over telegraph wires simultaneously to 500 newspapers in the year 1935. It is said that the newspapers which did start the Associated Press(AP), were able to demonstrate their enterprise during the Mexican-American War. Associated Press(AP) since then expanded its operations to include economic and financial international news service called AP-DJ(Dow Jones). This service is run in conjunction with Dow Jones Inc., publisher of the Wall Street Journal and with Telerate, a major US computer based financial data service. AP took a concrete form in 1900, as a modern news gathering service and as a major transnational news agency. In 1848, six leading newspapers of New York City, did launch a cooperative effort through the creation of the Associated Press(AP) of New York. It was launched by the newspapers to share the cost of telegraphing the news brought by ship to different ports in the US. Competition and

rivalry was there in the formative years, which was overcome by AP. Yet, AP was unhappy that its news exchange contracts of 1893 with European news agencies had restricted its entry into the British Empire area. Although it was able to establish foreign bureaus prior to the World War-I(1914-18), it could not sell news abroad. The prolonged struggle did end in 1934, resulting in the creation of the AP World Service, in 1946. The struggle by AP to establish its base and the restrictions the rivals placed on it often cited as a case that is reflective of many Third World nations wanting to break the monopoly of the 'big five', which ironically includes the AP too. AP with its wide communications network using advanced technology has bureaus in more than 100 countries. Its several thousand correspondents and a host of stringers cater to about several hundreds of newspapers, broadcasters in the US and several hundreds of private subscribers.

The AP head office in New York supervises and controls domestic and international news, business news, sports news, features, graphics and photographs. AP general desk compiles and edits national news. The AP international desk supervises non-US news coverage and edits international news for US media. It also provides AP's news photos to newspapers and television and radio stations. In terms of overall news output, the Associated Press(AP) is the world's largest news-gathering organization, serving more than 15000 news organizations globally with news, photos, graphics, audio and video, claiming that 'more than a billion people everyday read, see or hear AP news'. The Associated Press(AP) operates as a non-profit co-operative with its subscribing member organizations, supplying news, photographs, graphics, audio and video to an international audience. It has a digital photo network, a 24*7 continuously updated online news service, a television news service(APTN) and AP Network News(largest single radio network in the USA). Apart from English, AP's service is available in German, Swedish, Dutch, French and Spanish, while subscribers translate its stories into many more languages.

As already stated, the founding of the Associated Press(AP) dates back to the year 1848, when ten men representing six New York newspapers did meet in the offices of *The New York Sun*. An agreement was reached to make efforts for collecting international news and to offset the prohibited cost of telegraph. Among the important highlights mentioned by the AP include---

- 1858 cable containing 42 words summarizing five stories in headline: 'Mutiny being quelled, all India becoming tranquil.'
- AP agent Joseph L Gilbert takes down Abraham Lincoln's words at Gettysburg. The Gettysburg Address becomes the most reliable account of the historically memorable three minutes.
- In 1967, it did launch the AP-Dow Jones Economic Report for collecting financial news from around the globe.
- In 1969, AP dispatched 70 editors, photographers, operators and technicians to Houston and Cape Kennedy to document Neil Armstrong's momentous step of landing on the moon's surface.
- In 1994, it launched APTV, a global video news gathering agency and two years later it launched the Wire, a continuously updated news service on Internet, combining text, photos, audio and video news.
- Agence France Presse(AFP)------The third transnational news agency is the Paris-based Agence France Presse(AFP), with subscribers including businesses, banks and governments, apart from newspapers, radio and TV stations across the globe. Headquartered in Paris, France, AFP is the world's oldest established news agency, founded in the year 1835 by Charles-Louis Havas, the father of global journalism, as the Agence Havas. By 1860, the agency had subscribers in most parts of Europe. It also did sign contracts with Reuters and German Wolf Agency for effecting cooperative news exchanges. In 1940, the Nazis became active in Europe. When the Germans did arrive, they did turn it into a part of the official Nazi News Agency, called DNB. France was liberated from the clutches of the Nazis in 1945. Many interim war agencies were merged to form the Agence France-Presse(AFP). It was set up in old Havas HQ. It did assimilate most of its employees of the pre-War period in its

structure. In 1944, the AFP did ask for financial help from the French government as Paris dailies were not capable enough to finance the AFP. Until, 1957, the AFP was the only major news agency of the free world to be largely supported by the government. According to the agency newsletter, AFP did gain international fame for breaking news of Stalin's death in the year 1953. In January, 1957, the AFP got an autonomous board of directors. This board was controlled by the editors of diverse French newspapers. Transmission of news is done by wire. Nearly, one half of the AFP's daily transmission is world news. AFP has exchange agreements with the agencies of 30 nations and also, with other large news agencies of the globe. Though subsidized by the French government, the AFP claims to provide 'accurate, speedy, quality reporting' of global events. Everyday, the AFP distributes millions of words and several photographs and graphics in several languages such as English, Spanish, French, German, Arabic and Portuguese. AFP is particularly strong on coverage of the Middle East and Africa, perhaps reflecting French geo-economic interests. It has regional centres in Washington D.C., Hong Kong, Nicosia and Montevideo. All share the identical goal to guarantee a top quality international service tailored for the specific needs of clients in each region. AFP reaches thousands of subscribers globally—radios, TVs, newspapers, companies from its main headquarter and the regional centres. In January, 1957, the French Parliament did adopt the AFP's status and it got a new legal structure. In January, 1985, it did launch the international photo-service. In February, 2000 the AFP did launch Olympic Games Multimedia Service. In short, AFP is a worldwide multilingual and multimedia news agency and the AFP brand represents editorial quality and reliability, a reputation built since its inception. AFP around the world, has journalists in several countries. AFP's coverage is organized in five regions----

a) North America HQ—Washington D.C.---9 Bureaus
b) Latin America HQ—Montevideo----15 Bureaus
c) Asia-Pacific HQ—Hong Kong---25 Bureaus

d) Europe-Africa HQ—Paris—36 European bureaus and 16 African ones
e) Middle East HQ—Nicosia—9 Bureaus

Within France, the regional network comprises of seven bureaus, in Bordeaux, Lille, Lyon, Marseille, Rennes, Strasbourg and Toulouse. The French network is coordinated by a bureau manager based in Paris. Apart from news, AFP produces graphics everyday in English, French, Spanish and German. Its ImageForum offers Internet or ISDN access to AFPs' international Photo-Service—150000 digital images are available. It has launched an email service la carte news, tailored to client specifications. In short, the Agence France Presse(AFP) is a post-war successor to the Agence Havas, founded in 1835. The French newspapers control the agency by having maximum representation on its board of directors. Although AFP is considered as an unsubsidized autonomous organization, in effect, the French government and various agencies under its control subscribed to AFP, and provided good support.

Through a wide network of bureaus within the country and abroad, AFP is regarded as one of the major global or transnational news agencies. AFP is important in another sense, and that is its history. As already cited, it was a successor to Agence Havas. It grew out of a translation agency, which did sell the translations to different newspapers. AFP has more than 10000 newspapers and 70 agencies as its subscribers. Its operations are in more than 150 countries with a network of 110 foreign bureaus.

- Information Telegraph Agency of Russia(ITAR)-Telegrafnoi Agentsvo Sovetskavo Soyusa(TASS) (ITAR- TASS)------ Often it was customary to exclude the ITAR-TASS from the 'globals' as the transnational news agencies are called. However, in terms of influence, impact and coverage, ITAR-TASS was in no way different from the other news agencies. With the changes in the erstwhile USSR, the relevance of understanding ITAR-TASS as one of the globals, may have got minimized, but changes and the formation of the ITAR and Russia, has given it a new outlook and depth of penetration, in terms of coverage.

  Headquartered in Moscow, Russia, this Russian transnational news agency ITAR-TASS did begin on the

foundation of what was known as the Petrograd Telegraph Agency of the Soviet Union, in 1917. When it started functioning under the new regime after the Socialist Revolution, it was considered as a major publicity organ dealing with the country's economic life. The domestic news operations were coordinated under the Chief Department of Home Information. It did supply news through a network of correspondents in all regional and territorial centres. Officially, its role was to supply balanced information, objectively reflecting the economic life of all republics, territories and regions by taking into account their economic potential and peculiarities. After the dissolution of the Soviet Union, TASS, the official Russian news agency was renamed, in the year 1992, as the Information Telegraph Agency of Russia (ITAR-TASS), but did regain the simpler name TASS only in the year 2014. ITAR-TASS, had 74 bureaux and offices in Russia and other former Soviet republics and 65 bureaux in 62 foreign countries, distributing on average 105 stories daily. ITAR-TASS also cooperates with more than 80 foreign news agencies and operates a photo-service, the largest of its kind in Russia and has also entered into joint ventures in operating private and corporate telecommunication networks based on satellite, fibre-optic, microwave, radio and cable lines. It also produces multimedia products to clients in Russia and abroad.

The work of TASS was complimented by another information agency, Novosti Press Agency(APN). This was established in 1961 by the Union of Soviet Journalists, the Union of Soviet writers and a few other organizations. The objective was to promote information for peace and friendship among nations. TASS, in comparison to APN, did claim to be the single state system of information, while APN did become the organ for public organizations.

In the wake of the changes in the erstwhile Soviet Union, TASS and APN have correspondingly changed. APN and TASS have been merged to form a new Russian information agency named the ITAR(the Information Telegraph Agency of Russia). ITAR will retain a part of the erstwhile TASS and APN. The TASS trademark will be used in conjunction

with ITAR and the credit line now is ITAR-TASS. The TASS was set up in 1918 under the name of Rosta. In 1925, it was Christened TASS. It acts both as a national agency and a global one. It is controlled by the Russian government and it is the chief organization for collecting and transmitting news within Russia and globally to those nations that need its news. In the wake of the fall of the Iron Curtain(1989-90),the TASS has become a free news agency of the Commonwealth of Independent States(CIS) states. It sends news in Russian, English, French, German, Spanish and Arabic to its subscribers. It is reliant upon the government for its economic survival and growth. TASS is not fully free to disseminate news, contrary to the popular notion about its operations after 1989. Its headquarters are located in Moscow, Russia and has thousands of part-time and full-time correspondents and bureaux in all major nations of the globe. It has made arrangements to exchange domestic news of the Commonwealth of Independent States(CIS) States with the news agencies of the globe.

Prior to the fall of the Iron Curtain, it was the predominant source of news for national agencies in nations that were part of the Communist Block. However, times changed after the advent of the Glasnost in 1989. The Russians did heave a sigh of relief in the wake of the arrival of democracy. The press was a natural beneficiary, although the TASS remained under the control of the state. TASS provides news to some other transnational news agencies too. It uses mainly ordinary commercial telecommunication channels. It uses voice radio for distributing news. The forces of liberalization have changed its structure, staff strength and strategies. Today, ITAR-TASS is a leading global/transnational news agency that shares news with the West without any qualms.

- United Press International(UPI)---- The United Press International (UPI) is an American international/transnational news agency whose newswires, photo, news film and audio services provided news materials to thousands of newspapers, magazines, radio and television stations for most of the 20th century until its eventual decline beginning in the early 1980s. At its peak, the UPI

had more than 6,000 media subscribers. Since the first of several sales and staff cutbacks in 1982, and the 1999 sale of its broadcast client list to its main U.S. rival, the Associated Press(AP), the UPI has concentrated on smaller information-market niches. Formerly UPI was named as the United Press Association(UPA) for incorporation and legal purposes but publicly known and identified as the United Press(UP). The growth of the Associated Press(AP), did spur the rise of competitors. Edward Wyllis Scripps, the founder of the famous Scripps chain of newspapers in the United States(US), did form the United Press Association(UPA), in the year 1907. One of the reasons for starting this association was the closed membership policy of the Associated Press(AP). AP was interested in serving the big morning newspapers, while Scripps was publishing the evening newspapers. Running his own newspaper was, therefore, attractive. The company was started by newspaper publisher E.W. Scripps in the year 1907 by combining three news services. The principle on which the news agency was founded was that there should be no restriction on who could purchase news from a news service. E.W. Scripps did start two regional news services to cater to his own newspapers. Simultaneously, there was another association formed in 1898 by the non-AP eastern newspapers. In 1907, Scripps merged his United Press Association(UPA) with the Publishers' Press Association to form the United Press Association(UPA) This association could enter areas which AP could not owing to contractual limitations, as a result of which the influence of UPA did grow.

It is said that the UPA news reports were dynamic and like the Scripps papers, did conform to the needs and interests of the mass of readers. On the contrary, AP was looking down upon human stories, and was still concerned with straight reporting. The backgrounds and personal accounts did enable UPA to score over AP. Parallel to these developments, there emerged a third press association, the International News Service(INS). The newspapers never looked towards INS as a major source, but subscribed to the service for well written stories and major news beats. Although it was emerging as a major service, by 1956, it

decided to merge with the Associated Press(AP) in 1958, to form the second major global news agency in the US, the United Press International(UPI).

In other words, in the year 1958, the United Press Association(UPA) did become the United Press International(UPI) after absorbing the International News Service (INS) in May. As either UP or UPI, the agency was among the largest newswire services in the world, competing domestically for about 90 years with the Associated Press (AP) and internationally with AP, Reuters and Agence France-Presse (AFP). UPI claims to have an overseas electronic strength distributed in Europe, Latin America, Asia and Australia. Unlike the AP and Reuters, UPI has not diversified much into specialized economic services. However, its broadcast related services are considered to be a specialization.

At its peak, UPI had more than 2,000 full-time employees and 200 news bureaus in 92 countries; it had more than 6,000 media subscribers. With the soaring popularity of television news, the business of UPI did begin to decline as the circulation of afternoon newspapers, its chief client category, began to fall. Its decline accelerated in the wake of the 1982 sale of UPI by the Scripps company.The E.W. Scripps Company controlled the United Press(UP) until its absorption of William Randolph Hearst's smaller competing agency, International News Service(INS), in 1958 to form the United Press International(UPI). With the Hearst Corporation as a minority partner, UPI did continue under Scripps management until the year 1982. Since its sale in 1982, UPI has changed ownership several times and was twice in Chapter 11 bankruptcy reorganization. With each change in ownership, there came deeper service and staff cutbacks and changes of focus and a corresponding shrinkage of its traditional media customer base. Since the year 1999 sale of its broadcast client list to its one-time major rival, the Associated Press(AP), the United Press International(UPI) has concentrated on smaller information market niches. It no longer services media organizations in a major way.

For most of the 1990s, the majority of the shares in the United Press International(UPI), were owned by Saudi Media interests, but in the year 2000, the UPI was purchased by News World Communications, an international news media company/a media conglomerate, founded in the year 1976 by Unification Church leader Sun Myong Moon, which also owned *The Washington Times* and newspapers in South Korea, Japan, and South America. The next day, UPI's White House correspondent, Helen Thomas, resigned her position, after working for UPI for 57 years.

In the year 2007, as part of a restructuring to keep UPI in business and profitable, management cut 11 staff from its Washington, D.C. office and no longer had a reporter in the White House press corps or a bureau covering the United Nations(UN). UPI spokespersons and press releases said the company would be focusing instead on expanding operations in the Middle East, Central Asia and Africa and reporting on security threats, intelligence and energy issues.

The Scripps company is headquartered in Washington D.C., with offices in Hong Kong, London, Seoul, Santiago and Tokyo. It maintains a global network of correspondents to cover major stories round the globe on topics which include finance, entertainment, sports, science as well as different geopolitical and sociological issues.

While traversing through its history, one is surprised at the number of its photographers and reporters who did get Pulitzer prizes for excellence in reporting ground breaking stories and taking photographs in Vietnam. The first Pulitzer prize was awarded to Russell Jones for the coverage of the 1956 Hungarian Revolution. In the year 1963, the UPI did send to the world the first bulletin on the assassination of President John F. Kennedy when its correspondent Merriman Smith did grab the mobile radiophone in the motorcade's lead press car and did dictate dispatches to UPI's Dallas bureau. He did follow a steady stream of reports from Parkland Hospital and later from Air Force One as Lyndon Johnson did take oath of office and flew back to Washington. Smith's coverage, which won the 1964 Pulitzer Prize for National Reporting, has been called the finest example of deadline reporting in the 20th century.

In the year 2001, the United Press International(UPI) did develop a multi-lingual ‘virtual newsroom’. Its Middle East correspondents produce news and analysis stories in the Arabic language. The Latin American Bureau produces news of the region in the Spanish language. Its products include UPI Perspectives, issue-focused news reports and in-depth reports, UPI News Track—a fast and snapshot of major stories, UPI Photos, UPI Spanish and UPI Arabic Service.

In a nutshell, the UPI was founded in May, 1958 in the USA. At that time, the United Press Association(UPA) which was founded by E.W. Scripps in 1907 and the International News Service(INS) which was founded by William Randolph Hearst in 1909, were consolidated/merged to form the United Press International(UPI). Like its predecessors, this agency is also known as for its lively and colorful coverage. It’s a private profit-making organization which had faced some economic crises during the early 1980s. In 1982, it was purchased by the Media News Corporation which was owned by four newspapers and TV executives from the South and the Midwest. It was bought from the E.W. Scripps Company. At that time, it had nearly 6000 newspapers and broadcast clients in nearly 80 countries. It also had nearly 2000 reporters at that time.

Deutsche Presse-Agentur(DPA)----It’s a German news agency which is connected to the major news agencies of Europe and North America. DPA is particularly strong in Eastern Europe. Deutsche Presse-Agentur(DPA) is a German news agency founded in the year 1949. Based in Hamburg, DPA has literally emerged as a major worldwide operation, serving the print media outlets, radio stations, television channels, online platforms, mobile phones and national news agencies. News is available in seven languages among which German, English, Spanish and Arabic are a few to name. The DPA is the largest press agency in Germany with the headquarters being in Hamburg and the central editorial office in Berlin. It is represented abroad at around 100 locations and maintains 12 state services in Germany with the corresponding offices. For decades, almost all German radio stations and newspapers with their own editorial offices have been affiliated to the DPA, meaning they can report on global events without having to maintain their own correspondents and editors. In 2009, several independent regional newspapers, including one of the largest regional publications, the *Westdeutsche Allgemeine Zeitung*, temporarily dropped the DPA

service, but the contract was resumed in December,2012. This large-scale influence of the DPA over public opinion has often been met with criticism.

The agency is a member of the European Alliance of News Agencies (EANA). Independence of ideologies, businesses and governments, non-partisanship and reliability (accuracy always comes before speed) have been announced as the main principles of the agency management and editorial policy. In 2010, the editorial headquarters moved to the historical newspaper district of Berlin, the location of the former newsroom for Hamburg, Frankfurt and Berlin. The corporate headquarters remain in Hamburg, along with subsidiaries. DPA main wire and DPA regional services publish around 1,100 articles daily from all over the globe from the fields of politics, business, sports and panorama sections. An average of 1,000 photographs are offered to subscribers daily. DPA foreign language services are available in English, Spanish and Arabic. The English language service is produced in Berlin and Sydney, the Spanish language service in Madrid and Berlin, the Arabic language service has its main editorial office in Cairo.

In the year 2008, the DPA did announce plans to launch a bilingual news service in the Turkish language and in the German language in 2009. This service did aim to provide informations pertinent to the "information needs of citizens of Turkish origin residing in Germany", as emphasized in a statement. The service was discontinued after a period of nine months.

The DPA co-operates with other news agencies such as the Associated Press (AP), Austria Presse-Agentur(APA), DPA-AFX Business News etc. The German Press Agency DPA works extensively with a range of agencies in gathering and disseminating news, including foreign companies such as the Austria Press Agency(APA). With the Austria Press Agency, the DPA runs the DPA-AFX business news agency.

Since 2013, DPA has been collaborating with the Associated Press(AP) news agency from the USA, marketing AP services in German-speaking countries.

As the dominant news agency in Germany, the Deutsche Presse-Agentur(DPA) has significant influence over public opinion. Its main competitors within the same market area include the Germany

branches of foreign press agencies such as the Agence France-Presse(AFP) and Thomson Reuters. Domestic competitors include the Evangelical Press Service, the Catholic News Agency and the Sports Information Service.

- Xinhua----The Xinhua News Agency or New China News Agency is the official state news agency of the People's Republic of China. It is a State Council's ministry-level institution which was founded in the month of November, 1931 by the Chinese Communist Party. It is the largest media organ in China. Xinhua is a publisher as well as a news agency which publishes in multiple languages and is a channel for the distribution of information related to the Chinese government and the ruling Chinese Communist Party. The global headquarter of the Xinhua News Agency is in Beijing, China and the overseas headquarter of the same is in New York, USA. Xinhua reports directly to the Communist Party of China's Propaganda Department and Public Information Department. As already stated, Xinhua is a publisher as well as a news agency which owns so many newspapers and magazines and it prints in all the six official languages of the United Nations(UN) namely Chinese, English, Spanish, French, Russian and Arabic.

