COURSE CODE: MAMCD 104

COURSE NAME: RADIO BROADCASTING

CENTRE FOR DISTANCE AND ONLINE EDUCATION
TEZPUR UNIVERSITY

MASTER OF ARTS

MASS COMMUNICATION AND JOURNALISM

BLOCK II

Tezpur University
Centre for Distance and Online Education
Napaam, Sonitpur, Assam - 784028

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Vision

To grow to be a leading centre for human resource development through distance, open and universal learning system.

Mission

To provide quality higher education at door step through barrier-less, flexible and open learning mode in conformity with national priority and societal need.

Objective

- **To offer degree, diploma, certificate level programme of study through distance learning in various emerging subjects across the disciplines.**
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- **To undertake various research and academic activities for furtherance of distance education in the region.**
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MMC 104: RADIO BROADCASTING

CENTRE FOR OPEN AND DISTANCE LEARNING

TEZPUR UNIVERSITY (A CENTRAL UNIVRESITY)

TEZPUR, ASSAM-784028

INDIA

MMC-104: RADIO BROADCASTING

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BLOCK II

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COURSE INTRODUCTION

To understand the complex manner in which media works today, it is essential to know about the evolution of media. This course, titled **Evolution of Indian Media** shall guide you through the significant events, people and developments in Indian Media scenario that shaped Indian media as we know it today.

The course is divided into four Modules, each consisting of multiple units. This has been done to discuss the prime issues more elaborately and to ensure learner friendliness. **Block II** consists of **Module III & IV.**

Module III, **Broadcasting in India** is inclusive of three units. The first unit **Radio as a tool of Mass Communication** is designed to give you an understanding of commercial radio broadcasting, usage of radio as a tool of propaganda during World War II and the Emergence of All India Radio. In the second unit of this module, **Radio and Development,** you will learn about the different kinds of radio programmes designed for rural audience, family welfare, youth etc. The third and last unit of this module is titled **Growth of Television Broadcasting in India.** This unit shall discuss how television broadcast started in India and help you understand the television experiments conducted in the initial stage.

The last module, titled **Broadcasting and Development** is divided into three units. The first unit of this module, **Television and Development** shall introduce you to Doordarshan- its role and development programmes. The second unit shall introduce you to the **New Information and Communication Technologies-** the development of satellites, optical fibres and the emergence of Cable TV. The last unit of this course, **Citizen Journalism** the origin and growth of citizen journalism in India has been discussed.

For the convenience of the learners, this course has been divided into two blocks.

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MODULE I: PRESS THROUGH THE AGES

UNIT 9: RADIO AS MEDIUM OF MASS COMMUNICATION

UNIT STRUCTURE

9.1 INTRODUCTION

Radio is the first electronic medium of mass communication, involving an audio signal broadcast wirelessly in the form of radio waves from a high-power transmitter to a low-power receiver (radio-set). Since the beginning of human communication communicators have used various media to transmit thoughts, ideas, opinions, and feelings in the form of messages to receivers. With the advent of mass communication, communicators had used several media to reach their readers, listeners and viewers. These tools of mass media include print, broadcasting, film and recently digital media. Each medium has its own unique characteristics, advantages and disadvantages.

In the words of Wilbur Schramm mass media is thus ‘magic multiplier’ which disperses communicative messages far and wide to its intended

receivers. Every medium is unique in its operation, influence and impact. Radio as a tool of communication too has its unique operative value and impact.

9.2 OBJECTIVES

This unit has been designed with the following objectives:

- To acquaint the learner with radio as a mass media tool
- To acquaint the learner with the historical role of radio especially in the World Wars
- To acquaint the learner with radio in reference to All India Radio (AIR)

9.3 DEVELOPMENT OF RADIO AS A MASS MEDIUM

In technical terms radio is modulated transmission of signals of electromagnetic waves with frequencies below those of visible light. Electronics describes modulation as the process by which one or more properties of high frequency periodic waveform termed the ‘carrier signal’ is adjusted to a modulating signal. The three key parameters of a periodic waveform are its amplitude ("volume"), its phase ("timing") and its frequency ("pitch"), all of which can be modified in accordance with a low frequency signal to obtain the modulated signal.

Radio started gaining prominence in the 1930’s. It was considered an intimate and credible medium. It was not uncommon for people to read news and crosscheck with the radio broadcast. The public expected it to be providing factual information. Radio was the first truly means of mass media as it reached millions of people irrespective of they being literate or not.. Mass media truly became common with the advent of radio. It changed how people interacted with each other, with the world and their environment.

HISTORY OF RADIO

In 1986 Marconi pioneered radio broadcasting with the invention of first wireless telegraph link. In 1901, he made the first successful demonstration of the transmission of telegraph messages across the Atlantic Ocean without connecting wires as used by the electric telegraph.

His company Marconi Radios ended the remoteness of ocean travel and saved hundreds of lives, including all of the surviving passengers from the sinking Titanic.

A "telegraph" is a device for transmitting and receiving electrical signals or, messages over long distance, through dedicated telecommunication wires.

1908 – Successful radio transmission was carried out from the Eiffel Tower in Paris.

1916 – First radio news bulletin was transmitted from a New York radio station on the occasion of the election of US President.

1927 – Start of broadcasting services as a major medium of information.

Radio is an auditory medium

Radio is a medium of sound and voice. It strives to create pictures in the mind of its listeners and takes them to an event, drama and other happenings via their imaginations which have been painted by the voice in the radio. This medium is also called blind medium as the sender and the receiver do not see each other.

Radio is an intimate medium

Radio draws the listener to its messages. One has to be attentive and the sound and sight of radio requires creating by the listener via their imagination and within one's own minds demanding greater involvement. Each listener adds their own touch and reference point to the broadcaster's message which makes it seems that, the broadcaster is speaking to each listener individually.

Radio is a mass medium

Radio is a much cheaper and easily available tool of mass medium. It does not have the elitist limitation of print nor held back by the prerequisite of literacy. Being categorised as broadcasting medium it has a wide scattering of the output covering every home, village, town, city and country within the range of transmitter.

Radio is a medium of immediacy

Radio can broadcast events as it is happening with great speed as it requires less technological foundation unlike television. Even to areas where TV outdoor vans are unable to reach, radio can immediately broadcast with a microphone and a transmitter. It is a medium of 'here and now'.

Radio is a mobile medium

Radio can be carried anywhere and anytime with the listeners. It is a very handy mass medium to have in one's pocket and bags. One can listen to its broadcast as long as it detects signals. Radio signals have no terrestrial limits. If necessary, its signals can transmit across mountains or surpass deep oceans.

Radio is a simple medium

In terms of program production radio is much simpler and cheaper. The programmes can be modified and changed even at short notice. Because it is mostly done in an intimate level than other broadcast media, the language used is also simple and colloquial reaching illiterate and semi-literate people.

Radio broadcast is linear

The broadcast process of radio is selective and linear. The listener is presented with a single thread of audio messages selected by them. The radio broadcast also requires the listener to be there at the time of broadcast and understand simultaneously along with the messages given.

Radio has personality

Since radio reaches the audience via voice, it has unique personality created by the various radio broadcasters. It seems more personal and intimate.

Radio allows multitasking

Radio can be switch on in the background while the listener is also completing other chores. It is less demanding of a medium and is time saving too.

Radio as a multi-programming medium

Radio teaches via its educational programmes and entertains us via features, dramas and music programmes.

9.4 RADIO DURING THE WORLD WARS – BROADCAST AND PROPAGANDA

Marconi

(Source: www.indianmediastudies.com)

It was in the 1920's that radio broadcasting was introduced in many countries including India. However, it was during World War I, that the need of radio was taken seriously and it started to take the shape of reality. Radio during World War I (1914-1919) was taken over by the government and civilian radio activities suspended. Radio was primarily used for war communications.

The introduction of vacuum-tube equipment promised to revolutionize radio. However, all amateur and commercial use of radio came to an abrupt halt on April 7, 1917 when, with the participation of the United States in World War I, the president ordered all private radio broadcast to be stopped and even it was made illegal to be in possession of a radio set. It was during the war that the needs for wireless communications between the allies was felt and accordingly transmits stations were set up in England and the Navy took over the stations in England and US.

After the war, radio as a mass medium burst into the common man's life and there was a national craze to own a set. Many businessmen and lobbyist were vying to make their fortune in this new mass medium as people had leisure time to enjoy post war.

In 1915, during World War II, homeland production became a significant part of the war effort for the Allied and Axis powers. The contributions and attitude of the home masses had a great impact on the war efforts. It also brought on new issues of allocation of war supplies such as ammunition, uniforms, evacuation of citizens, warning mechanisms in front of the government.

World War I had made the conflicting powers realised that, the attitude at home determined the morale and the performance of the soldiers at the war front. Public opinion was needed to have a successful campaign against the enemy.

The success of radio during World War I prompted many fascist and socialist regimes to utilise it for war propaganda during World War II. So, the entertainment industry was also roped in to play a part in the war propaganda initiated by both powers in order to keep up the morale of the civilians and boost their spirits. The government censored much of the mass media messages and tailored broadcasts in accordance to their ideology.

Radio being the cheapest source of entertainment, it became most popular during World War II. Its availability and accessibility made it a potent tool

of war propaganda via which the war leaders could sway the public to support in the war efforts.

