LESSON 01

MASS COMMUNICATION – AN OVERVIEW

Communication – sending of a message from one person to another, in simplest terms - has been one of the oldest characteristics of human life. Even when formal languages were not available, people were able to make each other understand their feelings and gestures to accomplish routine tasks.

There is no trace available as when the languages came into being, the communication among people, however, got on faster track than before with the availability of formal languages in the form of symbols, gestures, body expressions and words. Since those times the communication has been shaping into different forms and is supposed to be the key element in creation of different subjects and passing on experiences of one generation onto the next.

Starting from sending and receiving information amongst few individuals to high number of people, the communication is now well classified into different categories.

Although main focus here is the mass communication, it is pertinent to understand some basic elements, fields and concepts of elementary communication before entering the very complex and widely exploited world of mass communication.

Basic Concepts of Communication

Well, the world communication has its origin in the Latin word COMMUNIS which stands for common or to create commonness with the people around you. This is possible when you share your feelings and ideas with others.

According to commonly used definition, communication is transfer of message from sender to receiver through a channel. It is understood that speech or utterances in the form of voice, were the initial stages of communication which gradually developed into a defined form of language when all the people of a community got to attach specific meanings to the voices and gestures.

It might have taken centuries to mankind to enter the stage of writing its messages on stones etc. But once writing was developed as one mean of communication there had been attempts to find some material to write on, which was more sustainable and easy to take along in travel. Using bark of certain trees for this purpose, the endeavor led to invention of paper, thus revolutionizing the early days' communication.

Writing on paper by hand must have brought joy to people for sending their messages across to many others, after that, the invention of printing overwhelmed efforts to give new dimensions to communication. This further led to setting up a whole new printing industry world over followed by modern means of communication, which will be discussed in detail in this course.

Why need communication?

Survival

The foremost reason to communicate to others for the human beings in particular is their own survival. There is hardly any sense in believing that a person can all alone live a life by fulfilling its daily life needs. The fact is that every next moment a person is dependent on others to survive. Hence it is inevitable for all of us to bank on communication.

Co-operation

There is a very genuine instinct in all the living creatures to cooperate with each other to keep the cycle of life running. Humans need this more cautiously as to keep their hard felt sense of superiority.

Relationships

Feeling of keeping a range of relationship from an individual to family and tribe was strong from

©Copyright Virtual University of Pakistan

early days of human civilization. It would have been extremely difficult to promote a life style without acknowledging the relationships among people living together for sometime. Communication was essential to identify relations among people to accomplish different tasks.

Persuasion

Communication proved handy in the course of persuasion and influence others to keep the human civilization grow. The task is done even today, though, with different techniques and in a rather complex world of communication.

Power

Better communication helped people and tribes to command power over others. This phenomenon is more evident in the fields of conflict and to bring the enemy down. To muster support by using better communication skills has always been the hallmark of human interactivity.

Social needs

Social needs grow with almost the same pace, human culture and civilization nurture. History stands as testimony to the fact that the circle of human social needs expands as people try to live together in more organized manner. Communication is the common most thing which knit societies to fulfill their desire to rise jointly.

Information

In more advance world, as it is today, it is a piece of information – a piece of communication, which brings relief to human living in a score of ways. Information about roads, condition, may help you change your traveling plan, for instance. A small bit of information may have a life long impression on your future business.

Decision making

And not the least, in present day affairs communication goes long way in helping us in decision making. Not an individual alone, but families and nations, can draw certain conclusions with the help of available communication on certain matters which is likely to improve the overall living standards and a more secure life for all of human beings.

Major Fields of Mass Communication

General Information

The main field of mass communication has been to inform people at large about things which are in their immediate interest. This includes the vast area of news, views and current affairs. Apart of specific nature of news etc. people are also informed about entertainment which may include sporting events, music or recreation. To educate masses is also part of mass communication by exploiting all the means at hand to address a distant and high concentration of individuals.

Public Relations

Although this area of mass communication has assumed new dimensions in the modern world, keeping relations with various types of public has its traces from ancient history. This area has proved handy to organized and corporate sectors, which have a defined purpose to achieve by keeping relations with audience of their choice.