  The Xinhua News Agency was started in November,1931 as the Red China News Agency and changed to its current name in the year 1937. During the Pacific War, the agency developed overseas broadcasting capabilities and established its first overseas branches. It began broadcasting to foreign countries in English from the year 1944 onwards. In 1949, Xinhua followed a subscription model instead of its previous limited distribution model. In the direct aftermath of the Chinese Civil War, the agency represented the People's Republic of China in countries and territories with which it had no diplomatic representation, such as British Hong Kong. In 1956, Xinhua began reporting on anti-Marxist and other opinions critical of the Chinese Communist Party(CCP). In 1957, Xinhua switched from a journal format to a newspaper format. When the communists took power in China, the agency represented the Chinese Communist Party in countries and territories with which it had no diplomatic representation, such as Hong Kong. The Xinhua headquarter

is located in Beijing. The Xinhua News Agency established its first overseas affiliate in the year 1947 in London. Now it distributes its news in Asia, Middle East, Latin America and Africa where run the superior offices; in Hong Kong, Macau and many foreign countries and districts. There are more than one hundred Xinhua affiliates. Today, Xinhua News Agency delivers its news across the world in six languages: Chinese, English, French, Russian, Spanish and Arabic as well as news pictures and other kinds of news. It has made contracts to exchange news and news pictures with more than eighty foreign news agencies or political news departments. Xinhua is also responsible for handling and in some cases, censoring reports from foreign media, destined for release in China. People's Republic of China's Xinhua News Agency, founded in the year 1931, has expanded steadily since the country did begin to open its doors for business in the year 1978. Xinhua has four regional offices in the Pacific region, Latin America, Africa and the Middle East and branches in more than 100 countries. The Xinhua News Agency is a state-owned institution, owned by the People's Republic of China and its parent organization is the State Council of the People's Republic of China. Amongst the subsidiaries of the Xinhua News Agency are the Reference News, China Xinhua News Network Corporation and the CNC World. Xinhua tailors its pro-Chinese government message to the nuances of each international audience. The organization has faced criticism for spreading propaganda and disinformation and for criticizing people, groups or movements critical of the Chinese government and its policies. By the outbreak of the Second Sino-Japanese War in 1937, Xinhua's *Reference News* translated Central News Agency(CAN) news from the Kuomintang and also international news from the agencies like TASS and Havas. Xinhua first started using letterpress printing in 1940. By 2021, Xinhua had 181 bureaus globally, publishing news in multiple languages. Xinhua is also responsible for handling, and in some cases, censoring reports from foreign media destined for release in China. In 2010, Xinhua acquired prime commercial real estate on Times Square in Manhattan and started an English-language satellite news network. Xinhua has paid other media outlets such as *The New York*

Times, *The Washington Post* and *The Wall Street Journal* to carry its advertorial inserts, branded as "China Watch" or "China Focus".

- Press Trust of India(PTI)-------The Press Trust of India(PTI) was set up on August,27, 1947, as a non-profit sharing cooperative owned by the country's newspapers, with a mandate to provide efficient and unbiased news services to all the subscribers without any discrimination. PTI is the largest news agency of India. In 1948 several important editors of the Indian dailies did establish the PTI which took over the entire business of the Reuters in India. The PTI did emerge as a cooperative news agency with its zone from Cairo to Singapore for covering news for the Reuters World Pool. Registered on August,27, 1947, PTI did begin functioning from February, 01, 1949 taking over the Associated Press of India and the Indian operations of Reuters.

  With a view to provide its services directly to the subscribers and also to overcome the various snags of the point to point transmission, PTI is now increasingly taking resources to the satellite mode of dissemination through the INSAT satellite. PTI has also integrated the major Indian stock exchanges in a simultaneous display of inter market share prices on electronic boards. Major services of the agency are headed by Editors. The agency has a staff of over 1600 including so many journalists. There are over 100 bureaus across the country and 10 bureaus overseas. The agency also has so many stringers spread all over the country. For operational purposes of the Press Trust of India(PTI), the country is divided into four regions with the offices in Delhi, Mumbai, Kolkata and Chennai functioning as regional headquarters. In Delhi, there are also separate headquarters for political, economic and sports coverage. PTI too has expanded its services considerably, and has foreign correspondents in New York, Moscow, Kathmandu, Colombo, London, and other major world capitals. It employs over a thousand journalists and technical staff manning around a hundred offices in the country. PTI service is received by the British Broadcasting Corporation(BBC), London and it has

arrangements with Reuters, Agence France Presse(AFP) and other news agencies for news, with the Associated Press(AP) for international photographs, and with AP-Dow Jones for international economic and financial news. PTI has teamed up with the AAP Information Services of Australia, Nihon Keizai Shimbun of Japan, Antara news agency of Indonesia and YONHAP of South Korea to form a joint venture company to gather and distribute business news on the industrialized economies of the Asia-Pacific. PTI is also part of a cooperative agreement among 12 news agencies of the Asia-Pacific region for the distribution of corporate and government press releases. The Dow Jones Services are provided by the PTI because of government restrictions against direct distribution to Indian media houses. Dow Jones is reportedly helping PTI with technical assistance in its modernization plans. PTI also distributes the general news service of Reuters in India. Towards the end of 1978, PTI along with the UNI, did step into the age of satellite communication, discarding the outmoded radio-teletype system, thereby, beginning to receive foreign agency and foreign correspondents' reports via satellite, and to disseminate agency copy using networked computers. Some of the major services offered by the PTI to its subscribers are as follows----

- English News Service---- PTI news service in English is available in two forms. The 'Core' service covers major developments segmented service allows papers to pick up additional inputs from segments of their choice--- National/Regional News, Economic/Commercial News, International News and Sports News. PTI's English News Service grosses more than 100000 words per day. A network of more than 136 bureaus, a 350 strong cadre, about 300 part-time correspondents, 11 bureaus and a few stringers abroad, a support staff of over 1300 and arrangements with several transactional and national news agencies make up the back bone of this service.

- Bhasha--- Launched in the year 1986(April), the Hindi language news service of the PTI has its own network in the Hindi-speaking states of the country.

- Photo Service---Launched in the year 1987, PTI Photo Service accounts for the bulk of the agency photos in the Indian media. Broadcast by satellite, the service is available all over the country. The full colour service of the Associated Press of America(AP) is made available with the authorization of PTI.

- Economic Service---The fortnightly economic journal provides analytical reports besides a data update on the Indian economy.

- Science Service---Reports on the developments in science and technology both in India and abroad in a fortnightly mailer.

- PTI Feature—A package of four weekly features provides an analytical insight on topical national, international and general events.

- PTI Mag----Provides ten special stories on topics ranging from Arts to Business to Science in mailer weekly package. Also available on the wire service.

- Graphics----A weekly mailer package of 14, PTI Graphics covers all major developments---be it economic, sports or elections. On special occasions like the budget the graphics are broadcast via satellite with the photo service.

- News-Scan----Display news in capsule form on video monitors. Major developments in the country and abroad are covered.

- PTI Stockscan---Provides stock market information on video terminals for group display. Stockscan Select of individual users is an interactive version of the service.

- Asia Pulse—An online data bank on economic developments and business opportunities in Asian countries. Formed by

PTI and four other Asian media organizations, Asia Pulse International is registered as a company in Singapore.

- PTI-TV----It is the television service of PTI which provides spot and documentary cover for the small screen on contract. PTI-TV has been producing news clips, documentaries and video films for Doordarshan and other clients.

- Non-Aligned News Agencies Pool(NANAP)---PTI is a redistribution centre for this part of the world for news exchange among news agencies of the non-aligned nations. NANAP did come into existence in the year 1976. PTI is aleading participant of The NANAP.

- Organization of Asia-Pacific News Agencies(OANA)---A grouping of about 30 news agencies of the Asia-Pacific region, includes PTI and UNI of India. Founded in the year 1961, OANA has been acting as a forum for exchange of news, besides facilitating professional interaction. PTI has covered 50 years of its operation. PTI is a leading participant of the OANA also and from March, 1985 till July, 1988, PTI was also the President of the OANA.

- United News of India(UNI)-----India's another leading news agency, the United News of India(UNI) was registered as a company on December,19, 1959 which did start news operations on March,21, 1961 and has grown into one of the largest news agencies in Asia. Apart from news covering a wide range of topics, the UNI also provides subscribers with a rich choice in features, interviews and human interest stories. The agency was founded by newspapers themselves to promote competition between the country's two leading news agencies so that subscribers get the best out of both. Since, 1968, the agency's communication network has expanded and now it has one of the largest news agency teleprinter networks in the developing world. The number of subscribers has increased seven-fold. At the end of March,1989, the agency was reaching more than 950 subscribers by teleprinter. These did include a dozen in the

Gulf Countries, linked to UNI through an exclusive satellite channel.

The agency's pioneering Gulf news operations, launched in 1980, now, cover UAE, Bahrain, Qatar and Kuwait, extended to Saudi Arabia and Oman. The UNI news service now also goes to Singapore and Mauritius. A UNI Arabic news service is also on the anvil. UNI'S wire service is also available in English, Hindi and Urdu. The United News of India(UNI) has correspondents in many of the major cities of the globe such as Washington,D.C., London, Dubai, Kathmandu, Islamabad, Dhaka, Singapore, Sydney and Vancouver.

Growth in UNI has been both vertical and horizontal; growth has arrived by means of the launching of a number of sister services, which besides yielding welcome additional revenue have taken the agency into new area in which it can make itself useful. UNI was the first agency to launch National Photo Service, Stock Exchange Service and Financial Service.

In May, 1982, the United News of India(UNI) went bilingual when it did launch its Hindi Service---UNIVARTA. Today, UNIVARTA dominates the news columns of Hindi newspapers in all the Hindi speaking states of the country and even in the places such as Hyderabad, Ahmedabad and Kolkata. UNIVARTA is a complete news service for Hindi newspapers and is today considered to be the biggest and the most comprehensive service of its kind in India, serving many newspapers and non-newspapers subscribers across the country. Besides spot news, UNIVARTA provides news features on a wide variety of topics such as Art and Culture, Science, Agriculture, Economy, Heritage and India's neighbours.

UNI's foreign news comes predominantly from the Associated Press of America(AP) which has been collaborating with the UNI from the very first day of its operation. Another foreign collaborator from the agency's early days is the Deutsche Presse Agentur(DPA) of

Germany. UNI also has collaboration arrangements with Reuters(UK), Xinhua(China) & 15 other wire services, including most of the Gulf agencies. UNI's own correspondents ably supplement agency news coverage from foreign soils. Nepal was the first country in which the UNI did post a correspondent way back in the year 1968. Now, foreign news reports keep on coming from several correspondents based in so many countries scattered across five continents. UNI was the first news agency in India to go on to satellite communication. The Bombay-New York satellite channel was commissioned on June,06, 1979 for receipt of AP service. An exclusive UNI Bombay-Dubai channel was commissioned on April,01, 1981. The UNI activities include wire services: UNI General Service, UNI Overseas Service, UNI Financial Service, UNI Banking Service, UNI Stock Exchange Service, UNI Language Service(UNIVARTA), UNI World TV News Service(UNISCAN) and UNI Urdu Service. And some of the mailer services of the UNI are—UNI Backgrounder Service(Weekly), UNI Agricultural Service(Weekly), UNI Energy Service(Twice a Week) and UNI Economic Service(Weekly).

Stop to Consider-1

- No newspaper, however, well staffed it may be in terms of news-gathering, can hope to survive without the help of news agencies. News agencies bring in a constant flow of well edited news messages from all over the globe where the newspaper is not represented through its staff reporters or stringers. News agencies provide news reports on current events to the newspapers and others who subscribe to its services. In other words, news agencies are the organizations that gather and distribute news to a range of media(sometimes non-media) clients on a local, regional, national or international scale.

- The major transnational news agencies/wire services continue to be the 'big four' which literally dominate the arena of international/transnational information flow. They are namely--The Reuters of Britain/UK, the Associated Press(AP) of the United States of America(USA), Agence France Presse(AFP) of

France and the United Press International(UPI) of the United States of America(USA). However, the UPI has lost much of its international market since the late 1980s except in the South American belt.

- Some of the other major and large transnational news agencies are namely the Deutsche Presse-Agentur(DPA) of Germany, Information Telegraph Agency of Russia(ITAR)-Telegrafnoi Agentsvo Sovetskavo Soyusa(TASS) of Russia, Xinhua News Agency of China, Kyodo News Agency of Japan, Middle East News Agency(MENA) of Egypt etc. The major financial and business news agencies in the globe are Reuters, Dow Jones, Bloomberg Information Service and Bridge Information Systems.

- One prime reason for us to keep the lion's share of the focus on the aforementioned major and giant transnational news agencies in this particular unit is that, as quoted earlier, their output is quantitatively pretty high. Further, they have been able to maintain dominance with their vast scale of operations in the arena of transnational information flow. Consequently, the other news and information agencies are effectively blocked from setting up rival services. Another reason is that the history of these news agencies is closely linked to the consolidation of colonial empires in the 19th century.

Check Your Progress-1

Notes—i) Use the space below for your answers.
ii) Compare your answers with those given at the end of this unit.

1) Put forward UNESCO's definition of news agency.

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2) The proliferation of news agencies did begin with the…….

3) Name a few foreign/transnational news agencies which are accredited to the Government of India.

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4) Who was the founder of Reuters ?

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5) Associated Press(AP) was founded in the year…….and its headquarters are at…….. in…….

6) AFP is the world's oldest established news agency, founded in the year……. by……., the father of global journalism, as the……...

7) AFP's coverage is organized in five regions. Enumerate the regions.

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8) Write down the full form of ITAR- TASS.

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9) Formerly UPI was named as the……

10) Write down the full form of DPA and also cite which country it belongs to ?

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11) Xinhua is the official state news agency of which country ?

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12) The Xinhua News Agency was started in November,…..as the…….. News Agency and changed to its current name in the year…….

13) Write down the full form of PTI and what is the name of its Hindi-Language Service ?

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14) YONHAP is a news agency of which country ?

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15) Write down the full form of UNI and what is the name of its Hindi-Language Service ?

4.4 Alternatives to "Globals":

IANS, IRNS, PANA, CANA, NANAP------In the previous units of the Block-3 of this Paper-1025, you must have already been acquainted with the concept of imbalance existing in the international information flow between the developed nations of the West and the developing/underdeveloped nations of the Third World and also by skimming through the earlier units in the Block-3, you must have got familiar with the aspect of the pretty important need for the establishment of a New International Information and Communication Order(NIICO), one of the prerequisites of which was the development of alternate news and information distribution systems in the developing and the underdeveloped nations of the Third World, which have been perennially facing the domination, control and bias of the giant transnational news agencies such as the Reuters, UPI, AP, AFP, DPA, ITAR-TASS etc., operating from the West. In this particular sub-section of this unit, let us make you aware of the efforts of the developing as well as the underdeveloped nations of the Third World to be self-reliant and self-sufficient in the field of news and information flow. We will also dwell upon the significant milestones in the voyage of the developing and the underdeveloped nations of the Third World to achieve the alternate/alternative information delivery systems to the existing international information agencies, which have corroborated to be conspicuously biased in favour of the developed and the industrialized nations of the West. As students of Mass Communication and Journalism, this knowledge will be of immense significance for you as this will assist you to comprehend the new developments that have a bearing upon the development of the alternate news and information distribution systems in the Third World nations which as already stated, have been over the years at the receiving end of the bias, unfettered dominance and hegemony

of the giant Western transnational news agencies in the arena of international information flow.

Now, in the context of the theme of 'Alternatives to the Globals', it is pertinent to cite the fact that in the 1970s, there was a blatant realization that the Third World nations were conspicuously represented inadequately and on many occasions misrepresented by the so-called giant transnational news agencies, operating from the West. One of the significant mechanisms devised to correct this phenomenon was the decision by the Non-Aligned Nations to set up the Non-Aligned News Agencies Pool(NANAP) in 1976, which was established to fill in the deficiency found in the news services of the Western news agencies as imbalanced, one way flow, ethnocentric, prejudiced and biased against the Third World countries. More so, in the wake of the UNESCO debate about the proposed New World Information and Communication Order(NWICO), several alternative news agencies and news exchange mechanisms(NEMs) were formed throughout the developing world. Some of these were—the Inter Press Service(IPS), Non-Aligned News Agencies Pool(NANAP), the Pan-African News Agency(PANA), the Caribbean News Agency(CANA), Indo-Asian News Service(IANS), Iranian News Service(IRNS), OPECNA—The news agencies of the OPEC countries, Accion de Sistemas Informativos Nacionales (ASIN) and the Agencia Latinamericana de Informacio (ALAI) serving the South American region, PACNEWS, a news agency for the Pacific region, OANA-the news agency of the Asia-Pacific region etc. Except for the Inter Press Service(IPS), most of these alternate news agencies have been interagency co-operative ventures sponsored by the governments. With the objective of improving South-South news and information traffic, regional exchange mechanisms, supported by the International Programme for the Development of Communication(IPDC), were established in the late 1970s. Though the alternative regional news agencies such as the Pan African News Agency(PANA), Caribbean News Agency(CANA) and the Organization of Asia-Pacific News

Agencies(OANA), encouraged journalists in the developing countries to think in terms of regional issues, but they did fail to make difference to the global or regional news flow, as a UNESCO study found. That means on behalf of the UNESCO, a study of these organizations was conducted by Boyd-Barrett and Thussu and their conclusion was that the News Exchange Mechanisms(NEMs) do not appear to have had a significant impact on the structures of media imperialism over the past two decades. The development and maintenance of local and regional centres of news exchange does not in and of itself indicate a weakening in the global market hold of the major Western transnationals. The Non-Aligned News Agencies Pool(NANAP), an international exchange designed to promote news among the Non-Aligned nations, was another international contributor to promoting alternative communication, though as a collection of government sponsored news agencies, it was seen as lacking journalistic credibility. The NANAP has had a mixed reaction and by and large, is regarded as falling short of the Third World media expectations. Further, the changes occurring in the international political scene have played a significant role in the slow marginalization of this pool. Another key player in the international alternative media is the Rome-based Inter Press Service(IPS), an international news agency, set up by a non-profit international journalists' co-operative in 1964.

While there has been a continuous effort to establish alternative news and information distribution systems in the world, the global changes have had a deep impact on the information scene. This has especially to do a lot with the Third World efforts to usher in alternative information flows, between and among themselves, on the one hand and with the developed world, on the other hand. The West has been for a long time using the concept of 'freedom of information' as an ideological weapon, and successfully deploying it to deflect the Third World from its pursuit of a New World Information and Communication Order (NWICO). Under such circumstances, there is the need for a greater unity among the Third World nations to come out of the dependence and dominance in the field of information

and promote self-reliance. Hence, any emergence of alternative information systems should be comprehended in this changing world scenario and the current concept of the 'unipolar' world dominated by the West. Now, let us have a brief look into the background of some of the alternative news agencies and other alternative information distribution systems operating in the arena of the international information flow and also let us acquire some pertinent ideas about the list of initiatives taken by the Non-Aligned Movement(NAM) countries to become self-reliant for news-gathering and dissemination of the same as quoted underneath -----

- Indo-Asian News Service(IANS)----------The Indo-Asian News Service(IANS)—formerly known as the India Abroad News Service—was instituted in the year 1986 to act as an information bridge between India and North America and chronicle their growing ethnic, business and cultural links. The IANS is headquartered in New York, USA. It's a link between the news agencies of India and the sources of information of the USA. It primarily caters to the news needs of the Non Resident Indians(NRIs) who have settled in the USA and Canada. The USP of IANS is the coverage of the Indian diaspora, numbering about 25 million in 110 countries. The Indo-Asian News Service(IANS) has carved a niche for itself not only in reporting India, South Asia and the large Indian diaspora, scattered across the globe, but also world events which are of interest to and having impact upon India, its geopolitics, its economy, its culture, society and national aspirations. Their team of journalists do produce a pretty steady output of news, features, analysis and commentaries. The subjects span politics, external/foreign policy, strategic affairs, corporate affairs, science, health, aviation, energy, technology, environment, the arts, literature, entertainment, social trends, human interest, religion and sports. In the year 1995, the Indo Asian News Service(IANS) did start a Hindi Language Service. Now, its subscribers' base encompasses all the leading newspapers, websites and other news outlets in Hindi. In the year 1998, the IANS did break new ground with the launch of an Arabic Language Service for the Gulf and the Middle East.

- Pan-African News Agency (PANA)-----The Pan-African News Agency(PANA) serves the African continent. It covers the news of the African continent and it has exchange arrangements with several news agencies of the globe. PANA Press or PANA or Pan-African News Agency is an African news agency. It has its headquarters in Dakar, Senegal, West Africa. It was founded on July, 20, 1979 in Addis Ababa, Ethiopia, by the Organization of African Unity(OAU) and was re-launched by the UNESCO in the year 1993. It provides news in English, French, Portuguese and Arabic. PANA Press works in collaboration with the UNESCO. PANA was officially inaugurated and commenced news agency activities on May,25, 1983. PANA is a specialized agency of the Organization of African Unity(OAU) and has its headquarters in Dakar,Senegal,West Africa with its regional offices in Khartoum, Sudan; Lusaka, Zambia; Kinshasa, DR Congo; Lagos, Nigeria; and Tripoli, Libya.

Relevant treaties and protocols:

- OAU Charter, adopted on May,23, 1963. South Africa was admitted to the OAU on May,23, 1994 and the OAU Charter became binding on South Africa on that same date.
- PANA Convention

All the member states of the OAU were members of PANA. South Africa officially became a member of PANA after becoming a member of the OAU on May,23, 1994. The Seventh Ordinary Session of the Conference of African Ministers of Information took place at Sun City in October,1994. This was for the first time that an OAU-related activity did take place on the South African soil.