During World War II, the London bombings were vividly described in the radio news capturing and horrifying the listeners. In USA radio was broadcasted twenty-four hours a day keeping them busy. About 90 per cent of American households had a radio during World War II. However, people were sceptical of radio propaganda after their bitter experiences in World War I which led the president of US to take the stand that rather than censoring they were informing the public.

Similarly, in Nazi Germany radio was an important tool of propaganda. Few months after the start of World War II, the German propagandists were transmitting about 11 hours of transmission, with majority of transmission in English as well. The broadcast was targeted at nullifying pro-British sentiments, capitalists, Jews, certain newspapers and politicians. Millions of radio sets were subsidised and distributed to the German citizens so that they can be injected with the propagandist's messages. The Germans also broadcasted their messages to occupied territories and enemy states.

This how radio became such a powerful medium of mass communication to infiltrate the minds of both citizens and enemy alike. It truly brought out the potency as a tool of mass media.

9.5 ALL INDIA RADIO

Radio broadcasting first started in India 13 years prior to the establishment of All India Radio in the form of amateur's radio clubs like many of the other countries worldwide. The first ever radio broadcast in the country was made by Radio Club of Bombay in June 1923. Five months later Calcutta Radio Club followed suit. It was on July 23, 1927 that structured broadcasting was started in India by the Indian Broadcasting Company (IBC). However, IBC could not continue its broadcasting and had to close down due to financial liabilities in March, 1930. The colonial government of that time, under the

duress of radio manufacturers, programmers and general public took over the Bombay and Calcutta stations in April, 1930 and Indian State Broadcasting Service (ISBS) was formed under the Department of Industries and Labour. But this too ran into financial difficulties and was subsequently closed on October 10, 1931. Then in the year 1932, British Broadcasting Corporation started a radio service called Empire service. It gave a huge boost to the radio sector and radio listeners increased manifold. The government also earned huge revenue from radio import duty fees and license fees. The area of radio broadcasting became financially viable one and even lucrative.

Broadcasting became financially viable. In August, 1935, Lionel Fielden was appointed the first 'Controller of Broadcasting', the position which is now known as 'Director General'. In September, the same year, Akashvani Mysore, a private radio station was established. On January 1, 1936 broadcast started from Delhi radio station.

On June 8, 1936, the Indian State Broadcasting Service was renamed as All India Radio. The Central News Organisation came into existence in August, 1937. In the same year, AIR came under the Department of Communications and four years later it was brought under the Department of Information and Broadcasting.

9.5.1 ALL INDIA RADIO DURING INDIAN INDEPENDENCE

At the time of Indian independence, there were six operational radio stations in India, one each at Delhi, Bombay, Calcutta, Madras, Tiruchirapalli and Lucknow. There were three stations operating in Pakistan one each at Lahore, Peshawar and Dacca. In 1957, Central News Organisation was split up into two divisions namely, the News Services Division (NSD) and the External Services Division (ESD). It was in the year 1956 that the name AKASHVANI was adopted for the National Broadcaster. AIR started its Vividh Bharati Service in October 1957 which included popular film music as its principal component.

It is interesting to note that television broadcasts was started from Delhi in September 1959 under All India Radio services. However, on April 1, 1976 television services were separated from radio.

9.5.2 COMMERCIAL BROADCASTING

In 1964 a committee of Broadcasting and Information Media was setup under the chairmanship of A.K. Chanda, also known as the 'Chanda Committee'. Two years after its formation, the committee submitted its report in 1966. It was on the recommendation of this committee that television was separated from radio in 1976 and was put under the banner of 'Doordarshan'.

Another major recommendation of this committee was the initiation of commercial service on radio. Accordingly, AIR started its commercial service named 'Vividh Bharti' in 1967. Two years later in 1969, Vividh Bharti was followed by another new commercial service 'Yuva Vani' in Delhi. It was only in 1970 that sponsored programs were introduced in these commercial services.

FM broadcast was introduced in India in 1977 in Madras followed by in Jalandhar in 1992. FM broadcasts ensured that the reception was free from atmospheric disturbances and electric interferences. The quality of broadcasts changed for the better. FM broadcasts in India were initially done on loan airtime provided by AIR stations of Delhi, Bombay, Panaji, Bangalore, Madras and Calcutta. These stations started selling or loaning out FM slots to private producers such as Times FM, Radio Midday, and Radio Star.

It was only on August 15, 1993 that FM was launched in Bombay, with nine hours of radio time leased to private producer. In 1995 the Supreme Court of India pronounced that 'the airwaves are public property' paving the way for more private players in the FM market. In 1999 the monopoly of AIR ended when the industry was opened up for private commercial FM radio.

In terms of advertising cost and revenue AIR charges a fee of Rs. 3000 per hour, but the private companies advertisers charges Rs. 250-300 for a 10 second commercial. FM broadcasts are mostly targeted at urban youths including programs like western music, sponsored hits parades and countdown, chat shows, contests, quizzes and plays.

FM technology facilitates the use of radio broadcasting for specific target audience in local parlance and the operations of many a large number of various stations. Currently AIR operates 18 FM stereo channels, called AIR FM Rainbow, targeting the urban audience. Four more FM channels called, AIR FM Gold, broadcast composite news and entertainment programmes from Delhi, Kolkata, Chennai and Mumbai. With the FM wave sweeping the country, AIR is augmenting its Medium Wave transmission with additional FM transmitters at Regional stations. Some of the private players in the FM market include Radio City (91FM), Red FM (93.5), Radio-Mirchi (98.3) among others.

The transmission bands for FM radio ranges between 80 and 108 MHz. Although the government of India has kept 80-108 MHz for its own services, still 13 frequencies are obtainable for a whole lot of station in different languages in various parts of the country.

9.6 SUMMING UP

Among the various mass media tools radio has always held a special place in people's hearts due to its special characteristics. There is a an axiom that in the first phase of broadcasting spanning three decades from the early twenties, radio reigned alone or was the dominant player. In spite of the emergence of new and more glamorous means of communication on daily basis this medium has continued to evolve itself with the times and still a very much part of popular mass media. When it comes to developments in the field of mass media one medium is not displaced by another rather, each medium reinvents itself in the context of changes in the communication

environment. In the changed media scenario, radio is reorienting itself with more innovative programmes and formats.

9.7 QUESTIONS

Q1. How radio is considered as a tool of mass communication?

Q2. What are the characteristics of radio?

Q3. Trace the emergence of AIR.

Q4. Explain the used of radio as a propaganda tool during the World Wars?

Q5. Give a brief picture of the commercial radio broadcasting in India.

9.8 RECOMMENDED READINGS

Kumar, K. J. (2013). *Mass Communication in India*(4th ed.). Jaico Publishing House.

Natarajan, J. (2000). *History of Indian Journalism*. Publication Div. Ministry of I & B, Govt of India.

Singhal, A., & Rogers, E. M. (1989). *India's Information Revolution*. University of Michigan: SAGE Publications.

Agarwal V.B. (2009). *Handbook of Journalism and Mass Communication*. Concept Publishing Company

UNIT 10: RADIO AND DEVELOPMENT

UNIT STRUCTURE

10.1 INTRODUCTION

Mass media due to its reach and ability to multiply a single message into many folds is able to mobilise both opinions and various aspects of social life, makes it a powerful tool for social mobilisation for the purpose of developmental works. It is a powerful tool in the hands of the government for the purpose of bringing about positive change into the lives of its citizens by disseminating messages for the cause of development. Communication researcher Daniel Lerner in 1958, while commenting on the relation of development with any mass media form mentions that greater the communication facilities, the greater or faster is the process of modernisation. Likewise, Wilbur Schramm elucidates the role of media in development into three steps namely, to inform, to instruct and to participate in the entire process of development for social change.

10.2 OBJECTIVES

This unit has been designed with the following objectives-

- To acquaint the learner on the role and functions of radio as a tool of development
- To acquaint the learner on various categories of development programmes aired by AIR
- To introduce the learner about community radio

10.3 RADIO AND DEVELOPMENT

Radio as a mass media tool has played a crucial role in the dispersal of development messages since its inception. It has held a special place in the arena of development communication due to its ability to reach a wide range of people from across various sections of the society. From it role during the war (World War I and World War II) to being a significant and one of the key players in disbursal of messages for national building, radio had come a long way. From military usage it became an educational tool, especially in agriculture universities for its extension programmes with the masses and international bodies such as the United Nations and its many wings for spreading of developmental messages relating to health, education, agriculture and so on. In India, radio was primarily seen as a tool for dissemination of development messages as well as for nation building, as it was the prime target of the government after the country attained independence. All India Radio has in its very aim and objectives inculcated this mantra of development for various sections of the society specially the rural listeners and the youth. Let us take a quick look into the specialised broadcast of AIR for the purpose of development.