Publicity

Publicity, which is more known as advertising, is definitely an outcome of modern means of communication for it largely depends on the technology being exploited to address masses for purely commercial purposes. So enormous has been the impact of advertising through means of mass communication that a huge advertising industry has come up offering tens of thousands of jobs of different nature to people across the world.

©Copyright Virtual University of Pakistan

LESSON 02

EARLY MASS COMMUNICATION AND PRINTING TECHNOLOGY

We now understand that sending message to a large number of audience using technology is known as mass communication It is pertinent to see in some details the organs of this kind of communication before studying a few intriguing areas like the elements and forms of communication.

Letters/ leaflets

A very primitive form of mass communication is found in centuries old approach to write letters which were in the common interest of general public. These letters were written from the court of kings and sent to nobles and notables whose number may not be very high by today's standards but at a time when one could not address more than a few dozen people, communication to a relatively larger audience- that too at some distance and the same text, may be considered as early attempts to approach the masses through written words.

Books

From writing letters to very many people on one subject, the next move was to write books on matters of social life, philosophies, religion, health and scientific advancements. The hand-written books continued to rule the world for centuries by taking views of writers to hundreds and thousands of people across countries. For instance, the central church in ROME had employed hundreds of clerics for the purpose of writing copies of bible for taking the message of Christianity to its followers. Almost the same had been the practice by other religions to convey their teachings to the masses by hand-written copies of the holy inscriptions. Many a museums in the world are proud to have some hand-written copies of religious or scientific works done centuries ago.

Printing

Major breakthrough in mass communication occurred when printing process was invented. The revolutionary invention makes an interesting study:

The printing press is a mechanical device for printing many copies of a text paper. First invented in China in 1041, the printing press as we know it today was invented in the West by a German goldsmith, Johann Gutenberg in the 1440s. Dutch Laurens Janszoon Coster has also been credited with this invention.

Development of the Printing Press

The original method of printing was block printing, pressing sheets of paper into individually carved wooden blocks. It is believed that block printing originated in China, and the earliest known printed text, the *Diamond Sutra* (a Buddhist scripture), was printed in China in 868 A.D.

The use of movable type in printing was invented in 1041 AD by Bi Sheng in China. Movable type did spur, however, additional scholarly pursuits in China and facilitated more creative modes of printing. Nevertheless, movable type was never extensively used in China until the European style printing press was introduced.

Although probably unaware of the Chinese, Gutenberg refined the technique with the first widespread use of movable type, where the characters are separate parts that are inserted to make the text. Gutenberg is also credited with the first use of an oil-based ink, and using "rag" paper introduced into Europe from China by way of Muslims, who had a paper mill in operation in Baghdad as early as 794. Before inventing the printing press in 1440, Gutenberg had worked as a goldsmith. Without a doubt, the skills and knowledge of metals that he learned as a craftsman were crucial to the later invention of the press.
The claim that Gutenberg introduced or invented the printing press in Europe is not accepted by all. The other candidate advanced is the Dutchman Laurens Janszoon Coster.

Impact of printing

Before we proceed to learn about other organs of mass communication, we may give little more attention to the printing as it almost revolutionized the communication in centuries to follow this invention.

©Copyright Virtual University of Pakistan

Previously, books were copied by scribes who wrote them out by hand. Books were therefore a scarce resource. While it might take someone a year to hand copy a Bible, with the Gutenberg press it was possible to create several hundred copies a year, with two or three people that could read, and a few people to support the effort. Each sheet still had to be fed manually, which limited the reproduction speed, and the type had to be set manually for each page, which limited the number of different pages created per day.

Despite some resistance, Gutenberg's printing press spread rapidly across Europe. Within thirty years of its invention in 1453, towns from Hungary to Spain and from Italy to Britain had functional printing presses. It has been theorized that this incredibly rapid expansion shows not only a higher level of industry (fueled by the high-quality European paper mills that had been opening over the past century) than expected, but also a significantly higher level of literacy than has often been estimated.