- Caribbean News Agency(CANA)------ The Caribbean News Agency (CANA) was founded in the year 1975 as successor to the former Reuters Caribbean service, created by the Caribbean region's print and broadcast media outlets. Stake-holding media companies share their own local content with CANA which in turn would have access to the other media

houses' stories and articles. Using this method enabled editors in the region to have their news shared in other neighbouring countries within the Caribbean region.

However, on June 9, 2000, the commercial operations of the Caribbean News Agency(CANA) were merged with the Caribbean Broadcasting Union (CBU) to form the Caribbean Media Corporation (CMC), based in Barbados. CANA and CBU remain the sole joint owners of CMC, not-for-profit corporation.

The CANA was a non-profit news agency that was established under the aegis of the UNESCO. It was the direct response to the call for the NWIO whose objective was to reduce the imbalance of news flows within the Caribbean region and rationalize such flows between the Caribbean nations and the rest of the world. Upto the year 1975, news flows in and out of the Caribbean region were dominated by the Reuters. The CANA did take over the task of exchanging news in 1976. Its independence had been ensured by its ownership structure and management, although it was set up by regional Caribbean governments. 12 private media houses had the major stocks as well as control of the ownership of the CANA. Initially, it did start as a basic print news service and did generate nearly 3000 words per day to regional subscribers via teletype. The BBC, *The Financial Times* and *the Miami Herald* were some of its clients. It also did start the CANA Radio in 1984.

- Inter Press Service(IPS)-----The Rome-based Inter Press Service(IPS), is an international news agency, set up by a non-profit international journalists' co-operative in 1964. In other words, the Inter Press Service(IPS) is a radical developing world cooperative. Rather, it can be stated that the Inter Press Service(IPS) is Third World cooperative and was founded by a group of journalists from Latin America. The agency has attracted international notice by placing emphasis upon analysis, interpretation and background. With its focus on covering the issues affecting the developing countries, it was a major news initiative in the 1970s and 1980s, especially in Latin America, where its Spanish

language service received a good response. Its main focus is news and analysis about social, political, civil and economic subjects as it relates to the Global South, civil society and globalization. Headquartered in Rome, Italy, the Inter Press Service(IPS) has a bureau in New Delhi, besides other capitals of the developing nations. IPS takes a deliberate 'Third World' approach to social processes and issues. It decries 'spot reporting' and event and people-oriented news and concentrates on analytical features. Its major interest is in placing issues in context, to offer discussions on the 'why' of issues rather than the 'what', 'when', 'where' or 'who'. However, by the 1990s, it had ceased to be a global presence in the spot news category—with its relatively modest output and limited resources it could not compete with transnational news agencies such as the Associated Press(AP) and the Reuters. With regional branches in Harare, Manila, Amsterdam, Montevideo, Kingston, Washington D.C. and New York and 250 journalists covering more than 100 countries, providing services for more than 1000 clients and users, Inter Press Service(IPS) has been called 'the world's largest purveyor of information about the developing nations'. By concentration on news features, it has retained niche for itself in a highly competitive global news market. In addition, the training programmes and projects that IPS undertakes have helped many Southern journalists to develop an alternate news agenda. Its operations are directed towards improving the 'South-South and South-North communication capacities, and opening up space to those traditionally marginalized or excluded from communication systems'(Harris, 1997:160). Initially, the primary objective was to fill the information gap between Europe and Latin America after the political turbulence following the Cuban Revolution of 1959. Later the network expanded to include all continents, from its Latin American base in Costa Rica in 1982. In 1994, IPS changed its legal status to that of a "public-benefit organization for development cooperation". IPS's stated aims are to present voices of the marginalized and vulnerable people and groups, to report from the perspectives of the developing countries and to reflect the views of civil society. The mainstreaming of gender in reporting and the assessment of the impacts of globalization

are priorities. IPS may be unique in its concentration on developing countries and the strong relationships with civil society. For this reason, IPS has been termed by some as probably the "largest and the most credible of all 'alternatives' in the world of news agencies." It is also considered by some as the "first and only independent and professional news agency which provides on daily basis information with a Third World focus and point of view."

- OPECNA—The news agencies of the OPEC countries------- Its full form is OPEC News Agency and it is a pool of news agencies of the member nations of the OPEC, started to counter the dominance of the giant transnational news agencies of the West in the arena of international information flow. It is a pool of regional news agencies or a regional news exchanges pool. As of January 2024, OPEC has 12 member countries: five in the Middle East (West Asia), six in Africa and one in South America. The OPEC Countries are namely—Algeria, Republic of Congo, Equatorial Guinea, Gabon, Iran, Iraq, Kuwait, Libya, Nigeria, Saudi Arabia, United Arab Emirates(UAE) and Venezuela. It was founded on September,14, 1960 in Baghdad by the first five members (Iran, Iraq, Kuwait, Saudi Arabia and Venezuela). The OPECNA comprises of the following news agencies basically----
- Agencia Angola Press(Angola)
- Algerie Presse Service(Algeria)
- Islamic Republic News Agency(Iran)
- National Iraqi News Agency(Iraq)
- Kuwait News Agency(Kuwait)
- Libya News Agency(Libya)
- News Agency of Nigeria(Nigeria)
- Saudi Press Agency(Saudi Arabia)
- Emirates News Agency(United Arab Emirates)
- Agencia Venezolana de Noticias(Venezuela)
- Congo
- Ecuador
- Equatorial Guinea

- Organization of Asia-Pacific News Agencies(OANA)----It covers the news of the Asia-Pacific region. A UNESCO sponsored conference in Bangkok in the year 1961, did lead to the creation of the OANA. In other words, the

Organization of Asia-Pacific News Agencies (OANA) is a non-profit membership association of news agencies from the UN member states in the Asia-Pacific region, started to counter the dominance of the giant transnational news agencies of the West in the arena of international information flow. Formed in 1961 on UNESCO's initiative, OANA promotes and facilitates cooperation among member agencies in order to serve their common interests and help them exchange information and experience. The Asia–Pacific is the region of the world adjoining the western Pacific Ocean. The region's precise boundaries vary depending on context, but countries and territories in Australasia, East Asia and Southeast Asia are often included. In a wider context, Central Asia, North Asia, the Pacific Islands, South Asia, West Asia (excluding the Arabian Peninsula and the Levant) and even Pacific-adjoining countries in the Americas can be included.

- Accion de Sistemas Informativos Nacionales(ASIN)-----It is another alternative regional news exchange, serving the South American region.
- Agencia Latinamericana de Informacio(ALAI)------ It is also another alternative regional news exchange, serving the South American region.
- PACNEWS-----A news agency for the Pacific region,
- Non-Aligned News Agencies Pool(NANAP)------ The Non-Aligned News Agencies' Pool(NANAP) is an arrangement for exchange of news among the agencies of the non-aligned countries who were for long victims of imbalances and bias in the flow of news. The pool did come into existence in the year 1976, with India as its first chairman(1976-79), as a voluntary effort on the part of the non-aligned nations to promote flow of news within the community. The pool, i.e. NANAP is a worldwide operation, embracing four continents---Asia, Europe, Africa and Latin America and the pool news is exchanged in four languages namely English, French, Spanish and Arabic. NANAP was primarily an outcome of the efforts of the Non-Aligned Movement(NAM) nations to exchange news without any bias or distortion. The NAM nations had alleged that the West was giving such news to its media as were hurting their cultural and democratic edifices. In order to get a free and fair treatment on the news collection front, the NANAP was formed. As per the directives of the UNESCO to establish a news pool or consortium of news agencies, i.e. the Non-Aligned News

> Agencies' Pool(NANAP), the 'Pool' of news agencies of the non-aligned countries, was formally launched in July, 1976, at the New Delhi Conference of Information Ministers and Representatives of the news agencies of the non-aligned countries. According to a statement of the Conference, the objective of the Pool is to expand the mutual exchange of information among the non-aligned countries in a spirit of collective self-reliance. The former Prime Minister of India, late Mrs. Indira Gandhi, in her address to the conference, called upon the non-aligned nations to know one another directly, not through the eyes and ears of the Western media.

The activities of the NANAP are coordinated by an elected body known as the Coordinating Committee with a chairman as its head. The Chairman and the members of the Coordinating Committee are elected by a General Conference, which is the top decision making body. Since the inception of the pool, six General Conferences, 17 regular meetings and one special meeting of the Coordinating Committee have taken place.

The Non-Aligned News Agencies' Pool(NANAP) is not a transnational news agency, but a system of exchange of agency information, based upon the cooperation and coordination among the individual news agencies taking part in these activities. There are over eight participatory news agencies. The Pool is not based on any formal membership. The national news agencies can join in its activities by forming one of the Pool's distribution centres. They send news to it and from there it is distributed to the other participants. The Pool has no single directing centre or staff or employee, nor does it have its own budget. Each of the national news agencies pays the cost linked to the transmission of its own news to the centre and the service received from it.

India has played a pivotal role in the creation and expansion of the Pool. The Press Trust of India(PTI) operates the India News Pool Desk. In fact, PTI has been one of the seven redistribution centres of the pool news ever since the year 1976. The agency receives news copy from the Pool partners and in turn, contributes Indian news into the exchange arrangement. The news is exchanged through a network of E-mail, satellite and terrestrial communication with links with other news agencies including Antara(Indonesia), Bernama(Malaysia), BSS(Bangladesh) and ZANA(Zambia).

Besides the creation of optimum possibilities for the exchange of information, the tasks of the Pool, as formulated at its General Conference in Belgrade, Serbia, in the year 1979, were predominantly a programme for training the journalists working in this service, and also the creation of bilateral regional and multi-national communications systems and their link-up to the overall communication systems of the non-aligned countries. The Conference did stress that the creation of a communication network of the non-aligned nations is one of the main long term aims of the Pool.

Now, let us give you some ideas about the restraints on the growth of the NANAP. The biggest hurdle to the broad development of information and news exchanges among the non-aligned countries through the Pool have been---

a) Communication Restraints—Many of the developing countries do not have an extensive and elaborate telecommunication network. For some other nations, the high tariffs are major barriers. Hence, it is clear that the development of the communication systems in the non-aligned nations is imperative to their overall development. It should also be comprehended that the maximum information exchange also depends on the level of development communication systems in the individual non-aligned nations. It is worth quoting here the statement of the former Director General of the UNESCO, Arthur M'Bow, who did state—"The creation of the widespread communication system of the non-aligned countries is intrinsically linked to the overall development of these states".

b) News Flow---According to a study, at one point of time, majority of the news items received by the Press Trust of India (PTI) from the Pool partners were spiked. The reasons for these were put forward as delay in news reception, poor quality, low news value or propaganda material.

c) Lack of Training----The lack of proper training among the non-aligned journalists and their inability to match the professional standards of the journalists of the transnational news-agencies, are the reasons for the poor quality of

material put out by the Non-Aligned News Agencies' Pool(NANAP).

d) Political Constraints---- Owing to the totalitarian and despotic governments in many non-aligned nations, the news-agencies are under the strict control of the governments in these nations. The first casualty of such a solution is the objectivity of the news and information put out by their agencies.

e) The Media's Lukewarm Attitude---The editors of private-owned newspapers in the democratic countries like India, either are not persuaded of the need for such an inter-regional cooperation or they do not respect the news coverage of several agencies, which are participants of the pool.

- Initiatives taken by the Non-Aligned Movement(NAM) countries to become self-reliant for news-gathering and dissemination of the same---

  Before dwelling upon the aforesaid topic, let us acquaint you about the need for self-reliance. By going through this particular sub-section of this unit, you will be familiar with the theme of the need of self-reliance in news and information distribution, both in disseminating news to the outside world or in acquiring news and information from diverse places across the globe. Self-reliance in news and information distribution is essential on the following grounds—

  a) To provide the media a national identity and personality,
  b) To facilitate the analyses of the global events not from the point of the West, but from the national perspective,
  c) To foster better understanding among the Third World nations, which is far more essential now than ever before,
  d) To prevent the unwarranted entry of foreign and alien ideas, cultures and life-styles, that always tend to contribute to shaping public opinion in favour of foreign countries, particularly of the West, and

e) To provide an objective account of the news and developments that were considered newsworthy by the indigenous media.

Now, in this context, let us highlight the role or initiatives of the Non-Aligned Movement(NAM) countries towards achieving self-reliance in news collection and dissemination. The Non-Aligned Movement (NAM) is a forum of 120 countries that are not formally aligned with or against any major power bloc. It was founded with the view to advancing interests of developing countries in the context of Cold War confrontation. After the United Nations, it is the largest grouping of states worldwide. The movement originated in the aftermath of the Korean War, as an effort by some countries to counterbalance the rapid bi-polarization of the world during the Cold War, whereby, two major powers formed blocs and embarked on a policy to pull the rest of the world into their orbits. One of these was the Pro-Soviet Socialist Bloc whose best known alliance was the Warsaw Pact and the other one was the Pro-American Capitalist group of countries, many of which belonged to NATO. In 1961, drawing on the principles agreed at the Bandung Conference of 1955, the Non-Aligned Movement was formally established in Belgrade. As stated, the Non-Aligned Movement(NAM) came into existence in the year 1961, with 25 member countries. The influence of the NAM was increasingly felt in the United Nations(UN). During the late 1960s and 1970s, the NAM Nations banded together to fight the international economic order which did offer unfair and unequal trade advantages to the richer nations. They argued that the ‘free flow of information’ was regarded as a one-way flow of news and information from North to South. The non-aligned nations further argued that their mass media were dominated by material from the West: films from Hollywood, TV serial from the networks, popular music from the multinational record companies and news in all media from the giant transnational news agencies of the West. Direct broadcasting was seen as the ultimate threat to their national and cultural identity. The flow was ‘free’ all right, but there was no equity or balance in it. The NAM countries, therefore, sought to re-write the UN Charter,

which had been adopted at a time when most of the developing world was under colonial rule. They felt that the Charter reflected colonial interests and values, which were repugnant to free non-aligned countries.

The call for the New World Economic Order was articulated from the non-aligned countries as a reflection of the movement's(NAM's) general antipathy to the former colonialism, which was evident from the first statement on information endorsed by the fourth summit of the Movement in Algiers in the year 1973 and there could be no doubt about such an orientation in the documents on information endorsed by the 5th summit in Colombo in the year 1976. Ultimately, in the year 1976, the first ever conference of the information ministers and representatives of news agencies from the non-aligned countries, was held in New Delhi and this conference did express its determination to rectify the imbalance and concretize arrangements for effective cooperation in all fields of information, mass media, social and cultural information. A linkage was also sought to be established, perhaps for the first time, between economic and political dependence on one hand and the information monopoly, on the other hand, was sought to be established. This conference ultimately did adopt a declaration(New Delhi Declaration of NAM), which stated that----

a) The present transnational information flows are characterized by serious deficiencies, imbalance, inadequacy and inequalities. The means of communicatory information are concentrated in a few centres and the great majority of countries are literally reduced to passive recipients of information which is transmitted from a few centres.
b) This situation perpetuates the colonial era of dependence and domination and it confines judgements and decisions on what should be known and how it should be made known to a few. In other words, the situation indicates a stage in which the means of information are dominated and monopolized by a few agencies to spread information as they wish, at the same time that the rest are denied the right to inform and to be informed objectively and accurately.

c) The declaration also stated that the major international news agencies had ignored or distorted the foreign policy efforts of the non-aligned nations and that these nations had few possibilities of getting to know each other through other channels.

d) Just as political and economic dependence are legacies of the era of colonialism, so is the case of dependence in the field of information, which, in turn retards the achievements of political and economic growth.

e) In a situation, where the means of information are dominated and monopolized by a few, the freedom of information really comes to mean the freedom of these few to propagate information in the manner of their choosing and the virtual denial to the rest, and of the right to inform and being informed objectively and accurately. The enunciation of the NAM's New Delhi Declaration is perhaps the running thread that continues in all the NAM documents on information. These statements are precisely the philosophy of the NAM regarding information flows. Its efforts to combat the existing information imbalances emerge from this understanding.

Stop to Consider-2

- In the context of the theme of 'Alternatives to the Globals', it is pertinent to cite the fact that in the 1970s, there was a blatant realization that the Third World nations were conspicuously represented inadequately and on many occasions misrepresented by the so-called giant transnational news agencies, operating from the West. One of the significant mechanisms devised to correct this phenomenon was the decision by the Non-Aligned Nations to set up the Non-Aligned News Agencies Pool(NANAP) in 1976, which was established to fill in the deficiency found in the news services of the Western news agencies as imbalanced, one way flow, ethnocentric, prejudiced and biased against the Third World countries.

- More so, in the wake of the UNESCO debate about the proposed New World Information and Communication Order(NWICO), several alternative news agencies and news exchange mechanisms(NEMs) were formed throughout the

developing world. Some of these were—the Inter Press Service(IPS), Non-Aligned News Agencies Pool(NANAP), the Pan-African News Agency(PANA), the Caribbean News Agency(CANA), Indo-Asian News Service(IANS), Iranian News Service(IRNS), OPECNA—The news agencies of the OPEC countries, Accion de Sistemas Informativos Nacionales(ASIN) and the Agencia Latinamericana de Informacio(ALAI) serving the South American region, PACNEWS, a news agency for the Pacific region, OANA-the news agency of the Asia-Pacific region etc.

- While there has been a continuous effort to establish alternative news and information distribution systems in the world, the global changes have had a deep impact on the information scene. This has especially to do a lot with the Third World efforts to usher in alternative information flows, between and among themselves, on the one hand and with the developed world, on the other hand.

- The West has been for a long time using the concept of 'freedom of information' as an ideological weapon, and successfully deploying it to deflect the Third World from its pursuit of a New World Information and Communication Order(NWICO). Under such circumstances, there is the need for a greater unity among the Third World nations to come out of the dependence and dominance in the field of information and promote self-reliance. Hence, any emergence of alternative information systems should be comprehended in this changing world scenario and the current concept of the 'unipolar' world dominated by the West.

Check Your Progress-2

Notes—i) Use the space below for your answers.
ii) Compare your answers with those given at the end of this unit.

1) Write the full forms of CANA, ASIN, IANS and ALAI.

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2) The IANS was formerly known as the…….News Service and it is headquartered in……
3) PANA is a…….news agency with its headquarters being at…… ……..
4) The CANA was founded in the year……as successor to the former…… ……service.
5) Write briefly about the Inter Press Service(IPS).

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6) What is the significance of OPECNA and OANA ?

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7) Enumerate a few of the restraints on the growth of the NANAP.

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8) Self-reliance in news and information distribution is essential on the which grounds ?

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4.5 Summing Up:

- In this unit-4 of Block-3 under Paper-1025, you have been acquainted with the Transnational News Agencies—Reuters, AP, AFP, TASS-ITAR, DPA, Xinhua, UPI, PTI, UNI and Their Current Status and also the Alternatives to "Globals"---IANS, IRNS, PANA, CANA, NANAP etc. Let us summarize the key points which you can learn by going through this particular unit---

- The major transnational news agencies/wire services continue to be the 'big four' which literally dominate the arena of international/transnational information flow. They are namely--The Reuters of Britain/UK, the Associated Press(AP) of the United States of America(USA), Agence France Presse(AFP) of France and the United Press International(UPI) of the United States of America(USA). However, the UPI has lost much of its international market since the late 1980s except in the South American belt.

- One prime reason for us to keep the lion's share of the focus on the aforementioned major and giant transnational news agencies in this particular unit is that, as quoted earlier, their output is quantitatively pretty high. Further, they have been able to

maintain dominance with their vast scale of operations in the arena of transnational information flow. Consequently, the other news and information agencies are effectively blocked from setting up rival services. Another reason is that the history of these news agencies is closely linked to the consolidation of colonial empires in the 19th century.

- It is pertinent to cite the fact that in the 1970s, there was a blatant realization that the Third World nations were conspicuously represented inadequately and on many occasions misrepresented by the so-called giant transnational news agencies, operating from the West. One of the significant mechanisms devised to correct this phenomenon was the decision by the Non-Aligned Nations to set up the Non-Aligned News Agencies Pool(NANAP) in 1976, which was established to fill in the deficiency found in the news services of the Western news agencies as imbalanced, one way flow, ethnocentric, prejudiced and biased against the Third World countries.

- The West has been for a long time using the concept of 'freedom of information' as an ideological weapon, and successfully deploying it to deflect the Third World from its pursuit of a New World Information and Communication Order(NWICO). Under such circumstances, there is the need for a greater unity among the Third World nations to come out of the dependence and dominance in the field of information and promote self-reliance. Hence, any emergence of alternative information systems should be comprehended in this changing world scenario and the current concept of the 'unipolar' world dominated by the West.

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4.7 Self Assessment Questions(SAQs):

1) It seems that from a bipolar world in every field of life, a unipolar world is emerging strongly in the field of media of late. Is it correct ? Justify your answer with suitable examples. What are the possible impacts of such as development ?

2) It is usually alleged that the Western media are highly biased in their coverage about the developing nations. Discuss how far this is true in the present day circumstances. Can you suggest a few means of correcting this discrepancy ?

3) What are the major functions of an international news agency or syndicate ? Write briefly about their organizational structure.

4) Describe information as a tool of equality and exploitation with relevant examples.