10.3.1 RADIO PROGRAMMES FOR RURAL AUDIENCES

Since the inception of All India Radio specifically after independence from colonial rule of the British, AIR has been leading medium in the process of implementing various communication approaches adopted by the

government of India. It was in 1956 that UNESCO selected India for an inimitable experiment termed as 'Radio Rural Forums Project', acting on a similar model which was earlier successfully implemented in Canada during 1941. The city of Pune was the site of the experiment. This experiment covered 156 villages of the country and village radio forums were instituted which broadcasted 30 minute duration program two days a week on different issues like agriculture and varied subjects that worked towards development of rural life. The village radio forums were made to listen to these programs broadcast by AIR and were followed by discussions. The action plan of the experiment was encapsulated in its theme of "listen, discuss and act". The radio forums became quite popular both for its approach and its reach. The Green Revolution of India was hugely assisted by the radio. With the coming of transistor and portable radio sets, the price of radio was lowered down considerably enabling people to buy them and consequently maximising its reach. The Pune experiment was considered, a success by UNESCO and it was emulated in several developing nations of Asia, Africa and Latin America. However, the radio rural forums started losing its initial sheen and lustre and by 1970's the radio farm forums were defunct.

10.3.2 FAMILY WELFARE RADIO PROGRAMMES

All India Radio has regular broadcasts of programmes related to health & family welfare. It comprises one of the major components of special audience programmes. The programs are usually produced and broadcast by all the regional stations of AIR in their regional languages for better effect and reach. The programs are keeping in tandem with the National Health and Family Welfare department policies and facilitate the same via mass media. The programmes cover topics such as marriage age eligibility, childbirth, contraception, gap between children, terminal methods, maternal health, child care and rearing. Communication between husband and wife, reproductive tract infections (RTIs) and sexually transmitted diseases (STDs) and sexually transmitted infections (STIs), Pre-Natal Diagnostic Techniques (Regulation and Prevention of Misuse) Act- 1994, female

infanticide, medical assisted birth, government policies, AIDS and drug abuse, child sex ratio, pre conception care amongst others. It also broadcasts programmes on polio, TB, leprosy, vaccinations for creating awareness about them. AIR also broadcast thematic programs on malaria and whenever any new disease or virus threatens the health of the population. Regular programmes are broadcasted on tobacco consumption, alcohol and to create awareness about the Rehabilitation and facilities being provided to the leprosy affected persons/ families and campaigns based on articles 8,9,21,27 &30 of the UNCRPD to raise social awareness on the issues of persons with disabilities.

All National and International Days on Health and Family Welfare issues are observed by all AIR stations by mounting special informative programmes.

10.3.3 RADIO PROGRAMMES FOR ARMED FORCES

Radio has usually been the sole source of information and entertainment for soldiers stationed at various arduous and hard to reach terrain across the length and breadth of the country. All India Radio takes special care of providing news and entertainment to the soldiers. AIR regularly broadcasts Republic Day and Independence Day official messages on radio for the armed forces of the country. AIR and Vividh Bharti also specially cater to music requests from armed personnel via their write-in programmes and play-on-request programmes.

10.3.4 YUVA VANI

All India Radio's unique service catering to the youth, Yuva Vani, was set up on July 21, 1969 and made its first transmission from Delhi station. It was platform for youth to hangout and showcases their talents. It was initiated as a youth outreach medium putting out programs on education, skill development, employment, music and arts. All India Radio ran the service in Jammu, Srinagar, Kolkata and Delhi. These radio stations were broadcasted approx 4-5hours of daily programmes on medium wave. During its glory days, the English section saw the participation of Rita Mukherjee,

Avik Ghosh and Noreen Naqvi. Naqvi, in fact was the first woman director general of AIR. Other luminaries include theatre artist Sunit Tandon, quizmaster Siddhartha Basu, politicians Sitaram Yechury and Anand Sharma and PSBT director Rajeev Mehrotra amongst others. Acclaimed author Amitav Ghosh was a campus reporter for its Roving Microphone programme.

But during the advent of FM radio stations directly hit the Yuva Vani with dwindling listeners which led to it no longer being a channel but as a daily programme on AIR.

10.4 COMMUNITY RADIO

Community Radio is another form of radio service besides commercial broadcasting and public broadcasting. This form of radio service and format is steadily growing in prominence especially in rural India. A community radio station caters to geographic communities and communities of interest. It provides services to the specific interests groups, who are part of a community and has local relevance to the local audience. Hence, NGOs and educational institutions are given license to set up local community radio stations to broadcast programmes and facilitate learning and development and also entertainment via the use of radio by the local community. It works on the participatory paradigm of mass media and encourages local participation both in content generation and consumption. In essence it provides a n alternative platform other than the mainstream media which is usually said to overlook local issues. The community radio stations are primarily initiated by the efforts of a local community, operated by the community and for the community's welfare.

Studio of a community radio

Source: The Hindu

Until 2002 Community Radio was illegal in India. The NDA government in December 2002 approved setting up of community radio stations and granting licenses to only well-established educational institutions such as Its/IIMs. This limited the setting up of community radio stations to only educational institutions. Then on 1 February 2004, Anna FM was launched as India's first campus "community" radio station by the students of the Anna University. By this the voiceless and marginalised communities still remained outside the purview of community radio. The civil society strived to convince the government otherwise and enumerated the need for opening up of community radio stations to the communities.

In 2006, the government released a new community radio policy which allowed the agricultural universities, educational institutions and civil society institutions including NGOs to apply for a community radio broadcasting license under the FM band 88–108 MHz. Around 2008, some 40 Community Radio Stations started in India owned either by the educational institutions or by the NGOs. First NGO operated community Radio was the Sangham Radio, licensed to Deccan Development Society, in Pastapur village, Medak district, Andhra Pradesh.

The guidelines regarding the ownership and content of a community radio in India, however, are still very strict. Despite this, there have been various successful programmes run in India.

Activity

- Visit a local radio station and make a report on its structure and functions.
- Make radio programme of 15 minutes on any development issue in your locality involving local people.

10.5 SUMMING UP

When it comes to media especially radio broadcasting India has generally seen a centralized controlled policy of broadcast by AIR. However, the role of AIR in development issues and facilitation cannot be denied as seen in the varied development programmes it broadcasts under the heads of family welfare, rural forums, Yuva Vani et al. AIR has come a long way from total control to delineation of its program structure to various other services and giving space for FM and community radios. Slowly and steadily radio is still making its presence felt in the nook and corner of the country both in information and entertainment dissemination.

10.6 QUESTIONS

Write short notes on:

a. Radio Rural Forums
b. AIR Health and Family Welfare Programs
c. Yuva Vani
d. Community Radio
e. Radio and Armed Forces

10.7 RECOMMENDED READINGS

Kumar, K. J. (2013). *Mass Communication in India*(4th ed.). Jaico Publishing House.

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UNIT 11: GROWTH OF TELEVISION BROADCASTING IN INDIA

UNIT STRUCTURE

11.1 INTRODUCTION

Television as a medium of mass communication has been able to attract a large number of followers today due to its glamour quotient. It has garnered a major share of popularity amongst the other mass media such as print and radio. This may be attributed to its accessibility and catering to audiences of all age groups, literate and illiterate and of all people across social strata.

11.2 OBJECTIVES

This unit has been designed with the following objectives-

- To acquaint the learner with the advent of television as a mass medium.
- To acquaint the learner with the growth of Indian television sector.
- To introduce the learner to the major experiments in television broadcasting in India.

11.3 CHARACTERISTICS OF TELEVISION AS A MASS MEDIUM

Let us take a quick stock of the characteristics of this medium which makes it such a popular tool of mass communication.

Audio Visual Medium

Television brought images and sound to life for its audience. Being an audio-visual medium an audio visual medium it brings to life the stories depicted in it straight to our living space. This leads to a greater impact in the minds of its viewers and imprints the images for a long period of time which consequently leads to emotional involvements of its viewers.

Domestic Medium

Television is a domestic medium to be enjoyed and its messages consumed in the domestic environment. We do not need to leave our living rooms to enjoy television. This is medium to be enjoyed in the comforts of our home with our families. This is why it has become an integral part of our daily lives and families. Be it information or entertainment it has something for each family members regardless of their preferences. Considered a domestic medium it is also influence by the same in terms of programme content and programme timings. It is also a bit more personal and intimate than print where wherein the anchor seems to be directly speaking to us.

Live Medium

One of the significant characteristic of television is that its capability to transmit visuals and audio in real time as the event is unfolding. This immediacy nature of television makes it an exciting medium for broadcast of greater impact and magnitude such as sports, national events, disasters amongst others. The information is instantaneous and updates as the event is happening making its viewers part of any event which they cannot be a part of otherwise.

Mass Medium

Television is a mass medium in its truest essence because it can be enjoyed and its media messages consumed by all sections of the society. One does

not need to be literate to enjoy television. In a country like India it is an ideal medium to reach large audiences for message transmission and dispersion. Anyone with a receiver of television signals can access it and it has a very extensive output, range and reach.

Expensive Medium

Television being a medium which require specific technological setup and expertise to run makes it an expensive medium than print or radio. A wide range of machinery is involved in television broadcasting and consumption. Even content creation involves sophisticated cameras and sound system and editing setup and a skilled team of human resource. Tons of money and complex technology is involved in establishing a television station or a channel.

11.4 TELEVISION BROADCASTING IN INDIA

India came in touch with medium television since 1989. India like all other means of mass media television was also primarily started as a development tool to disseminate information and education. In contrast to the role played by television in the west which was primarily seen as an entertainment medium television in India focussed on different functions. Even with the introduction of commercials in the Indian television scenario and tussle of TRPs and audience ratings or viewership television in India tries to be e a socially responsible broadcast medium with national integration and development as its core goals.

The first President of India Shri Rajendra Prasad, while inaugurating India's Television Service on September 15, 1959, had expressed his hope that television would play a vital role in broadening scientific knowledge of the citizens of the nation and help in nation building.

Like in the case of radio, television too started off as a government controlled medium. Hence, it was to primarily focus on spreading of development message and programmes launched by the government via its broadcast. The

mode and tome it acquired in order to do so was an interesting mixes of persuasion rooted in Indian tradition, culture and value system.

Staring off with government owned Doordarshan today television scene of India is choc-o-bloc with hundreds of satellite entertainment channels and 24/7 news channels and cable television.

11.4.1 ADVENT OF TELEVISION BROADCASTING IN INDIA

Television started on an experimental basis in India nearly after two decades the medium its appearance via the British Broadcasting Corporation (BBC) who began the first television service of the world in 1936. It was on September 15, 1959 that television started in India with experimental transmission conducted from Delhi. It was under the banner of Doordarshan (DD) which was the National Television Network of India. Started alongside the same banner of radio services, television services were detached from radio in 1976. It was in 1982 that National telecast was introduced. In the same year, colour television made its appearance in the Indian market and first colour broadcast was done during the November, 1982 Asian games when India was the host. Programming for the small screen in India started off in the early 1980s.

We can mention three significant factors which have contributed to the growth of television sector in the country. First, the Satellite Instructional Television Experiment (SITE) that was Conducted between August 1975 and July 1976, it used a satellite to broadcast educational programmes to villages across six states. Second, was the launch of INSAT-1A, the first of the country's domestic communications satellites which became operational in 1982 and connected all of Doordarshan’s regional stations transmitting feed from Delhi to all other stations. Third spark was the introduction of cable television and foreign channels to the Indian television sector. In the early nineties, broadcast of satellite television by overseas programmers like CNN followed by Star TV and in the domestic front Indian channels such as Zee TV and Sun TV barged into Indian homes.

In the year 1991 under the leadership of Prime Minister PV Narasimha Rao the central government launched a series of economic and social which lead to a huge boost to the broadcast sector and television in particular. As per the new policies the government allowed private and foreign broadcasters to take part in limited operations in India. This process has been followed constantly by all subsequent central administrations. Television in India which started with 41 sets in 1962 and one channel, by 1995, it had covered more than 70 million homes giving a viewing population of more than 400 million individuals through more than 100 channels.

ACTIVITY

- Make television viewing report of your family members in a typical day.
- Prepare a case study report between news and entertainment channels consumption amongst your peers in terms of viewing hours or time.

11.4.2 EARLY EXPERIMENTS IN INDIAN TELEVISION BROADCASTING – SITE

Let us take a quick look into the major experiment undertaken in the field of television broadcast in India which changed the very sector of mass media in India.

SITE Experiment

Television in India was as an experiment with the help provided by UNESCO as early as 1967. UNESCO had provided grant to study the use of the medium of television in development which included sectors like education, health, rural and community uplift. The Satellite Instructional Television Experiment (SITE) was started in August 1975 and continued till July, 1976 under the joint guidance of NASA and Indian Space Research Organization (ISRO). The television experiment was conducted across six states of the country namely Andhra Pradesh, Bihar, Karnataka, Madhya

Pradesh, Orissa, Rajasthan and covering more than 2400 villages. All India Radio was the producer of the programmes and broadcast by NASA's ATS-6 satellite stationed above India for the duration of the project. ISRO established a TV Studio at Ahmedabad as the main studio for SITE programme broadcast while Bombay studio was established for making special education programmes. Space Applications Centre (SAC), Ahmedabad was the nerve centre of the entire SITE program as all the major facilities like Earth Station, Studio and SITE program management office etc were located there. The project brought television viewing to rural audience and familiarised satellite communications in India. Though mostly used for educational purpose entertainment was included in its broadcasts.

NASA's ATS-6 satellite which broadcasted TV programme during SITE

Source : ISRO Website

Under the SITE project two types of programme were prepared for broadcasting:

- Educational television (ETV) which was meant for the school children in the age group of 5-12 years.
- Instructional television (ITV) for adult audience, primarily designed for neo-literates and illiterates.

ETV programmes were to cater to school children dealing with creation of interesting and creative educational content. These programmes were broadcast for an hour and a half during school hours. During holidays when there was no school the same time slot was utilised for teacher training programmes to train almost 100,000 primary school teachers during the duration of the SITE project.

The ITV programmes were to cater to adult audiences, chiefly to those who were illiterate. These programs were broadcast for two and a half hours during the evenings. The programmes covered issues of health, hygiene, family planning, nutrition, improved practices in agriculture and events of national importance. The programmes in total (both ETV and ITV) under the SITE project were thus broadcast for four hours daily in two transmissions. The targeted audience was categorised by language—Hindi, Oriya, Telugu and Kannada—and programmes were produced according to the language spoken in the cluster. The dominant language of the region was taken as the language of broadcast. All clusters also received half an hour (30 minutes) of common programmes, including news, which was broadcast in the national language of Hindi.

Villagers curiously watching TV programme during SITE

Source: ISRO Website

11.5 SUMMING UP

Television in India since its introduction in the country has been striving to present the myriad and composite nature of the country in its broadcast and programme pattern. The medium has been able to touch and influence the people across social and economic strata due to its accessible characteristics and its ability to be understood by all. The growth in technology has only fuelled the growth of this industry with the television sector evolving day by day both in terms of programme production, content and distributing. The changes have also brought in new challenges in terms of information overload, television propaganda, media addiction and detachment from reality. In a country like India where population and illiteracy are one of the burning problems, electronic media provides tremendous reach for disseminating audio-visual information even in remote areas.

Being an audio-visual medium television images reinforces ideas in the minds of its viewers. It only tells the news but shows it in turn having a greater impact on the viewers. The small screen is no longer small but has transcended and entered the homes of every citizen and has taken up a large space in the communication spectrum. It not only shows popular culture but is a part of popular culture.

11.6 QUESTIONS

Q1. How did television start in India?

Q2. Mention the prime characteristics of television as mass medium.

Q3. Write a brief note on SITE project in India.

11.7 RECOMMENDED READINGS

Kumar, K. J. (2013). *Mass Communication in India*(4th ed.). Jaico Publishing House.

Natarajan, J. (2000). *History of Indian Journalism*. Publication Div. Ministry of I & B, Govt of India.

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MODULE IV: BROADCASTING AND DEVELOPMENT

UNIT 12: TELEVISION AND DEVELOPMENT

UNIT STRUCTURE

12.1 INTRODUCTION

The medium of television was introduced in India in 1959 as a development tool for mass communication. It was initiated on an experimental basis under the encouragement of UNESCO. Its very genesis in India was to see what and how the medium can bring about community development and development in the formal education sector. Even today broadcasters in India have this essence of social responsibility in its programming structure.

12.2 OBJECTIVES

The present unit facilitates you to have:

- An understanding about television and its role in development communication.
- A familiarity with various codes of function of Doordarshan.
- An idea of the various programmes of Doordarshan.

12.3 ADVENT OF TELEVISION IN INDIA – DOORDARSHAN

Doordarshan started in India as an experiment on 15 September, 1959 in Delhi as part of All India Radio's services. The Indian government was not too keen on investing in the television sector for they considered it to be a costly medium which the ordinary Indian masses would not be able to afford. For it to accepted and make its mark in the India mass media arena it had to prove its utility in the field of development and nation building.

Started as an experiment initially only programme of one hour duration were telecasted twice a week covering topics as community health, citizens' duties and rights amongst others. In 1961 a school broadcast was initiated as educational project and in 1965 Doordarshan began a five-minute news bulletin. Pratima Puri has the feat of being the first news reader of Doordarshan.

Then under the joint collaboration of NASA and ISRO in the year 1975 SITE (Satellite Instructional Television Experiment) project was implemented for a year from August 1975 to July 1976. It was launched to aid the government in the area of socio-economic development especially education, health and agriculture. On April 1, 1976 television was bifurcated from radio and in 1982 Doordarshan emerged as a national broadcaster. The advent of advertising on Doordarshan in 1976 established television as the future of mass media. Programmes such as soap operas, situational comedies (sitcoms), dramas, musical programs, quiz shows made their appearances in rapid succession after the commercialisation of Doordarshan.

Meanwhile, the first international satellite television was introduced in India in 1991 by CNN through its coverage of the Gulf War. That very year Hong Kong based Star TV started broadcasting five channels into India via the ASIASAT-1 satellite. This was followed by the launch of a number of Indian satellite based television services between 1991 and 1994 including Zee TV, Sony TV amongst others.

12.3.1 ROLE OF DOORDARSHAN

As an Indian public service broadcaster, Doordarshan, a division of Prasar Bharati is one of the largest broadcasting agencies of the world in terms of studios and transmitters. It has stared replacing its analogue transmitters to digital transmitters, which will allow up to 8 channels to be carried from a single transmitter. The public broadcaster follows a three tier programme services – National, Regional and Local. The National programmes focus on events and issues of interest to the entire nation. These programmes comprises of news, current affairs, magazine programmes and includes documentaries on science, art, culture, environment, social issues, serials, music, dance, drama and feature films. The regional programmes are telecasted on DD National at specific time and also on the Regional Language Satellite Channels, cater to the linguistic and cultural needs of a particular region or state. The local programmes are area specific and cover local issues featuring local people.