4.8 Answers to Check Your Progress:

Check Your Progress: Model Answers

Check Your Progress-1

1) 'An undertaking of which the principal objective, whatever its legal form, is to gather news and news material of which the sole purpose is to express or present facts and to distribute it to a group of news enterprises and in exceptional circumstances to private individuals with a view to providing them with as complete and impartial news service as possible against payment and under conditions compatible with business laws and usage.'

2) World War-II(1939-45)

3)

- ITAR-TASS(Russia)
- Kyodo(Japan)
- Deutsche-Presse Agentur(DPA)(Germany)
- Agenzia Nazionale Stampa Associata (Literally "National Associated Press Agency") (ANSA)(Italy)
- Central News Agency(China/Taiwan)
- Tanjug Yugoslav Press Agency(Yugoslavia)(Now Defunct)
- Polish Press Agency(Poland)
- Iraqi News Agency(Baghdad)
- Depth News Asia Manila(Philipines)

4) Paul Julius Reuter

5) 1848; Rockefeller Centre; New York

6) 1835; Charles-Louis Havas; Agence Havas

7)

- North America HQ—Washington D.C.---9 Bureaus
- Latin America HQ—Montevideo----15 Bureaus
- Asia-Pacific HQ—Hong Kong---25 Bureaus
- Europe-Africa HQ—Paris—36 European bureaus and 16 African ones
- Middle East HQ—Nicosia—9 Bureaus

8) Information Telegraph Agency of Russia(ITAR)-Telegrafnoi Agentsvo Sovetskavo Soyusa(TASS)

(ITAR- TASS)

9) United Press Association(UPA)

10) Deutsche Presse-Agentur; Germany

11) People's Republic of China

12) 1931; Red China News Agency; 1937

13) Press Trust of India; Bhasha

14) South Korea

15) United News of India; UNIVARTA.

Check Your Progress-2

1) Caribbean News Agency
Accion de Sistemas Informativos Nacionales
Indo-Asian News Service
the Agencia Latinamericana de Informacio

2) India Abroad News Service; New York

3) African; Dakar, Senegal, West Africa

4) 1975; Reuters Caribbean service

5) The Rome-based Inter Press Service(IPS), is an international news agency, set up by a non-profit international journalists' co-operative in 1964. In other words, the Inter Press Service(IPS) is a radical developing world cooperative. Rather, it can be stated that the Inter Press Service(IPS) is Third World cooperative and was founded by a group of journalists from Latin America. The agency has attracted international notice by placing emphasis upon analysis, interpretation and background. With its focus on covering the issues affecting the developing countries, it was a major news initiative in the 1970s and 1980s, especially in Latin America, where its Spanish language service received a good response. Its main focus is news and analysis about social, political, civil and economic subjects as it relates to the Global South, civil society and

globalization. Headquartered in Rome, Italy, the Inter Press Service(IPS) has a bureau in New Delhi, besides other capitals of the developing nations. IPS takes a deliberate 'Third World' approach to social processes and issues.

6) OPECNA--Its full form is OPEC News Agency and it is a pool of news agencies of the member nations of the OPEC, started to counter the dominance of the giant transnational news agencies of the West in the arena of international information flow. It is a pool of regional news agencies or a regional news exchanges pool. On the other hand, the Organization of Asia-Pacific News Agencies (OANA) is a non-profit membership association of news agencies from the UN member states in the Asia-Pacific region, started to counter the dominance of the giant transnational news agencies of the West in the arena of international information flow. Formed in 1961 on UNESCO's initiative, OANA promotes and facilitates cooperation among member agencies in order to serve their common interests and help them exchange information and experience.

7) Communication Restraints

- News Flow
- Lack of Training
- Political Constraints

- 8)

a) To provide the media a national identity and personality,
b) To facilitate the analyses of the global events not from the point of the West, but from the national perspective,
c) To foster better understanding among the Third World nations, which is far

more essential now than ever before,

d) To prevent the unwarranted entry of foreign and alien ideas, cultures and life-styles, that always tend to contribute to shaping public opinion in favour of foreign countries, particularly of the West, and

e) To provide an objective account of the news and developments that were considered newsworthy by the indigenous media.

UNIT: 5

Unit Structure:

5.1 Objectives

5.2 Introduction

5.3 Media Commercialization Boom in the Global Media

5.4 Mc Donaldization

5.5 Paid News Syndrome in the Global Media Scenario

5.6 Rupert Murdoch

5.7 "News of the World" (now defunct British Tabloid Newspaper)

5.8 Let Us Sum Up

5.9 References and Suggested Readings

5.10 Self Assessment Questions (SAQs)

5.11 Answers to Check Your Progress

5.1 Objectives:

After going through this unit, you should be able to---

- understand the concept of Media Commercialization as well as the reasons behind this and also about its booming/burgeoning stature in the contemporary Global Media Scenario,
- grasp a perspicaciously fathomable idea about the impact of Media Commercialization Boom upon the arena of Global/Transnational Media in the contemporary period,
- also will be able to reflect upon the pretty pertinent and significant concept of McDonaldization and its relevance and impact in the contemporary Global Media Scenario,
- to comprehend the meaning and the other related aspects of the concept of Paid News Syndrome and also about its impact upon the contemporary Global Media Scenario,

- will be able to acquire some pertinent ideas about Rupert Murdoch, the Media Mogul/Media Baron and also about his giant media empires as well as related aspects,
- also will be able to know about a few pertinent aspects of the now defunct British Tabloid Newspaper 'News of the World'.

5.2 Introduction:

In this Unit--5 of the Block-4(Global Media--An Overview), we will start with sharing some ideas about the concept of Media Commercialization as well as the reasons behind this. Because, these days, it has been a conspicuous phenomenon that the commercial media houses are veritably corroborating to be identical to the industries and companies/business houses as well as becoming highly commercial/profit making oriented/corporatized in nature and the mass media audiences are literally turning out to be just like the consumers or customers and the mass media outputs or programmes be it news or the other programmes are veritably being similar to the commodities or products, being consumed by the consumers or customers in the guise of audiences. In other words, in this era of commercialization, the mass media outputs are blatantly getting commodified many a times. In fact, it is a blatant fact these days that the commercial media entities have the predominant objective of maximizing their commercial profits in terms of garnering optimum advertising revenues along with soaring circulation, Television Rating Point(TRP),Television Audience Measurement(TAM) etc. even at the cost of ethical violations many a times. As students of Mass Communication and Journalism, it is quite essential on the part of you to acquire some relevant ideas about this crucial aspect of media commercialization boom in the contemporary global media scenario. Also it is quite evident in the 21st century that the diverse commercial media outlets across the globe, many a times keep on resorting to the unethical practices of sensationalized reporting, bias, yellow journalism etc. with the purposes of enhancing their readership, viewership or listenership and advertising revenues, with the elementary objectives of journalism and reporting such as truth, accuracy, impartiality,

balance, social and philanthropic goals etc. literally taking a backseat. Hence, after skimming through this particular Unit-5 under the Block-4 of this Paper-1025, the knowledge accumulated on the various aspects of the soaring media commercialization boom phenomenon existing in the contemporary global media scenario and its impact, will be of immense help for you especially while pursuing further studies in the study area of Global Media and International Communication. More so, by means of going through this unit, you will get familiar with another pertinent and significant concept of McDonaldization and its relevance and impact in the contemporary Global Media Scenario. McDonaldization is the process of a society adopting the characteristics of a fast-food restaurant. McDonaldization developed the notion that quantity equals quality and that a large amount of product delivered to the customer in a short span of time is the same as a high quality product. Ritzer identifies the four main principles of McDonaldization namely-- predictability, calculability, efficiency and control. These all are characteristics of McDonald's and the other fast-food restaurant chains. Now-a-days, it is quite a blatant fact that in the wake of the media commercialization boom in the global media scenario, as already stated, the commercial media houses are no longer organizations solely performing their social as well as philanthropic duties, rather these days, the various mass media entities have veritably turned out to be commercial ventures and their primary objective has been to deliver the diverse contents in an alluring, appealing and attractive fashion, embellished with the quotient of a paramount degree of glitz and glam, meant to attract maximum audiences towards their programmes, thereby, relishing an enhanced audience base and garnering optimum advertising revenues and other commercial benefits even at the cost of quality and ethical standards. In short, the penetration of the phenomenon of McDonaldization into the mass media contents in this contemporary era of media commercialization boom in the arena of global or transnational media, has literally resulted in enhanced commercial profits on the part of the mass media outlets in terms of garnering maximum advertising revenues, circulation, TRP. TAM etc. and increased availability of diverse mass media contents to more people globally in a pretty appealing, attractive, enchanting and captivating form adorned

with the touch of glitz and glam and in a rapid way, i.e. in a short or minimum amount of time. Also by means of going through this particular unit, you will be able to get acquainted with the concept of Paid News Syndrome and about its menacing impact in the contemporary global media scenario. Because, paid news syndrome is a corrupt practice prevalent in the contemporary media scenario and its ill effects are the blatant indicators of the ethical violations by media. Hence, this particular unit will try to elucidate upon the diverse nitty-gritties of the menace of paid news syndrome in the contemporary global media scenario. This unit will also dwell upon the media baron/media mogul Rupert Murdoch and his towering media businesses and their impact upon the global media scenario and finally this unit will throw some light upon the now defunct British Tabloid Newspaper 'News of the World' . Hence, overall this particular unit will certainly enhance your knowledge upon several key areas from the field of global media and international communication, which will be of utmost importance for you as students of Mass Communication and Journalism in the future course of your academic ventures. Now, let us focus upon the sub-sections to be covered under this Unit-5(Block-4) of the Paper-1025 as quoted underneath-----

5.3 Media Commercialization Boom in the Global Media:

The advent of free market economics has commercialized all the media. The trends of the West have been emulated in the Eastern countries. The commercial aspects of the media are worth a study because the present-day media are exploiting the masses. They are also keeping producers away from users. Eventually, they are forcing the masses to purchase what they do not want to. Sex/sexual contents, obscenity, nudity, crime themes/crime reporting, page-3 journalism, gender exploitation, human interest stories, emotional appeal in programme contents, disaster themes, love and romance/love themes/romantic themes, action stunts adorned programme contents/action thrillers, sci-fi contents/science fiction contents in programmes, animation, graphics, SFX/VFX, cheesecake, comedy, horror, violence, tabloidization, gloss, gossips, paparazzi, sensationalism/sensational news, fake news contents,

fabricated/manipulated facts, yellow journalism, chequebook journalism, melodramatization, plagiarism and mudslinging are a few of the tools that media empires use to fulfill their predominant commercial objectives these days. More so, Television Rating Points(TRPs), Television Audience Measurement(TAM), Quality Rating Points(QRPs), Gross Rating Points(GRPs), Cost Per Thousand(CPM), Cost Per Rating Point(CPRP), Price War, Media Footle etc. are some of the other palpably conspicuous realities emanating from the horizon of the overwhelming menace of media commercialization boom prevailing in the global media scenario, currently.

Blumer states that the commercial environment of media production provides a straightjacket that closes off possibilities for innovation and creativity. Thus, the media are an industry, just like an industry that produces nuts n bolts. The hunger or craving for money as well as fame is equally provocative for the media barons/media moguls of today as it is for a CEO of any other industry or business. Researchers view information as a tool for transforming society, but media barons/media moguls deem it a tool for minting money.

Booming commercialization of the mass media outlets leads to a fall in the quality of their contents. This is quite palpable or blatant because mass media firms must thrive and grow. If some people want to get better contents, they better buy costly media. The masses are not keen to pay more for the contents, as they think that information is ‘free’. However, good information is available only at high costs.

The phenomenon of media commercialization boom has been criticized on the following grounds----

- It has poor cultural quality. Hence, it cannot upgrade cultures of the targeted audiences.
- It exploits weak consumers.
- It creates alienative relations.
- It develops utilitarian and calculative relations.
- It promotes and supports the propaganda for strengthening consumerism.

- It commercializes the culture and makes it a stooge of the media empires or the supporters thereof.
- Owing to its ability to homogenize the culture of a nation, it makes the masses forget what they really were. Rather, it tells them to consume those products, services and concepts that may not go well with their traditional beliefs, cultural norms and individual mind sets.

Inspite of all the hullabaloo against the burgeoning/booming commercialization of media, the latter would continue to be managed by private firms and MNCs in the new era. The governments of diverse nations are losing their grip over the media. Privatization has been done in the public sector media; there are only a few exceptions to this general global trend. This trend has negative as well as positive implications for the masses. On the positive side, they can expect information to become factual, coverage to become unbiased and styles to become avant-garde. On the negative side, they can expect media costs to soar, manipulative content to rule their as well as their children's hearts, and their own culture to become hackneyed within a decade or so.

In the context of media commercialization boom in the contemporary global media scenario, let us acquaint you with the pretty pertinent concept of market-driven journalism. A phrase associated with John McManus, American media scholar and author of 'Market Driven Journalism'(1994a). McManus's thesis is that US journalism no longer reports news in the public interest but is increasingly driven by market considerations which require broadcasters to make rational calculations about the relative financial advantage to be achieved from maximizing income while minimizing costs. He illustrates this general thesis with a detailed examination and analysis of local television news: on McManus's account, news has become a commodity while viewers have metamorphosed into consumers(1992: 799).

McManus argues that this requirement for the lowest possible production costs, combined with the widest possible audience reach, leads to the prominence of certain programme formats in the schedules: typically, repeats, low budget quiz shows, animation and soaps. The implications for the production of news are especially critical and damaging. Journalistic and economic requirements do

not necessarily clash and some events deemed newsworthy by journalistic norms also meet the purely financial considerations of this broadcasting market. For examples---'tragedies such as train or airliner crashes, a fatal fire in a building and a mud-slinging debate among political candidates'. But, if the goal of journalism is public enlightenment, then there is potential for conflict with business goal of maximizing benefit for investors at each stage of news production. McManus identifies three stages of news production : 1) uncovering potentially newsworthy issues and events, where the most significant news is often the 'most expensive to discover because powerful interests want it hidden'; 2) choosing among issues and events selected at stage 1, where market and journalism norms may collide if important stories are dull such as economic trends or apportionment debates' ; 3) reporting the story. Journalism requires disinterested, well rounded reporting of significant sources, context for the story and the checking of any dubious facts. But these processes are expensive because they consume reporters' time and 'if a station seeks to maximize profit, less care may be taken with information. And just as the interesting topic may replace the merely important, the interesting source and quote may replace the informative source and quote.'

McManus argues that this identification of news as a commodity, produced and sold in a market place, as part of a relentless pursuit of profit(often termed as 'bottom line journalism'), inevitably results in a growing tabloidization of news and a perpetual process of dumbing down.

Media organizations operate in three markets. First, there is the market for creative content, or the ability to produce and /or distribute material which is sufficiently compelling to audiences, readers or users for them to exchange money and/or time for access to such content. Second, there is the market for financial resources or the ability to finance their ongoing operations as well as new investments in technology, distribution platforms, or territorial expansion of their operations. Some of these revenues can be generated internally, from profits reinvested in production and distribution activity, but funds are also generated from loans through financial institutions, equity investment(shares), and from government through subsidies, tax incentives and other means. The balance between these sources varies, on the basis of whether the media organization in question is a commercial operation that is

privately owned, a publicly owned and funded organization or a hybrid in terms of either its ownership structure or its sources of funding.

The final significant media market is the market for creative content. In many ways, this is the market that is least understood not only by media economists, but by media theorists from across all academic disciplines. An understanding of the market for creative content requires that consideration be given to the distinctive features of both the media commodity and the creative industries. Media commodity possesses three characteristics which mark them out as distinctive when compared to other commercial products. First, there is a high level of risk attached to investment in the production and distribution of media products. As the media products are in many case experience goods, producers have a very unclear understanding of the nature of the creative product before consuming it, and their satisfaction results from an experience which can't be predicted with any accuracy prior to the act of consumption. Second, many media commodities are immaterial in their form. Collins *et al* observed that 'it is the message not the medium that provides value to the user and the message is immaterial or intangible'(Collins *et al*., 1988, p.7). There are however, different degrees of materiality to music, broadcast media and print. Third, there is an ongoing demand for originality and novelty, which relates to what Ryan(1992) has identified as the truncated product life cycle for many cultural commodities. The combination of high levels of risk, relative immateriality and inexorable demand for innovation and novelty, many media and cultural commodities have both high initial production costs and near cost of reproduction. Features of media commodity such as high risk associated with experience goods, relative immateriality of consumption and the requirement for ongoing innovation and novelty are more general characteristics of the creative industries.

In a nutshell, it can be stated that it is the era of excessive media commercialization or the age of media commercialization boom across the globe, the so called commercial media outlets have literally corroborated to be akin to the profit making business houses or the commercial industries/enterprises, the media outputs have virtually turned out to be resembling like the commodities and the media audiences are literally proving to be veritable consumers or customers purchasing the highly and palpably/conspicuously

commodified media contents. Without even the minuscule fraction of dubiety, excessive media commercialization is not a boon but certainly a bane for the entire field of mass communication and journalism, globally, where the violation of the journalistic ethics have really turned out to be a blatant reality, candidly articulating, in the midst of the commercial profit-making ventures of the media entities mostly. In other words, in a market-driven media and communication environment, the public service role of the mass media has been undermined. Although some Public Service Broadcasters such as India's Doordarshan and the British Broadcasting Corporation(BBC) of the United Kingdom(UK) still receive high audience shares, but overall it is a pretty grim scenario for the Public Service Broadcasters these days in the era of media commercialization boom/excessive or burgeoning media commercialization transnationally, candidly stating.

Stop to Consider-1

- The advent of free market economics has commercialized all the media. The trends of the West have been emulated in the Eastern countries. The commercial aspects of the media are worth a study because the present-day media are exploiting the masses. They are also keeping producers away from users. Eventually, they are forcing the masses to purchase what they do not want to.

- Eventually, they are forcing the masses to purchase what they do not want to. Sex/sexual contents, obscenity, nudity, crime themes/crime reporting, page-3 journalism, gender exploitation, human interest stories, emotional appeal in programme contents, disaster themes, love and romance/love themes/romantic themes, action stunts adorned programme contents/action thrillers, sci-fi contents/science fiction contents in programmes, animation, graphics, SFX/VFX, cheesecake, comedy, horror, violence, tabloidization, gloss, gossips, paparazzi, sensationalism/sensational news, fake news contents, fabricated/manipulated facts, yellow journalism, chequebook journalism, melodramatization, plagiarism and mudslinging are a few of the tools that media empires use to fulfill their predominant commercial objectives these days.

- More so, Television Rating Points(TRPs), Television Audience Measurement(TAM), Quality Rating

Points(QRPs), Gross Rating Points(GRPs), Cost Per Thousand(CPM), Cost Per Rating Point(CPRP), Price War, Media Footle etc. are some of the other palpably conspicuous realities emanating from the horizon of the overwhelming menace of media commercialization boom prevailing in the global media scenario, currently.

Check Your Progress-1

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) Enumerate any four grounds on which the phenomenon of media commercialization boom has been criticized.

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2) Write down the full forms of TRP, TAM, QRP and GRP.

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5.4 McDonaldization:

McDonaldization is the process of a society adopting the characteristics of a fast-food restaurant. In the year 1993, American sociologist George Ritzer in his book *The McDonaldization of Society,* neologized the term 'McDonaldization' to characterize the highly controlled, bureaucratic and dehumanized nature of contemporary, particularly American, social life. For Ritzer, it is 'the process by which the principles of the fast-food restaurant are coming to dominate more and more sectors of American society as

well as the rest of the world. McDonaldization is a reconceptualization of rationalization and scientific management. Where Max Weber used the model of the bureaucracy to represent the direction of this changing society, Ritzer sees the fast-food restaurant as a more representative contemporary paradigm.

The fast –food restaurant built on the principles of efficiency, calculability, predictability and control, where quantity and standardization replace quality and variety as the indicators of value, serves as a highly suggestive metaphor for the general mania for efficiency. Efficiency in McDonaldization means that every aspect of the organization is geared towards the minimization of time. McDonaldization developed the notion(calculability)that quantity equals quality, and that a large amount of product delivered to the customer in a short amount/span of time is the same as a high quality product. Predictability means that no matter where a person goes, they will receive the same service and receive the same product every time when interacting with the McDonaldized organization. This also applies to the workers in those organizations. Their tasks are highly repetitive, highly routine and predictable. More so, standardized and uniform employees, replacement of human by non-human technologies(Control). With these four principles of the fast food industry, a strategy which is rational within a narrow scope can lead to outcomes that are harmful or irrational. As these processes spread to other parts of society, modern society's new social and cultural characteristics are created. For example, as McDonald's enters a country and consumer patterns are unified, cultural hybridization occurs. Same is the case with the media industry too. With massive McDonaldization, the predictability and hybridization can be pretty much visible in the media contents these days in the midst of the era of media commercialization boom. In fact, Ritzer coined the term "McDonaldization" to describe the encroachment of business tactics into journalistic practice. In other words, McDonaldization is a concept developed by American sociologist George Ritzer which refers to the particular kind of rationalization of production, work, and consumption that rose to prominence in the late twentieth century. The basic idea is that these elements have been adapted based on the characteristics of a fast-food restaurant—efficiency, calculability, predictability and standardization, and control—and that this adaptation has ripple effects throughout all aspects of

society. According to Ritzer, the McDonaldization of society is a phenomenon that occurs when society, its institutions, and its organizations are adapted to have the same characteristics that are found in fast-food chains. These include efficiency, calculability, predictability and standardization, and control. Efficiency entails a managerial focus on minimizing the time required to complete individual tasks as well as that required to complete the whole operation or process of production and distribution. Calculability is a focus on quantifiable objectives (counting things) rather than subjective ones (evaluation of quality). Predictability and standardization are found in repetitive and routinized production or service delivery processes and in the consistent output of products or experiences that are identical or close to it (predictability of the consumer experience). Finally, control within McDonaldization is wielded by the management to ensure that workers appear and act the same on a moment-to-moment and daily basis. It also refers to the use of robots and technology to reduce or replace human employees wherever possible. Ritzer asserts that these characteristics are not only observable in production, work, and in the consumer experience, but that their defining presence in these areas extends as ripple effects through all aspects of social life. McDonaldization affects our values, preferences, goals, and worldviews, our identities, and our social relationships. Further, sociologists recognize that McDonaldization is a global phenomenon, driven by Western corporations, the economic power and cultural dominance of the West, and as such it leads to a global homogenization of economic and social life.