Starting off with a makeshift studio in Delhi, the television service was extended to Mumbai and Amritsar in 1972. Up until 1975, only seven Indian cities were covered by the television service and Doordarshan had a monopoly as the sole television service provider. After separation of DD from AIR in 1976, each office of All India Radio and Doordarshan were placed under the management of two separate Director Generals in New Delhi.

12.3.2 DOORDARSHAN CODES

Since DD is a national public broadcaster it is guided by certain rules and regulations in terms of the programmes to be telecasted. The General Broadcasting Code which is also called Programme Code for both AIR and Doordarshan prohibits the following:

(a) Criticism of friendly countries which may lead to discordant political relations;

(b) Any attack on religions or communities or hurting religious sentiments is a strict no;

(c) Anything considered to be obscene by social standards and defamatory in nature cannot be telecasted;

(d) Programmes which can incite violence or any activity leading to breaking of law and order is a strict no;

(e) Programmes which can be held as content of court;

(f) Attack on the integrity of the President and Judiciary cannot be shown;

(g) Anything affecting the integrity of the Nation, or considered seditious in nature and criticism by name of any person cannot be done;

Besides these, the programmes are also categorised as to when they can be telecasted in terms of the telecast time of the day for example as programmes containing mature content can only be broadcast after prime time (after 11 pm IST). These are some of the basic codes of DD for a detailed look into the broadcast codes the learner can refer to the Broadcast Bill available in the official website of Doordarshan.

12.3.3 DOORDARSHAN PROGRAMMES – RURAL AND URBAN

At the behest of Dr. Bikram Sarabhai and Prof R. S. Swaminathan on 26th January, 1967 Delhi Television centre launched Krishi Darshan Program. The aim of the program was to popularise modern farming technologies amongst the agriculture community. It is one of the longest running programmes of DD.

Early National Programming

The era of 1980s for DD was noted for serials like Hum Log (1984), Buniyaad (1986–87) and comedy shows like Yeh Jo Hai Zindagi (1984). Hum Log, Buniyaad, and Nukkad along with mythological show such as

Ramayan (1987–88) and Mahabharat (1989–90), Shaktimaan (1998–2005), India's First Superhero, made hordes of viewers glued to their TFV sets. Bollywood film songs based programmes like Chitrahaar, Rangoli, Ek Se Badkar Ek and Superhit Muqabla were a rage among the youths. The genre of crime thrillers saw its emergence with shows like Karamchand, Aparadhi Kaun, Byomkesh Bakshi, Tehkikaat and Janki Jasoos. Shows targeted at children included the ever-popular Disney Mickey Mouse, Donald Duck and Tom and Jerry cartoons, Vikram Aur Betaal, Malgudi Days, Tenali Rama, Potli Baba etc drew children viewers to its fold. Some other popular shows included Circus, Fauji, Rani Laxhmibai, Dastan-E-Hatim Tai, AlifLaila, Chandrakanta, Wagle Ki Duniya, Tu Tu Mein Mein, Dekh Bhai Dekh, Jaspal Bhatti's Flop Show.

Nationwide Transmission

National broadcast in DD commenced in 1982, the same year when colour television made its appearance in Indian television broadcasting with the live telecast of the Independence Day speech by then Prime Minister Indira Gandhi on 15 August 1982, followed by the 1982 Asian Games which were held in Delhi.

DD Free Dish

DD Free Dish service of Doordarshan is a multi-channel Free-To-Air Direct to Home (DTH) service. This service was launched in December 2004 with 33 channels under it. The service was inaugurated by then PM of India. The service is upgraded from time to time to accommodate growing demands of TV and increasing numbers of channels. Currently, Doordarshan's DTH platform has the capacity of 80 SDTV channels along with 32 Radio channels.

Re-Launch of Doordarshan National

With stiff competition from private satellite channels and international channels available on demand DD on 17 Nov, 2014, Doordarshan was re-

launched with new theme of pink and purple and accompanied by a new tagline “Desh Ka Apna Channel” (country’s own channel). The revamp was done with a view to make DD more popular amidst all the other competing television service providers and channels. It was announced by Ms. Vijayalaxmi Chhabra, Former Director General Doordarshan.

DD Kisan

DD has the feat of providing the only channel dedicated to farmers. This channel for Farmers was launched by Indian Prime Minister Narendra Modi On 26th May 2015. The television channel dedicated to farmers and agriculture has been named DD Kisan. It aims to provide information about best agricultural practices related content, farming techniques, water conservation and organic farming etc.

12.4 DEVELOPMENT PROGRAMS

Since the advent of television in the Indian media scene in 1959, various programmes haven designed and broadcasted to cater to the country’s development needs of education, health and family planning, disease control, women and children, agriculture amongst others. One of the major programs or project was the SITE project which has already been discussed in details in the earlier unit. Beside it, let us look at some of the other efforts that were undertaken for development communication by Doordarshan.

Kheda Communication Project (1975-89): SITE project demonstrated the direct broadcasting of centralised programmes was in some way limiting in terms of catering to the entire population of India which was diverse in terms of culture and language. This gave rise to the concept of limited broadcast which in turn realised in the form of Kheda Communication Project. It was launched in the same year as SITE in the year 1975. Around 607 community television sets were installed across 433 villages of Kheda district of Gujarat. Doordarshan and space application centre produced one hour of programme

every day for broadcast. The programmes primarily concentrated and discussed the problems faced by poorer section of the society. Later evaluation of the Kheda project revealed it to be effective amongst women by raising their awareness about various issues. The serials broadcasted via it generated self-confidence and realisation of their significant role in the society amongst others.

Educational Television (ETV): Education is one of the vital instruments of social, economic and political development. It also acts as a lubricant for faster dissemination of development messages of other sectors. An educated person can easily grasp development messages. For this very reason the government of India puts special focus on facilitating education via the medium of mass media including television. Indian National Satellite (INSAT) is being utilised to provide Educational TV (ETV) services for primary school children in six states. University Grants Commission (UGC) is using this technology to run its Countrywide Classroom (CWC) programme in higher education bracket targeting college level education. INSAT is also used by the Indira Gandhi National Open University (IGNOU) for distance education programmes and Doordarshan for Science Channel programmes called 'Gyan Darshan'.

To meet the growing demand of education via television ISRO has launched EDUSAT, a satellite dedicated specifically for transmitting educational channels. EDUSAT is poised to strengthen education efforts by providing curriculum based teaching, effective teachers' orientation and training, and community participation. The educational networks are equipped to broadcast live lectures, PowerPoint presentations with student interactions, web based learning, interactive training and learning, video classrooms, access to reference materials, library, recorded lectures along with facility to take online examinations, information on admission dates, cut-off percentages, forms amongst others.

ACTIVITY

Make a report of the Doordarshan programs watched by the people in your locality under different age categories.

12.5 SUMMING UP

Doordarshan has really been at the forefront of television and development communication in Indian context. It started off as a means of mass media to ring in socio-economic development on experimental basis. The very presence and growth of television industry of the nation is a testimony of how successful the television as a mass medium is. It has come a long way from just one service provider to the plethora of both public and private channels today. From the SITE project across six states to the present time when more than 90 percent of the Indian population can receive Doordarshan (DD National) programmes through a network of more than 1416 terrestrial transmitters television has really arrived and is here to stay. Amongst all these, nation building is still an implicit value imbibed in most of the programmes produced.

12.6 QUESTIONS

Q1. Enumerate the role of Doordarshan in Indian development.

Q2. Mention the development programs of Doordarshan.

Q3. Discuss Educational TV.

Q4. Write briefly about the Kheda Project.

Q5. Give a brief overview of the programme content of DD in terms of urban audience.

12.7 RECOMMENDED READINGS

Kumar, K. J. (2013). *Mass Communication in India*(4th ed.). Jaico Publishing House.

Natarajan, J. (2000). *History of Indian Journalism*. Publication Div. Ministry of I & B, Govt of India.

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UNIT 13: NEW INFORMATION AND COMMUNICATION TECHNOLOGIES

UNIT STRUCTURE

13.1 INTRODUCTION

The advent of digital technology and computers changed the form and structure of human communications for ever. Information and Communications Technology or Technologies (ICTs) is an umbrella term that encompasses any communication device or application including radio, television, cellular phones, computer and network hardware and software, satellite systems and so on, as well as the various services and applications associated with them, such as videoconferencing and distance learning. ICTs are most often than not are referred to in terms of a particular concept as in ICTs in education, health, media etc. It is not mass media in itself but technology that facilitates transmission of data and messages. In this unit you will learn about ICT and new media technologies in detail.

13.2 OBJECTIVES

After going through this unit, you will be able to:

- Understand the emerging field of Information and communication technologies.
- Discuss convergence media, new media and computer mediated communication.
- Describe the basic transmission channels of digital communications.
- Understand the workings of cable television.

13.3 NEW INFORMATION AND COMMUNICATION TECHNOLOGIES

Advent of digital technology and computers towards the end of the 20th century transformed media from a stand-alone to convergence technology. Rapid evolution and invention in the field of mass media, telecommunications and information technologies changed the very way we interacted with our environment including the media. Prior to this mass media such as print, radio, television had its separate operation and functions while, telecommunications and computers were just distinct and discrete technologies. Even learning and research in these areas were separate from one another. In educational institutes and universities journalism was completely separated from communication technology departments. But this has all changed in recent times with information and communication technology being looked at from a multidisciplinary perspective and incorporated into journalism studies as teaching and learning of new media.