Increasing areas of social life are subject to McDonaldization including the contemporary university(Ritzer, 1998: 151-63), and shop and hotel chains (Ritzer, 1998: 88). Some scholars have found it irresistible to add to this list the increasingly standardized local newspapers articulating an evident corporate style, the uniform formats of television journalism characterized by a preoccupation with going live, conducting two days and the growing obsession with journalists talking to journalists, as well as the banality and the homogeneity of the scripted docu-soaps, which are intended to serve as adequate surrogate for genuine documentary (Franklin, 2005). McJournalism has allegedly arrived. Consequently, Ritzer nicknames the American paper *USA TODAY*, ‘McPaper’, while the short pithy articles it publishes are known as ‘News McNuggets’.

When *USA TODAY* did launch a television programme modelled on the paper, some did begin to call it 'News McRather' (Ritzer, 1993:4).

The principles of calculability and predictability are crucial to this process. Calculability implies an emphasis on what can be counted and quantified: quantity, rather than quality, becomes the measure of value(Ritzer 1993:62-82). So, there are 'Big Macs' rather than 'Tasty Macs', large fries but not delicious fries, double and even triple-decker burgers but not wholesome burgers. Big newspapers with expansive pagination and large circulations or VFDs assume a greater significance than quality of editorial. In broadcast journalism, the preoccupation with ratings overwhelm and becomes definitive.

Predictability implies standardization. In McDonalds, the settings, the food and the behaviour of the staff are identical(Ritzer, 1993:83-9): and across time and space. The Big Mac eaten today will be identical to the one eaten yesterday, as well as the one to be bought tomorrow: whether purchased in Wigan, Wakefield or Whitby. Corporate ownership, centralized subbing, slip editions and agency copy guarantee the standardization of the local press. In broadcasting, the rip 'n' read, the *IRN* feed, a move from local to regional newsrooms to achieve cost savings and expansive advertising revenues, increasingly deliver McJournalism over the airwaves. McJournalism guarantees predictable journalism not quality. Viewers get the paper they expect: McJournalism offers few surprises.

In a nutshell, Media Commercialization Boom and the phenomenon of McDonaldization are just like the two sides of the same coin, with both veritably corroborating to be a bane rather than a boon for the contemporary journalistic scenario globally or for the mass communication and journalism industry internationally.

Stop to Consider-2

- McDonaldization is the process of a society adopting the characteristics of a fast-food restaurant. In the year 1993, American sociologist George Ritzer in his book *The McDonaldization of Society,* neologized the term 'McDonaldization' to characterize the highly controlled, bureaucratic and dehumanized nature of contemporary, particularly American, social life.

- The fast –food restaurant built on the principles of efficiency, calculability, predictability and control, where quantity and standardization replace quality and variety as the indicators of value, serves as a highly suggestive metaphor for the general mania for efficiency. Efficiency in McDonaldization means that every aspect of the organization is geared towards the minimization of time. McDonaldization developed the notion(calculability)that quantity equals quality, and that a large amount of product delivered to the customer in a short amount/span of time is the same as a high quality product.

- The penetration of the phenomenon of McDonaldization into the mass media contents in this contemporary era of media commercialization boom in the arena of global or transnational media, has literally resulted in enhanced commercial profits on the part of the mass media outlets in terms of garnering maximum advertising revenues, circulation, TRP. TAM etc. and increased availability of diverse mass media contents to more people globally in a pretty appealing, attractive, enchanting and captivating form adorned with the touch of glitz and glam and in a rapid way, i.e. in a short or minimum amount of time.

- In a nutshell, Media Commercialization Boom and the phenomenon of McDonaldization are just like the two sides of the same coin, with both veritably corroborating to be a bane rather than a boon for the contemporary journalistic scenario globally or for the mass communication and journalism industry. internationally.

Check Your Progress-2

Notes—i) Use the space below for your answers.
ii) Compare your answers with those given at the end of this unit.

1) In the year……., American sociologist… in his book…….neologized the term ‘McDonaldization’.

2) McDonaldization is the process of a society adopting the characteristics of a……

3) Which are the four main principles of McDonaldization ?

……
……..

5.5 Paid News Syndrome in the Global Media Scenario:

Paid news syndrome is a corrupt practice prevalent in the contemporary global media scenario and its ill effects are the blatant indicators of the ethical violations by media. Paid News has been defined by the Press Council of India(PCI) as – "Any news or analysis appearing in any media (Print & Electronic) for a price in cash or kind as consideration". Paid news or paid content are those articles in newspapers, magazines and the electronic media, which indicate favourable conditions for the institution that has paid for it. Accepting financial rewards for biased reporting is unethical and has negative consequences for society. Paid news harms democracy by distorting election coverage, compromising journalistic neutrality, reducing public trust in the media, and distributing inaccurate information about public opinion. Paid news can damage the reputation of the media and weaken the democratic values that it is supposed to uphold. Paid news can be misleading, as it presents information that is designed to promote a particular agenda or interest, rather than providing objective and accurate news. Paid news misleads the public and hampers the ability of people to form correct opinions. Paid news causes undue influence on voters and also affects their Right to Information. Now let us acquaint you with certain Issues Related To Paid News------

The Department-Related Parliamentary Standing Committee on Information Technology presented its 47th report on the "Issues Related to Paid News" in the Lok Sabha on May 6, 2013. The report was as quoted underneath----

- The Press Council of India (PCI) defines paid news as any news or analysis appearing in print or electronic media for consideration in cash or kind.
- Definition of 'paid news': The Committee acknowledged challenges in defining and determining what constitutes or qualifies as 'paid news'. It cited advertisements camouflaged as news, denial of coverage to select electoral candidates, exchanging of advertisement space for equity stakes between media houses and corporate and the rise in paid content as manifestations of paid news.

- The Committee asked the Ministry of Information and Broadcasting (MoIB) to formulate a comprehensive legal definition of 'paid news' in consultation with stakeholders and suggest measures for usage of 'circumstantial evidence' in indentifying paid news.
- Reasons for rise in paid news: The Committee identified corporatisation of media, desegregation of ownership and editorial roles, decline in autonomy of editors/journalists due to emergence of contract system and poor wage levels of journalists as key reasons for the rise in the incidence of paid news. It urged the MoIB to ensure periodic review of the editor/journalist autonomy and wage conditions.
- The Committee opined that financial accounts of the media houses should be subject to examination, especially the revenue source for a suspected paid news case. It recommended mandatory disclosure of 'private treaties' and details of advertising revenue received by the media houses.
- Regulators lack adequate powers: The Committee found the exiting regulatory set-up dealing with paid news as inadequate. It described voluntary self-regulatory industry bodies like the News Broadcasting Standards Authority and Broadcasting Content Complaints Council as an 'eye wash'. It found the punitive powers of statutory regulators like the PCI and Electronic Media Monitoring Centre (EMMC) to be inadequate. It also highlighted the conflict of interest inherent with appointment of media-owners as members of the PCI or self-regulatory bodies.
- Need for regulatory overhaul: The Committee recommended establishment of either a single regulatory body for both print and electronic media or enhancing punitive powers of the PCI and setting-up a similar statutory body for the electronic media. Such regulator(s) should have the power to take strong action against offenders and should not include media owners/interested parties as members.
- Inaction by the government: The Committee censured the MoIB for its failure to establish a strong mechanism to check the spread of paid news. It accused the government of dithering on important policy initiatives, citing the lack of action on various recommendations of the PCI and Election Commission of India (ECI).

- The PCI has sought amendment in the Press Council Act, 1978, to make its directions binding on government authorities and bring the electronic media under its purview. The ECI has made a reference to the Ministry of Law and Justice to amend the Representation of the People Act, 1951 (RP Act) in order to include indulgence of an electoral candidate in paid news as a corrupt practice. It also recommended inclusion of abetting and publishing of such paid news as an electoral offence with minimum punishment of two years imprisonment.
- Penal provisions and jurisdiction: The Committee observed that existing penal provisions have not served as an effective deterrent for the practice of paid news and stricter penal provisions are needed. It highlighted the lack of clarity regarding the jurisdiction of the designated authority to penalise offenders, given existence of multiple bodies like the MoIB, PCI, EMMC and ECI.
- The Committee recommended that the ECI should have the authority to take punitive action against electoral candidates in cases of paid news. It endorsed the ECI's proposed amendments to the RP Act and urged the government to provide the ECI with more powers to deal with paid news.
- Concentration of media ownership: The Committee expressed concern that the lack of restriction on ownership across media segments (print, TV or internet) or between content and distribution could give rise to monopolistic practices. It urged the Telecom Regulatory Authority of India (currently examining the issue) to present its recommendations and the MoIB to take conclusive action on those recommendations on a priority basis.
- Distribution of government advertisements: The Directorate of Advertising and Visual Publicity (DAVP) is the nodal advertising agency for the central government under the MoIB. It is responsible for execution of advertisements on behalf of various ministries, autonomous bodies and PSUs. Various stakeholders alleged that the government uses advertisements to arm-twist media houses for favourable coverage.
- The Committee found the DAVP's existing policy on distribution of advertisements amongst various media houses to be unsatisfactory. Hence, it recommended a transparent

and unbiased policy for distribution of advertisements by the central and state governments, with provisions for scrutiny. It asked the DAVP to disclose details about disbursements of advertisements expenditure on its website.

- Adoption of international best practices: The Committee expressed concern that the MoIB and self-regulatory bodies have not conducted any study to evaluate the mechanism adopted by other countries to tackle the problem of paid news. Taking note of the Justice Leveson Report on the press and existing regulatory structure in the UK, it asked the MoIB to consider the report's recommendations and progress of their implementation while dealing with the issue.

Now, coming to the aspect of paid news in India, it can be stated that in India, paid news is the practice of cash payment or equivalent to journalists and media organizations by individuals and organizations so as to appear in their news articles and to "ensure sustained positive coverage". This practice started in the 1950s and has become a widespread organized activity in India through formal contracts and "private treaties". Pioneered by Bennett, Coleman & Company, Ltd. (B.C.C.L.) group through their *Times of India* publication and widely adopted by groups such as *The Hindustan Times*, *Outlook* and others, the practice was brought to Western media attention in 2010. Paid news financially benefits the "individual journalists and specific media organizations" such as newspapers, magazines and television channels according to a 2010 investigative report of the Press Council of India.[4] It is paid for by politicians, organizations (for profit and non-profit), brands, movies and celebrities who seek to improve their public image, increase favorable coverage and suppress unfavorable information.

The widespread "paid news" practice in India has been criticized because it diverts the coverage to whoever is willing to pay and selectively presents information that makes the paying customer appear in a favorable light, instead of presenting everything that is significant and necessary for the public to obtain a complete understanding. Paid news corrupts the information and deceives the newspaper-magazine reader or the television audience, particularly given the Indian practice of "not making it clear that the *news* item has been paid for", state James Painter and John Lloyd.

The Press Council of India – the official Indian watchdog on media ethics – conducted a limited study of the widespread practice of "paid news" in India in 2010. In a report issued in July 2010, it

stated that "paid news" is a pervasive, structured and highly organized practice in Indian newspapers and other media outlets, where news space and favorable coverage is exchanged for money. It wrote, "paid news is a complex phenomenon and has acquired different forms over the last six decades (1950–2010). It ranges from accepting gifts on various occasions, foreign and domestic junkets (trips), various monetary and non-monetary benefits, besides direct payment of money. Another form of paid news that has been brought to the notice of the Press Council of India by the Securities and Exchange Board of India (SEBI) is in the form of “private treaties” between media companies and corporate entities. Private treaty is a formal agreement between the media company and another non-media company in which the latter transfers certain shares of the company to the former in exchange for advertisement space and favorable coverage."

Paid news or packaging of advertisements as news has existed for some time now. Paid news undermines the basic precincts of journalism. It adulterates news, abandoning the separation between news and advertisements. Thus, it cheats the readers. However, tackling it is easier said than done. There are a number of ways in which business houses and politicians influence journalists and publishers. Paid news is only one. The difference now is that a section of the media is now directly demanding payment for publication of news. The Election Commission can deal with publication of campaign advertisements in the form of news under Section 10A of the Representation of People Act. However, its powers are limited and confined to matters connected to election campaign and coverage. Besides, identification of advertisements masquerading as news is not always easy. Besides, frivolous complaints cannot be ruled out once the Commission starts taking action. During campaigns, candidates may file complaints against media, which carry adverse comments or reports about them, saying that they were paid for. Moreover, there are complaints that newspapers refused coverage because the candidates refused to pay money. This is not always easy to prove though that would always happen in a market where news is being paid for. So, it is not surprising that the Commission has asked the Press Council to draw up broad guidelines to identify advertisements, news items and paid news masquerading as advertisement. The Guild has also been asked to come up with concrete suggestions on how to deal with the problem.

It is evident that the Commission alone would not be able to tackle the problem which is not confined to election coverage and publicity. If the Press Council and Editor's organizations fail to tackle the issue, legislation might be the only answer. According to the Press Council's report, paid news is "any news or analysis appearing in any media (print & electronic) for a price in cash or kind as consideration". It has acquired different forms over the last six decades, from accepting gifts on various occasions, various monetary and non-monetary benefits, besides direct payment of money. Let us put forward a few pertinent points related to the pressing issue of paid news syndrome in the contemporary media scenario.

- Paid news essentially emanates from the fact that much of the mass media is dominated by corporate conglomerates. They are primarily interested in maximization of profits.
- It puts out information as if it has been independently and objectively produced but has actually been paid for.
- When the media itself indulges in corrupt practices, especially during election campaigns, it undermines the processes that are meant to uphold and strengthen democracy. Black money is very often involved in paid news.
- There has been a lot of discussion on paid news including a parliamentary standing committee report on the subject, yet there is no consensus on how to deal with the problem.

In a nutshell, it can be stated that paid news syndrome menace has literally tarnished the image of the fourth estate of democracy in a big way, by means of putting the aspects related to the very concept of media ethics at the backseat time and again. The commercial profit making motives of the so called commercial media entities have literally invigorated the menace of paid news syndrome, a corrupt practice pretty much prevailing in the contemporary media scenario, which is veritably an alarming proposition and has made things seriously ominous for the entire field of journalism and there is an urgent need for finding out an amicable solution to this overwhelming issue of paid news syndrome.

Stop to Consider-3

- Paid news syndrome is a corrupt practice prevalent in the contemporary global media scenario and its ill effects are the blatant indicators of the ethical violations by media.

- Paid News has been defined by the Press Council of India(PCI) as – "Any news or analysis appearing in any media (Print & Electronic) for a price in cash or kind as consideration". Paid news or paid content are those articles in newspapers, magazines and the electronic media, which indicate favourable conditions for the institution that has paid for it.

- In a nutshell, it can be stated that paid news syndrome menace has literally tarnished the image of the fourth estate of democracy in a big way, by means of putting the aspects related to the very concept of media ethics at the backseat time and again. The commercial profit making motives of the so called commercial media entities have literally invigorated the menace of paid news syndrome, a corrupt practice pretty much prevailing in the contemporary media scenario, which is veritably an alarming proposition and has made things seriously ominous for the entire field of journalism and there is an urgent need for finding out an amicable solution to this overwhelming issue of paid news syndrome.

Check Your Progress-3

Notes—i) Use the space below for your answers.
ii) Compare your answers with those given at the end of this unit.

1) Quote the definition of paid news as put forward by PCI.

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2) Paid news syndrome is a…….practice prevalent in the contemporary ……media scenario and

its ill effects are the blatant indicators of the ……by media.

5.6 Rupert Murdoch:

Keith Rupert Murdoch is an Australian-born American business magnate, investor and media proprietor. Through his company News Corporation, he is the owner of hundreds of local, national and international publishing outlets around the world, including in the UK (*The Sun* and *The Times*), in Australia (*The Daily Telegraph, Herald Sun* and *The Australian*), in the US (*The Wall Street Journal* and the *New York Post*), book publisher Harper Collins and the television broadcasting channels Sky News Australia and Fox News (through the Fox Corporation). He was also the owner of Sky (until 2018), 21st Century Fox (until 2019) and the now-defunct British tabloid *News of the World*.

After his father Keith Murdoch passed away in the year 1952, Rupert Murdoch did take over the running of *The News*, a small Adelaide newspaper owned by his father. In the 1950s and 1960s, Rupert Murdoch did acquire a number of newspapers in Australia and New Zealand before expanding into the United Kingdom in the year 1969, taking over the now defunct British tabloid *News of the World*, followed closely by *The Sun*. In the year 1974, Rupert Murdoch moved to New York City, in order to expand into the US market; however, he retained interests in Australia and the UK. In 1981, Rupert Murdoch bought *The Times*, his first British broadsheet and in the year 1985, became a naturalized US citizen, giving up his Australian citizenship, to satisfy the legal requirement for US television network ownership. In 1986, keen to adopt newer electronic publishing technologies, Rupert Murdoch consolidated his UK printing operations in London, causing bitter industrial disputes. His holding company News Corporation acquired Twentieth Century Fox (1985), HarperCollins (1989) and *The Wall Street*

Journal (2007). Rupert Murdoch formed the British broadcaster BSkyB in the year 1990 and during the 1990s, expanded into Asian networks and South American television. By the year 2000, Murdoch's News Corporation owned more than 800 companies in more than 50 countries, with a net worth of more than $5 billion.

In the month of July, 2011, Rupert Murdoch faced allegations that his companies, including the *News of the World*, owned by News Corporation, had been regularly hacking the phones of celebrities, royalty and public citizens. Rupert Murdoch faced police and government investigations into bribery and corruption by the British government and Federal Bureau of Investigation(FBI) investigations in the US. On July, 21, 2012, Rupert Murdoch did resign as a director of News International. In the month of September, 2023, Rupert Murdoch announced he would be stepping down as chairman of Fox Corporation . and News Corporation. Many of Murdoch's papers and television channels have been accused of biased and misleading coverage to support his business interests and political allies and some have linked his influence with major political developments in the UK, US, and Australia. The media baron/media mogul Rupert Murdoch was a citizen of Australia till the year 1985 and has been a U.S. citizen from the year 1985 onwards. Rupert Murdoch is known for holding several key positions in the world of media, such as the –

a) Chairman and CEO of News Corporation (1980–2013);
b) Executive chairman of News Corp (2013–2023);
c) Chairman and CEO of 21st Century Fox (2013–2015);
d) Executive co-chairman of 21st Century Fox (2015–2019);
e) Acting CEO of Fox News (2016–2018);
f) Chairman of Fox News (2016–2019);
g) Chairman of Fox Corporation (2019–2023);
h) Board Member of News Corporation;
i) Board Member of Fox Corporation;

Rupert Murdoch was also awarded with the “Companion of the Order of Australia(1984)”. Now, let us acquaint you with the activities of the media baron/media mogul Rupert Murdoch in Australia and New Zealand. Following his father's death, when he

was just 21 years of age, Rupert Murdoch did return from Oxford to take charge of what was left of the family business. After liquidation of his father's *Herald* stake to pay taxes, what was left was News Limited, which had been established in the year 1923. Rupert Murdoch turned its Adelaide newspaper, *The News*, its main asset, into a major success. He did begin to direct his attention to acquisition and expansion, purchasing the troubled *Sunday Times* in Perth, Western Australia(1956) and over the next few years acquiring suburban and provincial newspapers in New South Wales, Queensland, Victoria and the Northern Territory, including the Sydney afternoon tabloid *The Daily Mirror* (1960). *The Economist* describes Rupert Murdoch as "inventing the modern tabloid",as he developed a pattern for his newspapers, increasing sports and scandal coverage and adopting eye-catching headlines.