13.3.1 ADVENT OF ICTs IN INDIA

ICT primarily means those technologies that provide access to information via telecommunications. It is similar to Information Technology (IT), but the focus is more on communication technologies. These technologies include the Internet, wireless networks, cell phones, and other communication

mediums. ICTs are changing the very way we learn, work and live in the society.

India did not lag behind in the introduction and implementation of new communication technologies. The use of ICT in India dates back to the colonial era when the country was ruled by the British. The country had its first radio broadcast in June 1923 by Radio Club of Bombay. In 1930 BBC aired educational and cultural. In 1937 All India Radio started broadcast of educational programmes targeted at school children.

In 1959, the country started its television broadcast via satellite on an experimental basis from Delhi. Television gradually permeated to the urban rich. 1961 saw the introduction of Educational TV in secondary schools which was a pilot project by UNESCO and Ford Foundations. In 1975 SITE project and Kheda project were implemented to aid community development which made extensive use of ICT in the form of satellite communications.

India was quick to follow the world in terms of development of computer technologies. Although, the initial research and implementation was limited to the urban population. The first computers to be installed in the country were imported during 1960s and 1970s. Most of these were second and third generation IBM mainframes using transistors. By 1978 India had 800 mainframes. After the withdrawal of IBM, the decade also saw the emergence of Indian producers such as ECIL, ICIM, Bull-PSI and a few others. The rapid growth, development and implementation of ICT in India can be traced back to few significant trigger points in terms of telecommunications policy of the country.

(a) New Computer Policy, 1984 – The New Computer Policy, introduced in 1984, by then Prime Minister Rajiv Gandhi changed the face of IT industry as well as economic growth of India. The policy posed and brought many changes and reforms in the field of IT. According to the policy, markets costs were cut down for IT companies and were many types of subsidies were provided. The Indian government was aware and promoting the use of

telecommunications for progress of the nation. Another important benefit that the IT companies could avail was the financial backup from banks and venture capitalists. Rajiv Gandhi introduced non-resident Indian technocrat Sam Pitroda into the IT scene of India. He was appointed as the chairperson of Telecommunication Commission, and later telecommunication advisor to the PM. He established the Centre for the Development of Telematics (C-DOT) which would engage in designing digital switching equipment for rural (RAX) and urban (MAX) populace. It must be mentioned that the development in this sector was not able to reach the rural population.

However, there is no doubt that Indian IT companies such as Tata Consultancy Services (TCS), Wipro, Infosys, HCL have spread their solutions across the world and brought Indian IT on the global platform.

(b) National Telecommunications Policy, 1994 - The National Telecom Policy, 1994 was initiated to open up the Indian market for foreign direct investment as well as domestic investment in the telecom sector. The policy also aimed to provide 'world class' telecom services in the country. One of the primary goals of the policy was to increase accessibility to telecom services. In May 1994, via this policy the telecom sector was opened to the private sector. Value-added services (including electronic mail, voice mail, data services, audio text services, video text services, video conferencing, radio paging and cellular mobile telephone and others) had already been liberalised earlier in July 1992.

Objectives of the National Telecom Policy, 1994

- Telecommunication to be made accessible to all (telephone on demand)
- Universal service of telecommunication (access to basic telecom services for all at a reasonable and affordable price)
- Global quality service to be provided
- Better customer service via efficient grievance redressal system.

- Developing the sector of manufacture and export of telecommunications technologies.
- To look into the security concerns of India.

The policy was further revised due to rapid economic growth. The revised targets included:

- Telephone to be available on demand by 1997.
- All villages in India should have access to basic telephone services by 1997.
- In urban area, a PCO should be provided for every 500 persons by 1997.
- To make available value added services and to raise telecom services in India to international standard within the 8th Five year Plan (1992-1997), preferably by 1996.

Prior to the implementation of the policy in 1994 the telephone density in India was about 0.8 per hundred persons compared to world average of 10 per hundred persons. The telephone density in India was lower than that of other developing countries such as China, Pakistan and Malaysia. In August 1996, India had a tele-density of 1.27 in comparison with 1.7 in Indonesia, 2.0 in Philippines and 3.4 in China. The growth had been quick and impressive.

In accordance to this policy, licences were granted to eight Cellular Mobile Telephone Service (CMTS) operators. Two licences were granted in each of the metropolitan cities. In the second phase of implementation of the policy in December 1995more than 14 CMTS licences were issued in 18 state circles and 6 Basic Telephone Service licences were given out in 27 cities and 18 state circles.

13.3.2 ICT AND DEVELOPMENT

New Media or ICT and computers started permeating the Indian society around 1986. The real transition from old to new media happened post 1986 when various independent media houses brought out their news websites. Today New Media has become a powerful and active tool in the arena of development communication. The implementation of ICT and New Media for development has taken many forms such as E-Governance, E-Choupal, Telecentres amongst others.

E-GOVERNANCE: E- Governance stands for 'electronic governance' in simple terms. It plainly means the delivery of public services and information at people's doorsteps via the use of computers. Citizens can utilise ICT for electronic governance and for a transparent and efficient political structure paving the way for social change. It can act as a tool for inclusive growth which is also sustainable. E-governance uses the ICT for planning, implementation, and monitoring of government programmes. The government can effectively monitor its policy and project implementations. In Karnataka the Bhoomi project has changed the old system of handwritten land records in the rural area. Health services are also provided via E-medicine to remote rural areas. The doctors and patients are connected to specialists via communications and topical diseases can be treated without the person travelling to faraway places and cities for treatment. Many of the government processes like passport issue, job application et al are done via online mode. The government have their own central and state websites. Political leaders and offices even have their own social media handles.

E-CHOUPAL: 'Choupal' is traditionally a gathering place in a village or a rural setting wherein issues are discussed and debated and

people decide on the course of action to be taken about the burning issues of the community. Its electronic or digital version the 'E-choupals', share information through the internet while retaining their democratic character. Internet revolutionised the agriculture sector on India and how farmers conduct business. Various computer kiosks are established across Indoa looking after the information needs of the farmers.

Meanwhile, in 2002, India launched its first educational radio station called Gyan Vani (Voice of Knowledge) which has been on the air since then. This full-fledged educational radio station caters programs for different types of learners including adult learners.

In 2000, a 24-hour educational channel was launched known as DD-Gyan Darshan. In 2003, in collaboration with Indira Gandhi National Open University (IGNOU) and Indian Institute of Technology (IIT), a technology education channel was launched targeted to 1.5 million engineering and technology students.

India started using computer for education since 1984. The project was called Computer Literacy and Studies in School (CLASS). 250 higher secondary schools were provided with computers as part of the project. Special attention was given to computer literacy in schools and colleges. To facilitate the computer based education, the first degree in computer education was offered in 1989 in Indore, India.

13.4 PRIMARY NEW MEDIA TECHNOLOGIES

As observed earlier ICT and new media have been greatly affected and aided by the emergence, research and innovation in the field of communication technology. Technological advancement leads to the more efficient use of

the communication technology in dissemination of information. A few such technological innovation and development are mentioned below.

13.4.1 OPTICAL FIBRE

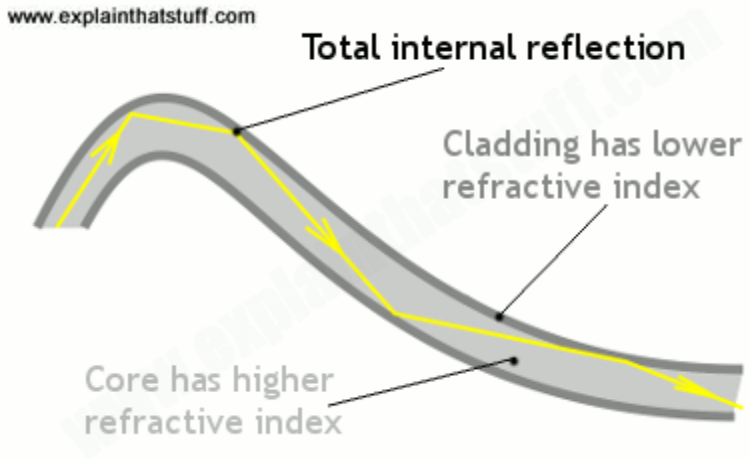
It is a technology that uses glass or plastic threads (fibres) to transmit data. A fibre optic cable is made up of a bundle of glass threads, each of which is capable of transmitting messages modulated onto light waves.

It was in 1952 that UK based physicist Narinder Singh Kapany invented the first actual fibre optical cable based on John Tyndall's experiments three decades earlier.

Fibre Optics made the transition possible from earlier metal or copper coaxial cable technology that was being utilised to transfer data in telecommunications. Fibre optics has certain distinct advantages over traditional metal communication cables:

- Fibre optic cables have a much greater bandwidth than metal cables. This means that they can carry more data.
- Fibre optic cables are less susceptible than metal cables to interference.
- Fibre optic cables are much thinner and lighter than metal wires.
- Data can be transmitted digitally (the natural form for computer data) rather than analogically.
- The main disadvantage of fibre optics is that the cables are expensive than metal ones to install. In addition, they are more fragile than wire and are difficult to splice.

Fibre optics is a particularly popular technology for local-area networks. Gradually but steadily, telephone companies are replacing traditional telephone lines with fibre optic cables. We can almost see that all wired communications is slowly done via fibre optics.



Source: www.explainthatstuff.com

13.4.2 SATELLITE COMMUNICATIONS

After wired transmission of data, satellite communications came into the picture which changed the very way one produced and consumed media. A communications satellite is an artificial satellite that is launched into the Earth's orbit for the purpose of sending and receiving communication data between a source and destination. A communication satellite is used for data transmission or communication and relaying services for televisions, radio, telecommunication, weather and Internet services.

A communications satellite is a wireless communication device that orbits the Earth and has a transponder to send and receive data. It is mainly used for direct communication between earth based communication stations. It receives terrestrial data in the form of electromagnetic waves. The data is sent through specifically placed satellite dishes. The satellite is programmed to direct the waves and information to the intended destination or the corresponding station. Communications satellites are usually helpful to project information where wired communication via fibre optics is not possible due to environmental and geographical reason and there are no telephone or internet services.

Most of the satellites that relay TV signals hover about 36,000-kilometers above the earth. Geosynchronous satellites rotate at the same speed as the

earth and hence are being stationary in relation to the earth's surface. This makes the the job of keeping them within the range of both the uplink and downlink dishes on the earth easy and simple.

There are two classifications of satellites used in television:

• C-band satellites that use frequencies between 3.7 and 4.2 GHz, and from 5.9 to 6.4 GHz

• Ku-band satellites that use frequencies between 11 and 12 GHz.

Post SITE project communications satellite became to be one of the most preferred modes of data transmission for broadcast services nd also telecommunications. Satellite transmission made live broadcast a reality.

ISRO's Indian National Satellite (INSAT) system is one of the largest domestic communication satellite systems in Asia-Pacific region with nine operational communication satellites placed in Geo-stationary orbit. Started in 1983 with commissioning of INSAT-1B, it brought about a major revolution in India's communications sector and sustained the same later. Currently, INSAT system consist 15 operational satellites.

The INSAT cluster with more than 200 transponders in the C, Extended C and Ku-bands operate in the sector of telecommunications, television broadcasting, satellite newsgathering, societal applications, weather forecasting, disaster warning and Search and Rescue operations.

13.4.3 CABLE TELEVISION

In the early 20th century radio and television broadcasting started as it was quite easy to transmit electromagnetic waves through the air from a single transmitter from the broadcasting station to thousands of antennas installed on people's home. Today, we are moving from electromagnetic transmission to fibre optics and satellite transmission of broadcast programs the via the internet in the form of Internet TV and Internet Radio.

Cable TV companies started the communication revolution and evolution since 1950s by staring off coaxial cables (copper cables with a sheath of metal screening wrapped around them to prevents crosstalk interference), which carried analog data or TV signals. With the increase in the number of cable subscription and demand for newer channels cable TV moved towards fibre optics for more efficient transmission of data and need to move from analog transmission to digital.

Simultaneously, scientists in the field of electronics and communication were already working ways and technologies to make this possible. Back in 1966, Charles Kao and his colleague George Hockham demonstrated how a single optical fibre cable might carry enough data for several hundred TV channels or several hundred thousand telephone calls. It was only a matter of time before the world of cable TV took notice and Kao's achievement was properly recognized when he was awarded the 2009 Nobel Prize in Physics.

Due to its advantages over metal wires mentioned earlier in this unit fibre optics became the go to technology for data transmission. Fibre broadband is how most of us today watch television Internet Protocol Television, which uses the Internet's standard way of carrying data or packet switching to serve TV programs and movies on demand. Advent of various satellite TV providers and conditional access system has made satellite the latest favourite for digital transmission and on demand cable television. Satellite television has eliminated the need for a wired connection which makes it easier to install for many families across the nation.

13.5 SUMMING UP

Information Communication Technologies is an amalgamation of development and research in in both computer technology and the communications technology. Technological advancement with focus on communication has led to major changes in the field of mass media. Toda media is a convergence of all forms of mass media tools sharing and being connected in one point or other. For in print the reports are typed in

computers, send via mail and printed via digital printers, radio transmission are digital and can be accessed by the digital platform of a cell phone, television has access to hundreds of channels via subscription to various satellite broadcast providers. Technological advancement has it consequent impact and effect on the vehicle of mass media utilising that technology. This in turn change the very way we interact and consume mass media in general.

13.6 QUESTIONS

Q1. What is Information and Communication Technology?

Q2. How has media been affected by the advent of ICTs?

Q3. How has ICTs worked for development communication?

Q4. Write short notes – E-Governance, E-Choupal, Kheda Project, Optical Fibre, Satellite Communication, and Cable Television

13.7 RECOMMENDED READINGS

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UNIT 14: CITIZEN JOURNALISM

UNIT STRUCTURE

14.1 INTRODUCTION

New media has become the new face of journalism and popular avenue of mass communication and traditional media has undergone a sea change by having its digital presence and convergence character via the internet. Today, people are not just consumers of media messages but also content creators giving rise to independent online journalism. Media has expanded beyond structured media organisations and anybody can be a media producer and distributor. For most people social media feed has become the preferred way of getting news in a hurry.

In this unit we shall discuss Citizen Journalism and the various aspects attached to it.

14.2 OBJECTIVES

This unit has been designed with the following objectives-

- To acquaint the learner with the concept of Citizen Journalism.
- To acquaint the learner with the history of Citizen Journalism.
- To give the learner an Indian perspective of Citizen Journalism.

14.3 CITIZEN JOURNALISM – MEANING AND CONCEPT

Citizen Journalism in its simplest form refers to the reporting of news worthy events by general members of the public and utilising the medium of internet to disseminate the message. Citizen journalism helps to cover news events that are overlooked by large media organisations or mainstream media. A citizen journalist uses the medium of internet in the form of personal websites, blogs, micro blogs, social media and so on. Citizen Journalism also acts as a watchdog of news covered in mainstream media by providing other varied and alternative narratives.

Citizen Journalism is also known by a variety of other terms such as Collaborative citizen journalism (CCJ), Personal publishing, Grassroots media, Networked journalism, Open source journalism, Citizen Media, Participatory journalism, Hyperlocal journalism, Distributed journalism, Stand-alone journalism, Bottom-up journalism, Nonmedia journalism, Indymedia, Guerrilla journalism. Each term has it unique nuances but basically theu all relate to the arena of online publishing and the distribution of information by the citizens.

American journalist, author and advocate for freedom of expression Courtney C. Radsch defines citizen journalism "as an alternative and activist form of news gathering and reporting that functions outside mainstream media institutions, often as a response to shortcomings in the professional journalistic field that uses similar journalistic practices but is driven by different objectives and ideals and relies on alternative sources of legitimacy than traditional or mainstream journalism".

Within this shift in the media paradigm the public or citizen at once a producer and consumer of news and media messages. Citizen Journalism at the same point of time challenges complements and extends the range of Professional Journalism by giving more detailed, in-depth and various angles to an issue covered by profession journalists r overlooked by them.

14.3.1 ORIGIN AND GROWTH

The Civic Journalism or Citizen Journalism started during the late 1980s with the proliferation of internet into peoples' lives and is an ongoing evolving sector of journalism via the online platform.

Prior to the advent of internet and Web 2.0 journalism was more of a sender heavy medium and profession where people had to be totally dependent on big media conglomerates or mainstream media outlets to know the happenings of the world. These media outlets not only decided what to be covered but also how it was to be reported. Consequently there came a point when community interests took a backseat while what topics that will lead to better sales and TRPs took precedent. The need for an independent vive or voice of the people was acutely felt. The World Wars also showed the negative aspect of media if it is used as a propaganda tool. The space for alternate voice was what people were searching for. This space was found in the online platform with the emergence of computers, internet, mobile phones and social media.

The avenue to distribute self-created news by of the people via online sharing became an essentiality for the development and sustainability of citizen journalism. This complementary relationship between Citizen Journalism and open source software development goes way back to 1999, when the IndyMedia network created a web-based Citizen Journalism crusade against the World Trade Organization meeting in Seattle.

The arrival of Web 2.0 improved and boosted all forms of citizen media platforms. It gave rise to social media platforms, web-based communities, social networking sites, wikis and blogs. It was not only texts that were being shared but pictures, videos, audio were sent from device to device. Internet became accessible via cellular networks into the cell phones. Web links to blogs, articles, news pieces, videos could be easily shared in multiple platforms and services. 2005 saw the advent of YouTube which allowed users and account holders to create channels and share their own videos and

contribute to journalistic endeavours. This new breed of media consumers lives in an information filled atmosphere where they choose what they want, when they want and how they want it. The coming of Facebook in 2004, Twitter in 2006, Tumblr in 2007 brought wave of self-publishing netizens (internet citizens) to the forefront. Free blogging platforms like WordPress and Blogger just added impetus to the whole movement.

The changes in technology affected news gathering, news structure, editorial policies and news consumption. Traditional newsrooms started having their online presence in the form of online journalism and e-paper, they had to carefully treat the line between advertisers and editorial policy as news consumers are now an active participant who questions each and every news and cross checking from various independent sources which are made public via social media platforms.