Rupert Murdoch's first foray outside Australia involved the purchase of a controlling interest in the New Zealand daily *The Dominion*. In January,1964, while touring New Zealand with friends in a rented Morris Minor after sailing across the Tasman, Rupert Murdoch read of a takeover bid for the Wellington paper by the British-based Canadian newspaper magnate Lord Thomson of Fleet. On the spur of the moment, he did launch a counter-bid. A four-way battle for control ensued in which the 32-year-old Rupert Murdoch was eventually successful. Later in the year 1964, Rupert Murdoch did launch *The Australian*, Australia's first national daily newspaper, which was based first in Canberra and later in Sydney. In the year 1972, Rupert Murdoch did acquire the Sydney morning tabloid *The Daily Telegraph* from Australian media mogul Sir Frank Packer. In the year 1984, Rupert Murdoch was appointed Companion of the Order of Australia for his services to publishing. After the Keating government relaxed media ownership laws, in 1986 Murdoch launched a takeover bid for *The Herald and Weekly Times*, which was the largest newspaper publisher in Australia. There was a three-way takeover battle between Rupert Murdoch, Fairfax and Robert Holmes à Court, with Rupert Murdoch succeeding after agreeing to some divestments.

In the year 1999, Rupert Murdoch significantly expanded his music holdings in Australia by acquiring the controlling share in a leading Australian independent label, Michael Gudinski's Mushroom Records; he merged that with Festival Records, and the result was

Festival Mushroom Records (FMR). Both Festival and FMR were managed by Murdoch's son James Murdoch for several years.

Now, while dwelling upon the business activities of Rupert Murdoch in the United Kingdom, it can be stated that in the year 1968, Rupert Murdoch entered the British newspaper market with his acquisition of the now defunct tabloid *News of the World*, followed in the year 1969 with the purchase of the struggling daily *The Sun*. Rupert Murdoch turned *The Sun* into a tabloid format and reduced costs by using the same printing press for both newspapers. Ownership of *The Times* came to him through his relationship with Lord Thomson, who had grown tired of losing money on it as a result of an extended period of industrial action that stopped publication. In the light of success and expansion at *The Sun* the owners believed that Rupert Murdoch could turn the papers around. Harold Evans, editor of the *Sunday Times* from 1967, was switched to the daily *Times*, though he stayed only a year amid editorial conflict with Rupert Murdoch. Rupert Murdoch's British-based satellite network, Sky Television, incurred massive losses in its early years of operation. As with many of his other business interests, Sky was heavily subsidized by the profits generated by his other holdings, but convinced rival satellite operator British Satellite Broadcasting to accept a merger on his terms in 1990. The merged company, BSkyB, has dominated the British pay-TV market ever since, pursuing direct to home (DTH) satellite broadcasting. By 1996, BSkyB had more than 3.6 million subscribers, triple the number of cable customers in the UK. In January, 2018, the CMA blocked Murdoch from taking over the remaining 61% of BSkyB he did not already own, over fear of market dominance that could potentialize censorship of the media. His bid for BSkyB was later approved by the CMA as long as he sold Sky News to The Walt Disney Company, which was already set to acquire 21st Century Fox. However, it was Comcast who won control of BSkyB in a blind auction ordered by the CMA. Rupert Murdoch eventually sold his 39% of BSkyB to Comcast.

News Corporation has subsidiaries in the Bahamas, the Cayman Islands, the Channel Islands and the Virgin Islands.

Now, let us acquaint you with the media activities of Rupert Murdoch in the United States(US). Rupert Murdoch made his first acquisition in the United States in 1973, when he purchased the *San*

Antonio Express-News. In 1974, Murdoch moved to New York City, to expand into the US market; however, he retained interests in Australia and Britain. Soon afterwards, he founded *Star*, a supermarket tabloid, and in 1976, he purchased the *New York Post*. On September, 4, 1985, Murdoch became a naturalized citizen to satisfy the legal requirement that only US citizens were permitted to own US television stations.

In 1987, Rupert Murdoch created his global television special, the World Music Video Awards, a special music ceremony award where winners were chosen by viewers in eight countries. In Australia, during 1987, he bought The Herald and Weekly Times Ltd., the company that his father had once managed. Rupert Murdoch's 20th Century Fox bought out the remaining assets of Four Star Television from Ronald Perelman's Compact Video in 1996. Most of Four Star Television's library of programs are controlled by 20th Century Fox Television today. After Rupert Murdoch's numerous buyouts during the buyout era of the eighties, News Corporation had built up financial debts of $7 billion (much from Sky TV in the UK), despite the many assets that were held by News Corporation. The high levels of debt caused Rupert Murdoch to sell many of the American magazine interests he had acquired in the mid-1980s.

In the year 2004, Rupert Murdoch announced that he was moving News Corporation headquarters from Adelaide, Australia to the United States. Choosing a US domicile was designed to ensure that American fund managers could purchase shares in the company, since many were deciding not to buy shares in non-US companies.

On July,20, 2005, News Corporation bought Intermix Media Inc., which held Myspace, Imagine Games Network and other social networking-themed websites, for US$580 million, making Rupert Murdoch a major player in online media concerns. In June, 2011, it sold off Myspace for US$35 million. On September,11, 2005, News Corporation announced that it would buy IGN Entertainment for $650 million (USD).

In May,2007, Rupert Murdoch made a $5 billion offer to purchase Dow Jones & Company. At the time, the Bancroft family, who had owned Dow Jones & Company for 105 years and controlled 64% of

the shares at the time, declined the offer. Later, the Bancroft family confirmed a willingness to consider a sale. Besides Rupert Murdoch, the Associated Press(AP) reported that supermarket magnate Ron Burkle and Internet entrepreneur Brad Greenspan were among the other interested parties. In the year 2007, Rupert Murdoch acquired Dow Jones & Company, which gave him such publications as *The Wall Street Journal*, *Barron's Magazine*, the *Far Eastern Economic Review* (based in Hong Kong) and *SmartMoney*.

In June,2014, Rupert Murdoch's 21st Century Fox made a bid for Time Warner at $85 per share in stock and cash ($80 billion total) which Time Warner's board of directors turned down in July. Warner's CNN unit would have been sold to ease antitrust issues of the purchase. On August,5, 2014 the company announced it had withdrawn its offer for Time Warner, and said it would spend $6 billion buying back its own shares over the following 12 months.

Rupert Murdoch left his post as CEO of 21st Century Fox in 2015 but continued to own the company until it was purchased by Disney in 2019. A number of television broadcasting assets were spun off into the Fox Corporation before the acquisition and are still owned by Rupert Murdoch. This includes Fox News, of which Rupert Murdoch was acting CEO from the year 2016 until the year 2019, following the resignation of Roger Ailes owing to accusations of sexual harassment.

Now, let us elucidate upon the activities of the media baron Rupert Murdoch in Asia. In November, 1986, News Corporation purchased a 35% stake in the *South China Morning Post* group for about US$105 million. At that time, SCMP group was a stock-listed company and was owned by HSBC, Hutchison Whampoa and Dow Jones & Company. In December, 1986, Dow Jones & Company offered News Corporation to sell about 19% of share it owned of SCMP for US$57.2 million and by 1987, News Corporation completed the full takeover. In September,1993, News Corporation had agreed to sell a 34.9% share in SCMP to Robert Kuok's Kerry Media for US$349 million. In the year 1994, News Corporation sold the remaining 15.1% share in SCMP to MUI Group, disposing the Hong Kong newspaper.

In June,1993, News Corporation attempted to acquire a 22% share in TVB, a terrestrial television broadcaster in Hong Kong, for about $237 million, but Rupert Murdoch's company gave up, as the Hong Kong government would not relax the regulation regarding foreign ownership of broadcasting companies.

In the year 1993, News Corporation acquired STAR TV (renamed as STAR in 2001), a Hong Kong company headed by Richard Li, from Hutchison Whampoa for $1 billion (Souchou, 2000:28), and subsequently set up offices for it throughout Asia. The deal enabled News International to broadcast from Hong Kong to India, China, Japan, and over thirty other countries in Asia, becoming one of the biggest satellite television networks in the east; however, the deal did not work out as Murdoch had planned because the Chinese government placed restrictions on it that prevented it from reaching most of China.

In 2009, News Corporation reorganised Star; a few of these arrangements were that the original company's operations in East Asia, Southeast Asia and the Middle East were integrated into Fox International Channels, and Star India was spun-off (but still within News Corporation).

News Corporation, owned by the Australian born media baron Rupert Murdoch, has become a major producer worldwide and is the biggest English language newspaper publisher in the world. Its US TV stations reach 40% of the viewing population, It has controlling interests in British Sky Broadcasting as well as America's fourth largest television network, Fox and STAR in Asia. STAR-TV has emerged as a very major force in Indian television system. News Corporation has the tagline—'Around the World, Around the Clock'. News Corporation is the only vertically integrated media company on a global scale. In the course of 24 hours in a day, News Corporation reaches nearly reaches half a million people in more than 70 countries.(News Corporation Annual Report, 1999). On major beneficiary of privatization of the infrastructure of international communication was News Corporation, the company owned by the Australian born media tycoon/baron Rupert Murdoch, whose media empire straddles the globe. With wide ranging media interests from newspapers, films, broadcast, satellite and cable TV; Digital TV; Television production, to the internet—News

Corporation is a major international player in all aspects of the communications and media market.

Rupert Murdoch has used skillful use of the liberalization of cross-media ownership regulations in the USA and Britain and the entry of private satellite operators into the arena of telecommunications and broadcasting. Risking an enormous amount of money by leasing time on new satellite ventures such as Astra and AsiaSat, Rupert Murdoch has been able to create a truly international media corporation, at the heart of which is satellite television. According to observer, more than any other figure, Rupert Murdoch has been the visionary of a global corporate media empire. With the successful 1998 launch of the Sky Digital—a multiple channel subscription service on British Sky Broadcasting(BSkyB), the company is set to dominate interactive digital television. Murdoch already has a considerable clout in Britain where he owns the BSkyB, *the Times* and *the Sun*, Britain's largest selling popular newspaper.

Though the USA remains its primary market, Rupert Murdoch has wide-ranging media interests in the world's two biggest consumer markets—India and China. The Hong-Kong based STAR Network spans the world's most populous continent, having a prominent position in India(where News Corporation owns STAR Plus, and partly owned ZEE TV until 1999) and in China(where it has stakes in Phoenix, the Mandarin-language channel). In USA, News Corporation's Fox is already well established. This makes News Cororation, one of world's largest media empires, truly global in its reach and influence. What distinguishes it from the likes of Time Warner and Disney Corporation is the fact that News Corporation is the only one created, built and dominated by one man—Rupert Murdoch, the Chairman and CEO of News Corporation. Murdoch has shown an exemplary knack in dealing with the media and entertainment business. His risk-taking attitude combined with a deep knowledge of the media industries and uncanny ability to feel the popular pulse, account for his extraordinary success. Rupert Murdoch understood better than any other media baron, the centrality of live sports television and therefore, a crucial element of News Corporation's television strategy was its sports programming and acquiring broadcasting right son live matches—a major earner for television.

Another key area of importance was Rupert Murdoch's us of information technology. In order to sell its SkyDigital, Murdoch provided free digital set top boxes and in less than a year, SkyDigital had more than one million subscribers, making it the world's most successful launch of digital platform. News Corporation has used an array of strategies to consolidate its position in Asia, the potentially largest TV market in the world. His growing political influence as a multi-media mogul/baron/tycoon and his extensive control of both information software(programme contents) and hardware(digital delivery systems) make Rupert Murdoch a hugely powerful global actor. And he was one of the first to realize the commercial importance of digital television, his empire is most likely to dominate the digital globe. With the digitization of content, which News Corporation sees as perhaps the most important event in business since the invention of the telephone, it has been able to produce more country-specific TV channels and develop many interactive media outlets. With the growing convergence between digital and interactive TV and the internet, News Corporation's interests are focused on developing advanced electronic programme guides, the portal of the multi-channel digital TV environment.

Rupert Murdoch's worldwide presence—with operators in the USA, Canada, Britain, Australia, Latin America and Asia—makes him a significant global media player and News Corporation, one of the world's largest media companies.

Stop to Consider-4

- Keith Rupert Murdoch is an Australian-born American business magnate, investor and media proprietor. Through his company News Corporation, he is the owner of hundreds of local, national and international publishing outlets around the world, including in the UK (*The Sun* and *The Times*), in Australia (*The Daily Telegraph, Herald Sun* and *The Australian*), in the US (*The Wall Street Journal* and the *New York Post*), book publisher Harper Collins and the television broadcasting channels Sky News Australia and Fox News (through the Fox Corporation). He was also the owner of Sky (until 2018), 21st Century Fox (until 2019) and the now-defunct British tabloid *News of the World*.

- Rupert Murdoch's worldwide presence—with operators in the USA, Canada, Britain, Australia, Latin America and Asia—makes him a significant global media player and News Corporation, one of the world's largest media companies.

Check Your Progress-4

Notes—i) Use the space below for your answers.
ii) Compare your answers with those given at the end of this unit.

1) Rupert Murdoch is known for holding several key positions in the world of media. Enumerate a few of them.

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2) Rupert Murdoch was associated with the now defunct…….tabloid……
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5.7 "News of the World"(now defunct British Tabloid Newspaper):

The *News of the World* was a weekly tabloid newspaper in the United Kingdom(UK). It was published every Sunday. It was one of the most popular English language newspapers in the world when it stopped printing in the year 2011. It was first a broadsheet newspaper when it was started in the year 1843. It was last owned by News International (a part of News Corporation) and was the sister newspaper of *The Sun*. From the year 2006 onwards, the

British tabloid newspaper *News of the World* was said to have hacked the phones of people in order to find news. The *News of the World* ended because of this on July,7, 2011. Many members of the *News of the World* were arrested by police for doing this.

A Sunday version of *The Sun* was started in the place of the *News of the World* on February,26, 2012. It was called *The Sun on Sunday*. Some workers from the *News of the World* worked for this new newspaper. It was headquartered at Wapping, London. Its sister publications were *the Sun, the Sunday Times* and *the Times*. In other words, *News of the World*, the now defunct British tabloid newspaper (1843–2011), was headquartered in London. It was published weekly by News Group Newspapers Ltd. of News International, a subsidiary of Great Britain's largest newspaper publisher, News Corporation Ltd., the media conglomerate founded and headed by Australian-born media-baron Rupert Murdoch.

Founded in the year 1843, *News of the World* achieved broad circulation through its low price and sensational content. It had by the 20th century, cemented its position as Britain's best-selling Sunday newspaper under the leadership of Sir Emsley Carr, who was the editor from the year 1891 onwards until his death in the year 1941. The tabloid passed the one million circulation mark shortly after the year 1900, and by the 1950s it had reached a circulation of well over eight million, the largest in the Western world.

Rupert Murdoch acquired *News of the World* in the year 1969 and placed an emphasis on crime, sex, scandal, and human interest stories with boldface headlines, prolific sports reporting, and outspokenly conservative editorializing. This formula of Rupert Murdoch was successful with the now defunct British tabloid *News of the World.* In July, 2011 it was announced that the newspaper would cease publication; the announcement followed intensifying allegations that members of its staff were responsible for the illegal hacking of telephones of celebrities, politicians, the British royal family, and private citizens. *News of the World* published its last issue on July, 10, 2011.

In July, 2011, Rupert Murdoch and the News Corporation came under intense scrutiny for wrongdoing at *News of the World*. Mounting evidence indicated that newspaper staffers had engaged in illegal and unethical behaviour, notably the hacking of mobile phone mailboxes belonging to celebrities, murder victims and the British soldiers killed in the Afghanistan War. Murdoch shuttered the newspaper/tabloid *News of the World* later in July, 2011; but the scandal continued to grow. He subsequently testified on several occasions before British MPs, claiming that he had been unaware of

the hacking. Rupert Murdoch's son James Murdoch, considered his heir apparent, was also embroiled in the controversy and later left several key posts. In May, 2012 a parliamentary panel tasked with investigating the scandal released a highly critical report, which stated that Rupert Murdoch "is not a fit person to exercise the stewardship of a major international company" and that he showed "willful blindness" concerning misconduct within his corporation. In addition to the British inquiry, Rupert Murdoch and the News Corporation were also being investigated by FBI officials in the United States. The 168-year-old British tabloid newspaper, which sells more than 2.5 million copies every Sunday, was brought down by an avalanche of public and political fury in the wake of revelations that the hacking victims included a missing 13-year-old girl who was later found to have been murdered. The embattled British tabloid *News of the World*, one of the oldest and best-selling newspapers in Britain, was shut down after a Sunday's issue, in July, 2011, by its owner, News International. The dramatic announcement follows accusations that the tabloid illegally eavesdropped on the phone messages of murder and terror victims, politicians and celebrities.

Stop to Consider-5

- The *News of the World* was a weekly tabloid newspaper in the United Kingdom(UK). It was published every Sunday. It was one of the most popular English language newspapers in the world when it stopped printing in the year 2011.
- Founded in the year 1843, *News of the World* achieved broad circulation through its low price and sensational content.
- From the year 2006 onwards, the British tabloid newspaper *News of the World* was said to have hacked the phones of people in order to find news. The *News of the World* ended because of this on July,7, 2011. Many members of the *News of the World* were arrested by police for doing this.
- Rupert Murdoch acquired *News of the World* in the year 1969 and placed an emphasis on crime, sex, scandal, and human interest stories with boldface headlines, prolific sports reporting, and outspokenly conservative editorializing. This formula of Rupert Murdoch was successful with the now defunct British tabloid *News of the World.* In July, 2011 it was announced that the newspaper would cease publication; the announcement followed intensifying allegations that members of its staff were responsible for the illegal hacking of telephones of celebrities, politicians, the

British royal family, and private citizens. *News of the World* published its last issue on July, 10, 2011.

Check Your Progress-5

Notes—i) Use the space below for your answers.

ii) Compare your answers with those given at the end of this unit.

1) The *News of the World* was…….tabloid newspaper in the……..
2) Founded in the year……, *News of the World* achieved broad circulation through its low price and sensational content.
3) Rupert Murdoch acquired *News of the World* in the year…….

5.8 Summing Up:

In this Unit-5 of Block-4 under Paper-1025, you have been acquainted with the concepts of Media Commercialization Boom in the Global Media, McDonaldization, Paid News Syndrome in the Global Media Scenario, Rupert Murdoch and "News of the World"(now defunct British Tabloid Newspaper). Let us now summarize the key points which you can learn by going through this particular unit------

- These days, it has been a conspicuous phenomenon that the commercial media houses are veritably corroborating to be identical to the industries and companies/business houses as well as becoming highly commercial/profit making oriented/corporatized in nature and the mass media audiences are literally turning out to be just like the consumers or customers and the mass media outputs or programmes be it news or the other programmes are

veritably being similar to the commodities or products, being consumed by the consumers or customers in the guise of audiences. In other words, in this era of commercialization, the mass media outputs are blatantly getting commodified many a times.

- The advent of free market economics has commercialized all the media. The trends of the West have been emulated in the Eastern countries. The commercial aspects of the media are worth a study because the present-day media are exploiting the masses. They are also keeping producers away from users. Eventually, they are forcing the masses to purchase what they do not want to.

- McDonaldization is the process of a society adopting the characteristics of a fast-food restaurant. In the year 1993, American sociologist George Ritzer in his book *The McDonaldization of Society,* neologized the term 'McDonaldization' to characterize the highly controlled, bureaucratic and dehumanized nature of contemporary, particularly American, social life.

- The penetration of the phenomenon of McDonaldization into the mass media contents in this contemporary era of media commercialization boom in the arena of global or transnational media, has literally resulted in enhanced commercial profits on the part of the mass media outlets in terms of garnering maximum advertising revenues, circulation, TRP. TAM etc. and increased availability of diverse mass media contents to more people globally in a pretty appealing, attractive, enchanting and captivating form adorned with the touch of glitz and glam and in a rapid way, i.e. in a short or minimum amount of time.

- Paid news syndrome is a corrupt practice prevalent in the contemporary global media scenario and its ill effects are the blatant indicators of the ethical violations by media.

- Paid News has been defined by the Press Council of India(PCI) as – "Any news or analysis appearing in any

media (Print & Electronic) for a price in cash or kind as consideration". Paid news or paid content are those articles in newspapers, magazines and the electronic media, which indicate favourable conditions for the institution that has paid for it.

- Keith Rupert Murdoch is an Australian-born American business magnate, investor and media proprietor. Through his company News Corporation, he is the owner of hundreds of local, national and international publishing outlets around the world, including in the UK (*The Sun* and *The Times*), in Australia (*The Daily Telegraph, Herald Sun* and *The Australian*), in the US (*The Wall Street Journal* and the *New York Post*), book publisher Harper Collins and the television broadcasting channels Sky News Australia and Fox News (through the Fox Corporation). He was also the owner of Sky (until 2018), 21st Century Fox (until 2019) and the now-defunct British tabloid *News of the World*.

- The *News of the World* was a weekly tabloid newspaper in the United Kingdom(UK). It was published every Sunday. It was one of the most popular English language newspapers in the world when it stopped printing in the year 2011.
- From the year 2006 onwards, the British tabloid newspaper *News of the World* was said to have hacked the phones of people in order to find news. The *News of the World* ended because of this on July,7, 2011. Many members of the *News of the World* were arrested by police for doing this.

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12. *INTERNATIONAL COMMUNICATION(Mass Media and Society*)

JMC-02(2010).(SLM), IGNOU Communication Division

5.10 Self Assessment Questions(SAQs):

1) Elaborate in your own words, about the ill effects of the currently prevailing Media Commercialization Boom in the Global Media with a special focus upon the phenomenon of McDonaldization penetrating into the contemporary global media scenario. Cite suitable examples for your answer.