Even in financial terms traditional news cutlets have to accommodate this growing breed of aware public who practice journalism via using the internet. They had to be doubly careful of what they report plus also be creative and innovative if they are to keep their readers, listeners and viewers. The mantra of 'quality before quantity' is an apt adage for the current times.

Mass media via mass communication has to ability to generate a buzz about a particular topic and create public opinion about it. Mass media messages couple with interpersonal discussions and opinion sharing creates views about issues among the masses. Before the advent of the concept of Citizen Journalism this power was concentrated in the hands of few media organisations and the general public had little or no say int. But this has changed with Citizen Journalism. Now mainstream media cannot just escape with anything. People are now are about media reality and physical reality of issues. The many running social campaigns on gender equality, environmental issues, the Arab Spring, political and conflict issues, human

rights are a proof how citizens are contributing to the field of journalism via the use of technology when traditional or mainstream media fails them.

14.3.2 ROLE AND CHARACTERISTICS OF CITIZEN JOURNALISM

Entrepreneur, public speaker and journalist Joseph Daniel Lasica has classified Citizen Journalism into the following types –

- Audience participation (includes user comments on news stories, personal blogs, photographs or video footage captured from personal mobile cameras, or local news written by residents of a community)
- Independent news and information Websites (Consumer Reports, the Drudge Report)
- Full-fledged participatory news sites (one:convo, NowPublic, OhmyNews, DigitalJournal.com, GroundReport, 'Fair Observer)
- Collaborative and contributory media sites (Slashdot, Kuro5hin, Newsvine)
- Other kinds of "thin media" (mailing lists, email newsletters)
- Personal broadcasting sites (video broadcast sites such as KenRadio or podcasts)

So why do we need Citizen Journalism and what role does it have to play in our society? In trying to understand it we must remember that Citizen Journalism on one hand educates and informs the society while on the other hand it gives them the opportunity to tell and report their stories. Its basic roles can be mentioned as follows:

a) **Educating and informing** – Citizen Journalism is not bound by editorial policies unlike mainstream professional media. It can take up stories ignored by the established media houses and inform people about it. It can also add to the reports already

published and broadcast by professional media outlets adding new dimensions and sometimes unearthing bias.

During the Arab Spring it played a vital role in educating the rest of the world about what was happening while the foreign media was banned. Even the Syrian conflict is being benefitted by the presence of Citizen Journalism.

There were many campaigns and rallies organised by online resource mobilisation that even affected strong political figures including Presidents Hosni Mubarak and Mohammed Morsi of Egypt and Col. Muammar Gadhafi of Libya.

b) **Platform to speak** – Citizen Journalism provides a voice to the voiceless or under represented and marginalised sections of the society who are generally overlooked as they do not particularly contribute to the revenue of big media outlets and mainstream narrative. It allows people to raise opinions and speak up about issues they think that needs to be heard. Now people do not have to be dependent on the few well known news agencies but get eye-witness account, videos of incidents made available on the internet.

Citizen Journalism plays a horizontal role in communication. It travels from people to people and both challenges and aids professional journalism.

14.3.3 ADVANTAGES AND DISADVANTAGES OF CITIZEN JOURNALISM

Every theory, practice, Phenomenon or profession has its positives and negatives. Let us look at the advantages and disadvantages of Citizen Journalism. While, many hail Citizen Journalism as the champion of freedom of expression and unbiased journalism, it is also considered a hindrance by some others. Because it is an alternative practice within an established setup many questions on its

ethics and professional standards are raised from time to time. But there are some who believes it can be an aid to professional journalism in this media nd information saturated scenario. In order to know its workings and prospects here are the advantages and disadvantages.

Advantages of Citizen Journalism

1. *Addresses Gaps in Mainstream Media* – The essence of Citizen Journalism is that people even without professional training are able to use modern technology tools and the internet to fact-check, add to or create media. This translates to that anyone who has access to the web can start a blog or can report events using digital platform. This is significant in a way that it addresses the gaps within mainstream media if they overlook or ignore any particular topic or provide incomplete and biased reports.

2. *Empowers local communities* – Citizen Journalism gives voice to the voiceless. It provides individuals, previously excluded from the narrative of mainstream media to put their concerns in the public sphere. Individuals who had no access to essential information are now the one producing media messages and disseminating information to advance their well-being. This journalistic way is touted to help improve local economies, sharing substantial information to remote corners of the globe. With it, many ordinary people are now able to play a part in telling stories, including their own, that are usually missed by mainstream media.

Disadvantages of Citizen Journalism

1. *Confusion over credibility* – One of the major issue of Citizen Journalism is that the absence of filter and corroboration. People face difficulty in deciding what to believe and what not to. There is very

little scope of fact-checking the information in the online platform. Unlike traditional journalism, where it is safe to assume the information disseminated is factual Citizen Journalism is all about a person's opinion and version to the story. This means that citizen media should be checked and re-checked for accuracy to produce news that is suitable to print. In today's age of technology where it is easy to record something g it is also easy to technology doctor pictures, audios and videos. So it is imperative to remember that we are dealing with humans and we tend to present any story according our bias and likings and point of view.

2. *Limited audience* – Citizen Journalists publish their work via online platform. This limits their audience to internet users or people with access to internet. Using of social media sharing platforms also limits their audience as it gets confined within their online community or online friend circle and followers. Blogging platforms can never compete with national and international broadcast, sending a single message simultaneously to millions at the same point of time. Not all campaigns are successful via Citizen Journalism, most fizzle out early due to lack of audience and supporters as it takes time for the internet community to come together and access the same topic for online community access content at their own convenience. One cannot guarantee when the audience will see the content.

14.4 CITIZEN JOURNALISM IN INDIA

Citizen journalism is the buzzword or touted to be the new 'it' wave of journalism that has hit the world. But unlike its western counterparts, where this form of journalism is technology driven and online based via the use of internet, in India it emerged out of the need for an effective addressing system to meet the concerns of ordinary citizens.

Technologically speaking, the tools of new media and internet are yet to reach the rural poor and majority of the Indian masses. Internet penetration in rural India is yet to catch up plus add illiteracy and poverty to it. In this context and scenario, it is not surprising that Citizen Journalism in India has a Development Journalism bias. Citizen Journalism endeavours in India is a synergy between citizen journalists with professional journalists and mainstream media.

Citizen journalism in India is an active effort, participation and collaboration of the people with professional media in communication information at the grassroots level. It is more like another format of professional journalism with difference in values and focus. Citizen journalism in India plays a very vital role in dissemination of essential information. India is a developing nation with many diversity and complexities ranging from infrastructural issues, to health, sanitation, crime, corruption, women and children, among others.

Due the very fragmented nature of Indian demography mainstream media has somehow got concentrated upon urban audience as they are the target consumers for the advertisers, the main revenue generators for media outlets developmental issue and more emphasis on entertainment and TRPs. Grassroots issues are hardly a part of mainstream media narrative.

In India, citizen journalism takes many forms such as RTI activists, freelance journalists and even the common man who is aware of his or her social responsibility. For example the recent movement, known to as 'India Against Corruption' validates its presence in the society. It must be mentioned here that the sweeping increase in social networking and advancement in technology has definitely made citizen journalism platforms more active and reachable.

If we are to trace the evolution of Citizen Journalism in India many organisations has laid claims to have started the trend such as merinews.com and the Indian chapter of the global citizen media initiative, Global Voices

online. But sustainability of them is an issue. In contrast, CGNet Swara, has emerged as one of the most successful, provocative and self-sustaining of them all.

In regards to collaboration with mainstream professional journalism or media mention can be made of 'The Citizen Journalist Show' (CJ Show), a half-hour TV programme broadcast on one of the national news channels CNN-IBN. The show takes in and broadcasts stories from citizens who want an issue investigated to bring about a positive change in their local community or wider society.

Citizen Journalism in India is borne out of social responsibility and in its core has development of the community and society at large.

ACTIVITY

Prepare a journalist report of any local issue of your community in three formats – Print, Audio, and Video

14.5 SUMMING UP

Citizen Journalism is the democratic avatar or watchdog of journalism. It involves active participation of the public in all the stages of journalistic pursuit – news gathering, news production, news distribution and news consumption. The feedback is also very essential element of Citizen Journalism. Due to its ability to play multiple roles of informing, educating, exposing bias and adding to professional journalism its role is an important one in a democratic society. It only checks the society but the practice of journalism itself.

For a more potent impact citizen journalism needs to be structured with guidelines and code of ethics solving the credibility issue attached to it. Citizen journalism offers a great opportunity in countries where the media, especially the mainstream media, are limited. Even corporate are recognizing the power of Citizen Journalism and online promotion of product via blogs and social media sharing platforms.

Love it or hate it but one cannot deny that online media is here to stay. Modern technology will only develop further which leads to the conclusion that Citizen Journalism is also here to stay and will evolve with passing time. The more people are touched by technology the more the world will see independent self-publishing citizen journalists.

14.6 QUESTIONS

Q1. Define and explain Citizen Journalism.

Q2. What is the origin of Citizen Journalism? Mention its working in the Indian context.

Q3. What are the role and characteristics of Citizen Journalism?

Q5. Mention the advantages and disadvantages of Citizen Journalism.

14.7 RECOMMENDED READINGS

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