3) Write in your own words about the diverse implications of the Paid News Syndrome in the contemporary global media scenario with suitable examples.

4) Elaborate in your own words about the giant media empire of the media baron Rupert Murdoch and about his association with the "News of the World"(now defunct British Tabloid Newspaper).

5.11 Answers to Check Your Progress:

Check Your Progress: Model Answers

Check Your Progress-1

- 1)
- It has poor cultural quality. Hence, it cannot upgrade cultures of the targeted audiences.
- It exploits weak consumers.
- It creates alienative relations.
- It develops utilitarian and calculative relations.

2)Television Rating Points, Television Audience Measurement, Quality Rating Points & Gross Rating Points.

Check Your Progress-2

1) 1993; George Ritzer; *The McDonaldization of Society*

2) fast-food restaurant.

3) efficiency, calculability, predictability and control

Check Your Progress-3

1) Paid News has been defined by the Press Council of India(PCI) as – "Any news or analysis appearing in any media (Print & Electronic) for a price in cash or kind as consideration".

2) Corrupt; global; ethical violations.

Check Your Progress-4

1)

- Chairman and CEO of News Corporation (1980–2013);
- Executive chairman of News Corp (2013–2023);
- Chairman and CEO of 21st Century Fox (2013–2015);
- Executive co-chairman of 21st Century Fox (2015–2019);
- Acting CEO of Fox News (2016–2018);
- Chairman of Fox News (2016–2019);
- Chairman of Fox Corporation (2019–2023);
- Board Member of News Corporation;
- Board Member of Fox Corporation

2) British; *News of the World*.

Check Your Progress-5

1) Weekly; United Kingdom(UK)

2) 1843

3) 1969

UNIT: 6

INTERNATIONAL FILM INDUSTRY---HOLLYWOOD, CANADIAN FILM INDUSTRY ETC., SATELLITE TELEVISION-----ANIMATED FILMS. DOCUMENTARIES, SHORT FILMS ETC

Unit Structure:

6.1 Introduction

6.2 Objectives

6.3 Powerhouses in Modern Film Industry

6.4 Hollywood and Canadian Film Industry

6.5 The European Film Industry

6.6 The Asian Film Industries

6.7 African cinema

6.8 Satellite television

6.9 Animated films

6.10 Documentaries

6.11 Short films

6.12 Summing Up

6.13 References and Suggested Readings

6.14 Model Questions

6.15 Answers to check your progress

6.1 Introduction

A film is a piece of art that is shaped into perfection by hundreds of artists lending their expertise. The making of a film comprises the cooperation of various arenas such as production, cinematography, animation, screenwriting, visual effects, editing, sound, and so on, not to mention the . Thus, when we talk about the film industry or

the motion picture industry, we speak of all these institutions – both commercial and technological, as a whole.

The film industry is a seemingly endless landscape that seems to be constantly evolving. New powerhouses emerge and old, stagnant industries suddenly reinvent themselves to take them to newer heights. In this unit, we shall read about the global film industries as well as satellite television, documentaries, and short films in the global scenario.

6.2 Objectives

This unit deals with the international film industries, satellite television, documentaries, and short films in the global scenario. After studying this unit you will be able to:

- Identify and discuss the international film industries
- Equate names like Hollywood, Bollywood, and Nollywood with their respective region or cinematic traditions.
- Discuss the biggest film industries of the world in terms of Box office revenue and the number of films produced.
- Discuss satellite television, documentaries, animation films, and short films in theGlobal media scenario.

6.3 Powerhouses in Modern Film Industry

The Global film production can be measured in two ways. The first is the box-office revenue- the money earned by the film industry via box office collections. From the Motion Picture Academy(MPA) data of 2019, the largest markets by box office were, in decreasing order, the United States, China, Japan, South Korea, the United Kingdom, France, and India. However, the covid pandemic of 2020 hit hard the entire Global industries and some of the film industries have yet to recover. Meanwhile, China passed the United States in terms of box office revenue generation. The Statistics show that in 2021, the largest markets by box office were, in decreasing order, China, the United States and Canada, Japan, the United Kingdom, France and India. However, If the revenue from advertising, home video and digital collections are counted, The United States still come out on top.

The second way to measure Global film productions is by numbers of films produced. According to World Intellectual Property Organization (WIPO) data, Indian film industry was the largest national film industry in terms of the number of films produced, with 2,446 feature films produced in 2019. The covid pandemic drastically reduced the number, but the recovering industry is once again being led by India.WIPO data reveals that in 2021, India top the list with over 1,800 films. The United States, China and Japan follows (in decreasing order).

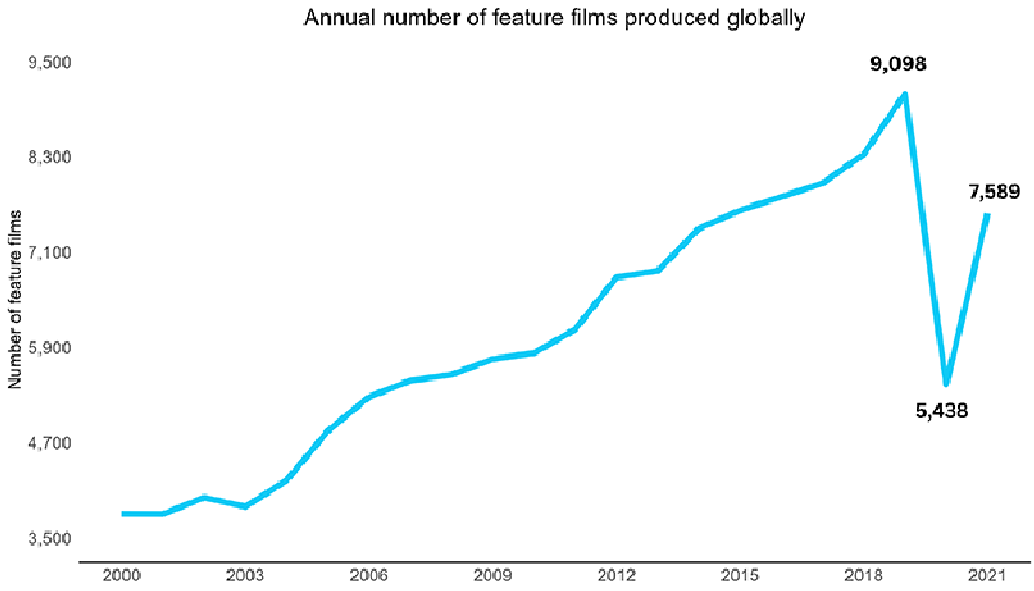

Fig : WIPO data on number of films produced annually

Know your progress

N.B 1. Your answer should be within 100 words

2. you may check your answers at the end of the unit

Q.1. Name the two ways global film production can be measured.

Q.2. Among the global film industries, where does India stand?

6.4 Hollywood and Canadian Film industry

6.4.1 Hollywood

The birthplace of the modern film industry, Hollywood has been synonymous with the art of moviemaking for over a century. Its origins can be traced back to the early 1900s when several motion picture production companies began setting up shop in the Los Angeles area. The reason behind the area was innocuous- Los Angeles offered fair weather and diverse landscapes, thus making it perfect for shooting.

During the silent film era of the 1910s and 1920s, Hollywood witnessed the rise of iconic studios such as Paramount Pictures, Warner Bros., and Metro-Goldwyn-Mayer (MGM). These studios produced groundbreaking films that captivated audiences worldwide, solidifying Hollywood's status as the epicentre of the burgeoning motion picture industry.

One of the most significant developments during this period was the introduction of feature-length films, which allowed for more complex narratives and character development. Films like "*The Birth of a Nation*" (1915) and "*The Jazz Singer*" (1927), which was acclaimed as the first feature-length talking picture, marked pivotal moments in cinema history.

Fig: the Hollywood sign at Los Angeles. (Source- Wikipedia)

As the industry transitioned into the "Golden Age of Hollywood" in the 1930s and 1940s, the studio system flourished, giving rise to classic genres like the musical, the western, and the film noir. Studios employed vast teams of writers, directors, actors, and technicians, creating a well-oiled machine that produced some of the most iconic films of all time, such as "*Gone with the Wind"* (1939), "*Citizen Kane*" (1941), and "*Casablanca*" (1942).

The post-World War II era saw the decline of the studio system and the rise of independent filmmaking. Hollywood also witnessed the rise of new genres like the psychological thriller and the revisionist western. Films like "*Psycho*" (1960) and "*The Graduate*" (1967) pushed boundaries and reflected the cultural upheavals of the time.

The 1970s and 1980s marked a renaissance for Hollywood, with directors like Francis Ford Coppola, Martin Scorsese, and Steven Spielberg ushering in a new era of auteur-driven filmmaking. Groundbreaking works like "*The Godfather*" (1972), "*Jaws*" (1975), and "*Raging Bull*" (1980) redefined what was possible in cinema, both artistically and commercially.

Today, Hollywood remains the global capital of the film industry, producing big-budget blockbusters, independent darlings, and everything in between. The Academy Awards, informally known as the Oscars, are the most prestigious accolades in the industry, honouring excellence in various categories, from Best Picture and Best Director to technical achievements, screenplay, and costumes.

Facts on Hollywood :

- Hollywood is home to major film studios such as Disney, Warner Bros., Universal, Paramount, and Sony Pictures.
- The Hollywood Sign, originally reading "Hollywoodland," was erected in 1923 and has become an iconic landmark.
- Hollywood significantly contributes to the economy of Los Angeles and the broader U.S. economy through film production, tourism, and related industries.
- Hollywood is known for its celebrity culture, with actors, directors, and other industry professionals achieving significant fame and influence.
- Hollywood hosts several major events, including the Academy Awards (Oscars), Golden Globes, and the Hollywood Walk of Fame ceremonies.
- Los Angeles is home to prestigious film schools such as the University of Southern California (USC) School of Cinematic Arts and the American Film Institute (AFI).

6.4.2 The Canadian Film Industry:

While often overshadowed by its Hollywood counterpart, the Canadian film industry has a rich history and has produced numerous critically acclaimed and commercially successful films over the decades.

The early years of Canadian cinema were marked by the National Film Board of Canada (NFB), established in 1939. The NFB played a crucial role in promoting and preserving Canadian culture through documentary and educational films, laying the foundation for the country's film industry.

As the industry grew, Canadian filmmakers began exploring various genres, from dramas and comedies to horror and science fiction. The 1970s saw the rise of the "*Canadian Renaissance*," a period marked by a surge of innovative and groundbreaking films that tackled socio-political issues and explored the country's diverse cultural identities.

Notable films from this era include "*Mon Oncle Antoine*" (1971), a seminal work in Quebec cinema, and "*Goin' Down the Road*" (1970), a poignant portrayal of the struggles faced by two young men in urban Canada.

In the 1980s and 1990s, Canadian cinema gained international recognition with films like "*Atom Egoyan's The Sweet Hereafter*" (1997), which won critical acclaim and numerous awards, including the Grand Prix at the Cannes Film Festival and two Academy Award nominations.

The turn of the millennium brought a new wave of Canadian filmmakers to the forefront, exploring diverse themes and genres with a distinctly Canadian perspective. Films like "*Atanarjuat: The Fast Runner*" (2001), a groundbreaking Inuit-language film, and "*Incendies*" (2010), a powerful drama exploring the aftermath of war, garnered global praise and awards.

Did you know:

- The Toronto International Film Festival (TIFF) is one of the most prestigious film festivals globally, known for premiering major films and launching careers. The Vancouver International Film Festival (VIFF), the Montreal World Film Festival, and the Hot Docs Canadian International Documentary Festival are also notable among the prestigious film events.
- The Canadian Radio-television and Telecommunications Commission (CRTC) enforces regulations to ensure a certain percentage of Canadian content on television and radio.These regulations support the production and dissemination of Canadian films and television programs.

In recent years the Canadian film industry has witnessed a strong turnout, with a strong emphasis on independent and auteur-driven films. The Toronto International Film Festival (TIFF), one of the world's most prestigious film festivals, serves as a platform for Canadian and international filmmakers to showcase their works and connect with audiences worldwide.

Canadian films and filmmakers have been recognized at numerous prestigious award ceremonies, including the Academy Awards, the Cannes Film Festival, and the Canadian Screen Awards (formerly the Genie Awards). Notable Canadian actors and directors, such as Christopher Plummer, Sarah Polley, and Denis Villeneuve, have achieved international acclaim for their contributions to the art of filmmaking.

While the Canadian film industry may not have the same global dominance as Hollywood, it has consistently produced thought-provoking, innovative, and culturally significant works that have enriched the world of cinema. With a strong emphasis on diversity, creativity, and authentic storytelling, the Canadian film industry continues to be a vital force in the global cinematic landscape.

Know your progress

N.B 1. Your answer should be within 100 words

2. you may check your answers at the end of the unit

Q.3. what is the golden age of Hollywood?

Q.4. How did the Canadian Film Industry made a name for itself, despite their close proximity to Hollywood?

6.5 The European film industry

The European film industry has played a pivotal role in shaping the evolution of cinema, contributing a wealth of artistic, technical, and cultural innovations that have left an indelible mark on the art form. While individual nations have their own unique cinematic traditions and identities, the collective force of European cinema has been consistent in its commitment to artistic expression and auteur-driven filmmaking. Unlike the more commercially driven Hollywood model, European filmmakers have often prioritized personal visions and unconventional narratives over mainstream appeal. This creative freedom has given rise to some of the most critically acclaimed and influential films in history, which has shattered linguistic and cultural barriers to resonate with worldwide audiences.

The roots of European cinema can be traced back to the early pioneers of the late 19th and early 20th centuries, such as the Lumière brothers in France and pioneers like Georges Méliès, who laid the foundation for the art of filmmaking. As the medium evolved, various national film industries emerged, each with their distinct styles and movements.

The advent of sound in the late 1920s ushered in a new era of cinematic storytelling, with European filmmakers embracing the potential of dialogue and sound design to enhance their narratives. This period saw the rise of influential movements like German Expressionism, Soviet Montage Theory, and French Poetic Realism, each contributing unique aesthetic and conceptual approaches to the art form.

In the decades following World War II, European cinema experienced a renaissance, with filmmakers across the continent challenging traditional conventions and exploring new modes of cinematic expression. Movements like the French New Wave, the British Kitchen Sink Realism, and the New German Cinema redefined the boundaries of storytelling, pushing the medium in exciting and provocative directions.

Throughout its history, European cinema has been characterized by a willingness to confront complex socio-political issues, often using film as a means of social commentary and cultural critique. From the neorealist works of post-war Italy to the politically charged films of Eastern Europe during the Cold War era, European filmmakers have consistently used their art as a vehicle for exploring the human condition in all its complexities.

In recent decades, European cinema has continued to evolve and adapt to changing cultural landscapes and technological advancements. The rise of co-productions and international collaborations has fostered a greater sense of cross-cultural exchange, blurring the boundaries between national cinemas and creating a more unified European film industry.

While Hollywood may dominate the global box office, European cinema continues to exert a profound influence on the art form, inspiring and shaping the work of filmmakers around the world. From the prestigious film festivals of Cannes, Berlin, and Venice to the numerous national and regional award ceremonies, the European film industry remains a vital force in cinema.

6.5.1 The French Film Industry:

France has a storied history in cinema, with its roots dating back to the pioneering works of the Lumière brothers in the late 19th century. The French New Wave of the 1950s and 1960s, spearheaded by directors like François Truffaut and Jean-Luc Godard, revolutionized filmmaking with its innovative techniques and unconventional narratives.

Today, the French film industry continues to thrive, producing a diverse range of films that celebrate the country's cultural identity and artistic expression. The Cannes Film Festival, one of the most

prestigious film festivals in the world, has been instrumental in showcasing French cinema on a global stage.

Renowned French filmmakers like Luc Besson, Céline Sciamma, and Jacques Audiard have garnered international acclaim for their thought-provoking and visually stunning works. The French film industry is supported by a robust system of subsidies and tax incentives, ensuring a steady stream of high-quality productions.

6.5.2 The Polish Film Industry:

Poland's film industry has a rich tradition that dates back to the early 20th century. However, it was during the post-World War II era that Polish cinema truly came into its own, with directors like Andrzej Wajda and Krzysztof Kieślowski exploring complex themes of human experience and political turmoil.

The Polish Film School, established in the late 1950s, became a breeding ground for innovative filmmaking techniques and a new generation of talented directors. Films like "*Ashes andDiamonds*" (1958) and "*The Decalogue*" (1989) are widely regarded as masterpieces of world cinema.

Contemporary Polish filmmakers like Paweł Pawlikowski and Agnieszka Holland continue to garner critical acclaim, with their works often tackling socio-political issues and exploring the complexities of human relationships. The Polish film industry has a strong focus on preserving its cultural identity while embracing international collaborations and co-productions.

6.5.3 The German Film Industry:

German cinema has a rich and influential history, with its roots stretching back to the pioneering works of the Weimar Republic era in the 1920s. The Expressionist movement, characterized by its bold visual styles and psychological themes, produced iconic films like "*The Cabinet of Dr. Caligari*" (1920) and "*Metropolis*" (1927).

After a period of ethical decline during World War II, when the industry was hijacked by the Third Reich to make propaganda films, the German film industry experienced a renaissance in the 1960s and 1970s with the rise of the New German Cinema movement.

Directors like Rainer Werner Fassbinder, Wim Wenders, and Werner Herzog redefined German cinema with their unconventional storytelling and socio-political commentary.

Today, the German film industry remains a powerhouse in Europe, producing a diverse range of films that explore historical, political, and cultural themes. The Berlin International Film Festival, one of the world's most prestigious film festivals, serves as a platform for German and international filmmakers to showcase their works.

6.5.4 The United Kingdom Film Industry:

The United Kingdom has a rich cinematic heritage that spans decades, with its films often reflecting the country's unique cultural identity and social commentary. From the groundbreaking works of the British documentary movement in the 1930s to the gritty kitchen sink dramas of the 1960s, British cinema has consistently pushed boundaries and challenged conventions.

The 1990s and 2000s saw a resurgence of British filmmaking, with directors like Danny Boyle, Mike Leigh, and Steve McQueen garnering international acclaim for their thought-provoking and visually stunning works. Films like "*Trainspotting*" (1996), "*Secrets & Lies*" (1996), and "*12 Years a Slave*" (2013) have left an indelible mark on world cinema.

The British film industry is supported by a robust infrastructure, including prestigious film schools, government funding initiatives, and tax incentives for productions. The BAFTA Awards, the British equivalent of the Academy Awards, celebrate the best in British and international filmmaking.

Know your progress

N.B **1. Your answer should be within 100 words**

2. you may check your answers at the end of the unit

6.6 The Asian Film Industries:

The diversity of Asian culture has given rise to distinct cinematic traditions which not only are celebrated in their own country but are also appreciated by the global audience. Reflecting the cultural landscape of the Asian people, the Asian film industry also encompasses a multitude of cultures, languages, and artistic traditions. From the pioneering works of early Japanese cinema to the contemporary blockbusters of India's Bollywood and South Korea's Hallyu Wave, Asian cinema has left an indelible mark on the global film industry.

6.6.1 Japanese Cinema:

Japan has a rich cinematic heritage that dates back to the early 20th century. The country's film industry gained international recognition in the post-World War II era, with directors like Akira Kurosawa, Yasujirō Ozu, and Kenji Mizoguchi crafting masterpieces that blended traditional Japanese aesthetics with modern storytelling techniques. Films like "*Rashomon*" (1950), "*Tokyo Story*" (1953), and "*Seven Samurai*" (1954) are widely regarded as classics of world cinema.

Contemporary Japanese filmmakers like Hirokazu Kore-eda, Naomi Kawase, and Sion Sono continue to push creative boundaries, exploring diverse genres and themes while maintaining a distinctly Japanese sensibility. The Japanese film industry is also a major force in the realm of animation, with renowned studios like Studio Ghibli and the works of directors like Hayao Miyazaki and Satoshi Kon captivating audiences worldwide.

6.6.2 Indian Cinema (Bollywood and Beyond):

India's film industry, particularly the Hindi-language cinema based in Mumbai (Bollywood), is one of the largest and most prolific in the world. Known for its extravagant musical numbers, larger-than-life narratives, and a unique blend of genres, Bollywood has a massive global following.

While Bollywood dominates the Indian film landscape, other regional industries like Assamese, Bengali, Tamil, Malayalam, and

punjabi cinema have also produced critically acclaimed and commercially successful films. Directors like Satyajit Ray, Mira Nair, and Anurag Kashyap have garnered international recognition for their thought-provoking and socially conscious works.

6.6.3 The Hong Kong Film Industry:

Hong Kong's film industry has played a pivotal role in shaping the landscape of Asian cinema, particularly in the genres of action and martial arts films. The work of directors like John Woo, Tsui Hark, and Wong Kar-wai has left an indelible mark on global cinema, influencing filmmakers around the world.

Hong Kong cinema's golden age in the 1980s and 1990s saw the rise of iconic action stars like Jackie Chan, Chow Yun-fat, and Jet Li, whose films blended breathtaking stunt work with intricate storytelling. The industry has also produced acclaimed dramas and comedies, showcasing Hong Kong's unique cultural identity and artistic sensibilities.

6.6.4 South Korean Cinema (The Hallyu Wave):

In recent decades, South Korean cinema has experienced a remarkable rise in global popularity, driven by the phenomenon known as the "Hallyu Wave" or the "Korean Wave." Directors like Bong Joon-ho, Park Chan-wook, and Lee Chang-dong have gained international acclaim for their bold and innovative works that fearlessly tackle social issues and push the boundaries of genre conventions.

Films like "*Oldboy*" (2003), "*The Host*" (2006), and "*Parasite*" (2019) have captivated audiences worldwide, earning critical praise and numerous accolades, including the first non-English language film to win the Academy Award for Best Picture with "*Parasite*." The South Korean film industry has also contributed to the global popularity of the K-drama phenomenon, further solidifying the country's cultural influence.

6.6.5 Iranian cinema:

The Iranian film industry has a rich and influential history, despite facing numerous challenges and restrictions imposed by the country's conservative policies. Iranian cinema gained international recognition in the 1990s and 2000s, with directors like Abbas Kiarostami, Jafar Panahi, and Asghar Farhadi garnering critical acclaim for their thought-provoking and socially conscious works.

Kiarostami's films, such as "*Taste of Cherry*" and "*The Wind Will Carry Us*," are celebrated for their poetic and minimalist storytelling, often exploring existential themes and the complexities of human relationships. Panahi's works, including "*The Circle*" and "*This Is Not a Film*," have fearlessly criticized the oppressive societal norms and political repression in Iran, despite facing censorship and imprisonment. Asghar Farhadi has achieved global recognition, with films like "*A Separation*" and "*The Salesman*" winning numerous prestigious awards, including Oscars for Best Foreign Language Film. His films offer nuanced portrayals of contemporary Iranian society, exploring the intricate dynamics of family relationships and moral dilemmas.

6.7 African Cinema:

African cinema has a rich and diverse presence in global cinema, reflecting the continent's cultural heritage, social realities, and quest for self-representation. While often overshadowed by the more established film industries of the West and Asia, African filmmakers have produced a wealth of compelling works that offer unique perspectives on the African experience.

The origins of African cinema can be traced back to the early 20th century, with the emergence of colonial-era ethnographic films and later, the development of nationalist movements that sought to reclaim African narratives. The 1960s saw a surge of cinematic activity across the continent, with the birth of the African Cinema Movement and the establishment of film festivals and training centers.

African cinema has been shaped by a variety of influences, including traditional oral storytelling traditions, postcolonial discourse, and the exploration of themes such as identity, tradition,

and modernity. Directors like Ousmane Sembène, Souleymane Cissé, and Djibril Diop Mambéty have been instrumental in establishing a distinct African cinematic voice, challenging stereotypes and presenting authentic portrayals of African life.

6.7.1 Nigerian Film Industry (Nollywood):

Nollywood, Nigeria's booming film industry, has emerged as one of the most prolific and influential cinematic forces in Africa. With an estimated annual output of over 2,000 films, Nollywood is second only to India's Bollywood in terms of sheer volume.

Initially driven by straight-to-video productions in the 1990s, Nollywood has evolved into a multifaceted industry that encompasses theatrical releases, streaming platforms, and international co-productions. Its low-budget, guerrilla-style filmmaking approach has given rise to a unique aesthetic and storytelling sensibility that resonates with audiences across Africa and the African diaspora.

While often criticized for its technical limitations and reliance on melodrama, Nollywood has also produced critically acclaimed works that tackle social issues, cultural traditions, and the complexities of modern African life. Directors like Kunle Afolayan, Tunde Kelani, and Biyi Bandele have garnered international recognition for their artistry and contribution to Nigerian cinema.

6.7.2 Egyptian Film Industry:

Egypt has a rich cinematic tradition that dates back to the early 20th century, when it emerged as a pioneering force in the Arab world's film industry. Egyptian cinema has played a pivotal role in shaping the cultural identity and artistic expression of the region.

Known for its emphasis on realism, social commentary, and exploration of contemporary issues, Egyptian cinema has produced numerous critically acclaimed works that have resonated across the Arab world and beyond. Directors like Youssef Chahine, Salah Abu Seif, and Dawoud Abdel Sayed have been instrumental in establishing Egypt's cinematic legacy, tackling themes of nationalism, gender dynamics, and societal struggles.

The Egyptian film industry has also been a breeding ground for iconic actors and actresses who have become household names in the Arab world, such as Faten Hamama, Omar Sharif, and Adel Imam. Despite periods of censorship and political upheaval, Egyptian cinema has remained a vibrant and influential force, continuing to inspire and shape the artistic discourse of the region.

6.8 Satellite TV

The advent of satellite technology opened up a new frontier in broadcasting, allowing television signals to be transmitted across vast distances and reaching audiences in remote areas.

The roots of satellite TV can be traced back to the launch of the first artificial satellite, Sputnik 1, by the Soviet Union in 1957. This groundbreaking achievement paved the way for further advancements in satellite technology. In 1962, the Telstar satellite was launched, enabling the first live television transmission via satellite between the United States and Europe. The early years of satellite TV were marked by experimental broadcasts and the development of technology to transmit television signals effectively.

In 1976, HBO (Home Box Office) became the first television network to deliver its programming via satellite, marking a significant milestone in the industry. Throughout the 1980s and 1990s, the satellite TV industry experienced rapid growth, fuelled by the launch of dedicated satellite TV services such as DIRECTV and DISH Network in the United States, and the introduction of digital television broadcasting.

6.8.1 Current Scenario:

The satellite TV entertainment industry continues to adapt and evolve in the face of changing consumer preferences and technological advancements. While traditional cable TV providers have faced challenges from cord-cutting and the rise of streaming services, satellite TV providers have responded by offering bundled packages that include internet and streaming services.

Satellite TV providers have forged partnerships with major streaming services like Netflix, Hulu, and Amazon Prime Video,

allowing subscribers to access these platforms seamlessly through their satellite TV packages. This integration of traditional and streaming content has become a crucial strategy for satellite TV providers to retain and attract customers. Additionally, satellite TV providers have continued to invest in original programming and exclusive content to differentiate themselves from competitors.

6.8.2 Production history:

The satellite TV industry's production history can be traced back to the late 1970s and early 1980s when HBO (Home Box Office) emerged as a pioneer in delivering premium content via satellite. Shows like "*The Hitchhiker*" and "*Dream On*" were among the early original productions that helped establish HBO as a force in the industry. During this period, the industry saw a preference for genres like comedy, drama, and made-for-TV movies. HBO's "*Tales from the Crypt*" anthology series, based on the popular EC Comics, became a cult classic and showcased the network's willingness to explore edgier content.

Notable Events in the Satellite TV Industry:

1957: Launch of Sputnik 1 : The launch of the first artificial satellite by the Soviet Union marked the beginning of the space age and laid the foundation for satellite TV technology.

1962: Telstar Satellite: The Telstar satellite enabled the first live television transmission via satellite between the United States and Europe, demonstrating the potential of satellite technology for broadcasting.

1976: Launch of HBO : HBO became the first television network to deliver its programming via satellite, establishing a new model for premium television services.

1994: Launch of DIRECTV : DIRECTV, a direct broadcast satellite service, was launched in the United States, offering consumers an alternative to cable TV.

1996: Launch of DISH Network : DISH Network entered the market as a competitor to DIRECTV, providing satellite TV services to customers across the United States

As the satellite TV industry matured, the 1990s ushered in what is now widely regarded as the "Golden Age of Television." Shows like "*The Sopranos*" (HBO), "*The X-Files*" (Fox), and "*Seinfeld*" (NBC) redefined storytelling and production values in the industry.

HBO's *"The Sopranos*" was a game-changer, earning critical acclaim and numerous awards, including 21 Primetime Emmy Awards and 5 Golden Globe Awards. The show's gritty realism and complex character development set new standards for television productions.

During this period, the industry saw a preference for genres like crime dramas, sci-fi, and sitcoms. Shows like "*The X-Files*" and "*Seinfeld"* became cultural phenomena and paved the way for future genre-defining productions.

In the 2000s, the satellite TV industry continued to push boundaries with shows that elevated the medium to new heights. HBO's "The Wire" and "Deadwood" were critically acclaimed for their gritty realism and complex narratives, while AMC's "*Breaking Bad*" and "*Mad Men"* ushered in a new era of prestige television. These shows garnered numerous accolades, including multiple Emmy and Golden Globe awards. "*Breaking Bad"* alone won 16 Primetime Emmy Awards, including 4 for Outstanding Drama Series, and 2 Golden Globe Awards.

During this period, the industry saw a rising preference for genres like crime dramas, period pieces, and character-driven narratives. Shows like "*The Wire*" and "*Mad Men*" were praised for their intricate storytelling and exploration of societal themes.

In recent years, the satellite TV industry has continued to produce hit shows across various genres. HBO's "Game of Thrones" became a cultural phenomenon, shattering viewership records and earning numerous awards, including 59 Primetime Emmy Awards and 1 Golden Globe Award. Other popular shows like "*Westworld"* (HBO), "*The Handmaid's Tale*" (Hulu), and "*Stranger Things*" (Netflix) have further solidified the industry's reputation for producing high-quality, groundbreaking content.

The current scenario sees a continued preference for genres like fantasy, sci-fi, and dystopian narratives, as well as a growing demand for diverse and inclusive storytelling. Shows like "*Killing Eve"* (BBC America/AMC) and *"Pose*" (FX) have been praised for

their representation and unique perspectives. Additionally, the industry has embraced anthologies and limited series, such as *"Chernobyl*" (HBO) and "*The Queen's Gambit"* (Netflix), which have garnered critical acclaim and numerous awards.

6.9 Animated Films

Animated films claim a huge part of the Motion Picture Industry. Animation's origins can be traced back to the late 19th century, with pioneers like J. Stuart Blackton and Émile Cohl experimenting with stop-motion and hand-drawn techniques.

The early 20th century saw the rise of animation studios like Fleischer Studios and Walt Disney Productions, the latter of which revolutionized the industry with the release of "Snow White and the Seven Dwarfs" in 1937 – the first full-length animated feature film. Disney's groundbreaking work paved the way for other studios to explore the boundless possibilities of animation as well and the industry gained legs to stand.

In the latter half of the 20th century, the advent of computer animation ushered in a new era, with Pixar Animation Studios leading the charge. Their pioneering work on films like "Toy Story" (1995) and "Monsters, Inc." (2001) not only pushed the boundaries of technical innovation but also demonstrated animation's ability to tell profound and resonant stories.

Today, the animated film landscape is more diverse and vibrant than ever before. Major studios like Disney, Pixar, DreamWorks Animation, and Illumination Entertainment continue to produce critically acclaimed and commercially successful animated features, while independent studios and international productions offer unique perspectives and artistic styles.

6.9.1 Animated productions:

Notable animated films have left an indelible mark on popular culture, from the timeless classics of Disney's Renaissance era ("The Lion King," "Beauty and the Beast") to the beloved franchises of Shrek and Ice Age. Japanese anime, too, has gained global

recognition, with films like "Spirited Away" and "Your Name" captivating audiences worldwide.

Animated films have garnered numerous accolades, including prestigious awards such as the Academy Award for Best Animated Feature, which was first introduced in 2001. Films like '*Coco*,' *'Spider-Man: Into the Spider-Verse,'* 'Epic', 'Frozen', 'Encanto' and many more have won critical acclaim and recognition, showcasing the artistic and storytelling prowess of the medium.

Know your progress

N.B 1. Your answer should be within 100 words

2. you may check your answers at the end of the unit

Q. 5. Describe Japanese contribution to the world of Animation

6.10 Documentaries

Documentaries, often referred to as the "window to the world," have played a vital role in shaping our understanding of diverse subjects, cultures, and global issues. The origins of documentaries can be traced back to the early 20th century, with pioneers like Robert J. Flaherty and DzigaVertov exploring the potential of non-fiction filmmaking.

In 1922, Robert Flaherty presented, what is now regarded as the first documentary film '*Nanook of the North'* which was a record of Eskimo life.

The post-World War II era saw a resurgence in documentary production, with filmmakers like Leni Riefenstahl and John Grierson making significant contributions to the genre. This period also witnessed the rise of direct cinema and *cinémavérité* movements, which emphasized capturing reality with minimal interference.

In the latter half of the 20th century, documentaries gained mainstream popularity, with filmmakers like Michael Moore and Errol Morris pushing the boundaries of the form. Their works, such as "*Fahrenheit 9/11*" and "*The Fog of War,*" not only entertained

audiences but also sparked important conversations and raised awareness about pressing social and political issues.

Today, the documentary landscape is more diverse than ever, with filmmakers exploring a wide range of subjects, from environmental crises to personal stories of triumph and resilience. The advent of digital technology and online platforms has democratized the production and distribution of documentaries, allowing independent filmmakers to share their stories with global audiences.

Notable documentaries have left an indelible mark on popular culture and social discourse. Films like "An Inconvenient Truth," "March of the Penguins," and "Free Solo" have not only captivated audiences with their storytelling but also raised awareness about critical issues such as climate change, wildlife conservation, and human endurance.

Documentaries have garnered numerous accolades and recognition, including prestigious awards such as the Academy Award for Best Documentary Feature and the Sundance Film Festival's Grand Jury Prize. Films like "*Citizenfou*r," "*Amy*," and "*O.J.: Made in America*" have not only won critical acclaim but have also sparked important conversations and influenced public discourse.

Documentaries- A tool for social change and development:

- Documentaries have long been used as educational tools in schools and universities, providing visual and engaging ways to teach history, science, and social studies.
- Organizations like National Geographic and PBS have produced numerous educational documentaries that are widely used in academic settings.
- Documentaries bring attention to injustices and challenge the status quo. "The *Cove*," which brought attention to dolphin hunting in Japan, and "*13th*," which explores racial inequality in the U.S. criminal justice system.
- "*Blackfish*" led to significant changes in the policy of how marine parks like SeaWorld operate, including the end of orca breeding programs.
- Prominent documentary filmmakers often become influential figures in their own right, using their platform to advocate for causes. Filmmakers like Ava DuVernay and Ken Burns have used their works to spark national conversations and bring historical and social issues to the forefront.

6.11 Short Films:

Short films are typically defined as films with a runtime of 40 minutes or less, including all credits. They encompass a variety of genres and styles, offering a compact storytelling experience.

Since it is widely accepted that a short film cannot exceed 40 minutes in length, this constraint requires filmmakers to be incredibly economical with their storytelling, forcing them to forgo all distractions and compact their ideas down to their purest essence.

Did You Know:

- Early pioneers like Georges Méliès and Charlie Chaplin made significant contributions to the short film format.
- Short films are often used as a platform for emerging filmmakers to showcase their talent and creativity. They serve as a testing ground for new ideas, techniques, and storytelling methods.
- Short films are very commonly used for artistic expression, education, and public service announcements.
- Short films require fewer resources, making them accessible to independent filmmakers and students.
- Short films often address niche topics, social issues, and personal stories that may not be suited for longer formats and thus can have a significant emotional and intellectual impact in a short amount of time.they are very commonly used for artistic expression, education, and public service announcements.
- Many acclaimed directors began their careers with short films, such as Tim Burton's "Vincent" and Martin Scorsese's "The Big Shave."
- Short films often involve collaborations among emerging artists, writers, and technicians. Thus, serving as networking tools within the film industry, helping filmmakers build professional relationships.

Despite their limited runtimes, short films cover a vast array of genres and subjects, from hard-hitting dramas and witty comedies to experimental art pieces and innovative animations. They allow filmmakers to take creative risks that may be too daring or financially risky for larger productions. As a result, short films often push boundaries and explore uncharted territory, both in terms of content and filmmaking techniques.

One of the major appeals of short films is their accessibility. With relatively low production costs compared to feature films, short

films offer a more achievable entry point for aspiring filmmakers looking to hone their craft and gain valuable experience. Many renowned directors, such as Wes Anderson, Spike Jonze, and Christopher Nolan, got their start in the world of short films before transitioning to feature-length productions.

While short films may not receive the same level of widespread attention as their feature-length counterparts, they are celebrated and recognized within the film industry through various prestigious awards and festivals. The Academy Awards, for instance, has honoured short films with the Best Live Action Short Film and Best Animated Short Film categories since the 1930s. Other notable awards for short films include the Sundance Film Festival's Short Film Grand Jury Prize, the Cannes Film Festival's Short Film Palme d'Or, and the BAFTA Award for Best Short Film. These accolades not only acknowledge the exceptional talent and artistry within the short film community but also serve as valuable stepping stones for emerging filmmakers to gain recognition and bolster their careers.

One of the most celebrated and renowned short films in recent years is "*Two Distant Strangers*" (2020), directed by Travon Free and Martin Desmond Roe. This thought-provoking and poignant film, which explores themes of racial injustice and police brutality, won the Academy Award for Best Live Action Short Film in 2021. Another critically acclaimed short is "*Hair Love*" (2019), an animated film that celebrates natural hair and promotes representations of Black families. Directed by Matthew A. Cherry, "*Hair Love*" took home the Oscar for Best Animated Short Film in 2020.

Beyond award recognition, short films have also played a significant role in the evolution of filmmaking techniques and styles. Experimental and avant-garde short films, in particular, have pushed the boundaries of cinematic expression, paving the way for innovative approaches to storytelling, camerawork, and editing. Short films offer a platform for fresh voices, innovative ideas, and creativity.

Know your progress

N.B 1. Your answer should be within 100 words

2. you may check your answers at the end of the unit

Q.6. Explain the importance of short films.

Q.7. What are the awards and accolades for short film?

6.12 Summing Up

In this unit we have learned about the global scenario of cinema. We have an overview of the major film industries around the world. We have also learned about the advent and journey of Satellite television. In this unit we have also learned about the history and current scenario of Animated films, short films and documentaries.

6.13 References and Suggested Readings

Monaco, J. 2002. *How to read a film*

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6.14 Model Questions

1. Give an overview of notable global film industries.

2. What is the role of Walt Disney studios in the rise of animation.

3. Describe Short film as an educational tool for emerging film professionals.

6.15 Answers to check your progress

Q.1. Name the two ways global film production can be measured.

Ans: Global film production can be measured in two ways. The first is box-office revenue, the money earned by films through ticket sales. Before the COVID-19 pandemic, the top markets were the United States, China, and Japan. Post-pandemic, China overtook the United States. The second way is by the number of films produced. India leads in this category, producing over 1,800 films in 2021, followed by the United States, China, and Japan.

Q.2. Among the global film industries, where does India stand?

Ans: India leads the global film industry in the number of films produced, with over 1,800 movies made in 2021. This makes it the largest film industry by production volume, ahead of the United

States, China, and Japan. However, in terms of box-office revenue, India ranks behind countries like China and the United States. Despite the COVID-19 pandemic's impact, India's film industry has shown strong recovery and continues to be a major player globally.

Q.3. what is the golden age of Hollywood?

Ans:The Golden Age of Hollywood was a period from the 1920s to the 1960s when the American film industry thrived. Major studios like MGM, Paramount, and Warner Bros. produced iconic films and stars like Marilyn Monroe, Humphrey Bogart, and Audrey Hepburn rose to fame. This era saw the creation of many classic movies and the studio system controlled film production. It was a time of great creativity and significant influence on global cinema.

Q.4. How did the Canadian Film Industry made a name for itself, despite their close proximity to Hollywood?

Ans: The Canadian film industry made a name for itself by focusing on unique, culturally rich stories that reflect Canada's diverse society. Government support through agencies like Telefilm Canada provided funding and resources for filmmakers. Festivals like the Toronto International Film Festival (TIFF) showcased Canadian talent to the world. Additionally, Canada's beautiful landscapes and cities offered attractive filming locations. Despite Hollywood's dominance, Canadian filmmakers carved out a niche with distinctive content and strong local support, helping them stand out in the global film industry and gain international recognition.

Q. 5. Describe Japanese contribution to the world of Animation

Ans: Japan has made a huge impact on the world of animation, especially with its unique style known as anime. Anime includes a wide range of genres, appealing to all ages. Famous creators like Hayao Miyazaki have produced globally acclaimed films such as "Spirited Away." Japanese TV series like "Naruto," "Dragon Ball," and "One Piece" have large international followings. Japan's innovation in animation techniques and storytelling has influenced artists worldwide, making anime a major cultural export. Additionally, Japan's manga (comic books) often serve as inspiration for anime, further boosting its global reach and popularity.

Q.6. Explain the importance of short films.

Ans: Short films are important because they allow filmmakers to tell powerful stories in a brief format, often with limited budgets. They serve as a stepping stone for new directors and writers to showcase their talent and creativity. Short films are also used in film festivals to highlight emerging talents and innovative ideas. Additionally, they can be more accessible to audiences, providing quick entertainment and often addressing unique or experimental topics that might not be suited for longer films.

Q.7. What are the awards and accolades for short film?

Ans: Short films can earn various awards and accolades, celebrating their creativity and impact. Major film festivals like the Sundance Film Festival, Cannes Film Festival, and Berlin International Film Festival have specific categories for short films, offering prestigious awards. The Academy Awards (Oscars) include categories for Best Live Action Short Film and Best Animated Short Film. Other notable awards come from the BAFTA, the Clermont-Ferrand International Short Film Festival, and the Palm Springs International ShortFest. These awards recognize excellence in storytelling, direction, and innovation, helping filmmakers gain recognition and advance their careers in the film industry.