The first printing press in a Muslim territory opened in Andalusia (Muslim Spain) in the 1480s. This printing press was run by a family of Jewish merchants who printed texts with the Hebrew script.

Effects of printing on culture

The discovery and establishment of the printing of books with moveable type marks a paradigm shift in the way information was transferred in Europe. The impact of printing is comparable to the development of language, the invention of the alphabet, and the invention of the computer as far as its effects on the society are concerned.

Gutenberg's findings not only allowed a much broader audience to read Martin Luther's German translation of Bible, it also helped spread Luther's other writings, greatly accelerating the pace of Protestant Reformation. They also led to the establishment of a community of scientists (previously scientists were mostly isolated) that could easily communicate their discoveries, bringing on the scientific revolution. Also, although early texts were printed in Latin, books were soon produced in common European vernacular, leading to the decline of the Latin language.

Because of the printing press, authorship became more meaningful. It was suddenly important who had said or written what, and what the precise formulation and time of composition was. The printing process ensured that the same information fell on the same pages, page numbering, tables of contents and indices became common. The process of reading was also changed, gradually changing from oral readings to silent, private reading. This gradually raised the literacy level as well, revolutionizing education.

It can also be argued that printing changed the way Europeans thought. With the older illuminated manuscripts, the emphasis was on the images and the beauty of the page. Early printed works emphasized principally the text and the line of argument. In the sciences, the introduction of the printing press marked a move from the medieval language of metaphors to the adoption of the scientific method.

In general, knowledge came closer to the hands of the people, since printed books could be sold for a fraction of the cost of illuminated manuscripts. There were also more copies of each book available, so that more people could discuss them. Within 50-60 years, the entire library of "classical" knowledge had been printed on the new presses. The spread of works also led to the creation of copies by other parties than the original author, leading to the formulation of copyright laws. Furthermore, as the books spread into the hands of the people, Latin was gradually replaced by the national languages. This development was one of the keys to the creation of modern nations. Effects of printing press on masses have been much more and will be discussed more elaborately after few lectures.

©Copyright Virtual University of Pakistan

LESSON 03
SEVEN CENTURIES OF MASS COMMUNICATION – FROM PRINTING TO COMPUTER

As if printing process was an invention long been eagerly awaited to bolster communication at the level of masses, it opened doors for creation and discoveries of many valuable means in the area of mass transaction of messages which, as the time proved, had far reaching impression on the growth of societies, cultures, habits, disputes and organizations which could help people live in a world close to each other.

The printing process was first proved helpful to long desire of authors to reach a high number of readers. As the books circulation increased in the next hundred years, which also included works on different scientific discoveries and sharing of newer physical ideas, it was the turn to publish things regularly. Since people's interest was enormous in buying and reading books, an idea to bring out a publication on regular basis was never ruled out.

Newspapers/ magazines

It took almost two hundred years that the concept of regular publication appeared in the form of newspapers. There are conflicting ideas as who brought out the first newspaper in the world and how long it had sustained but according to the World Association of Newspapers, the first titled English language private newspaper, The Corrant, was first published in London in 1621.

The first English daily newspaper, the Daily Courant, was founded by Samuel Buckley on 11 March 1702. In 1631 The Gazette, the first French newspaper was founded. In 1690, Public Occurrences in Boston became the first newspaper published in America. In 1803, just 15 years after the first British penal colony was established, Australia's military government published the Sydney Gazette and the New South Wales Advertiser, Australia's first newspapers.

1884 Otto Merganthaler invents the Linotype machine which casts type in full lines, using hot lead, a quantum leap in newspaper publishing, and ushering in the era of "hot lead." The systems remained in general production in the industry well into the 1980s, when computerized pagination became prominent. This printing process was assumed by hundreds of regular publications of newspapers and magazines around the world and remained in frequent use for almost a hundred year.

1962 L.A. Times derived Linotype hot metal typesetters with perforated tape. The key was development of a dictionary and a method to automate the hyphenation and justification of text in columns (tasks that took up 40% of a manual operator's time). With the availability of other technologies and support like advanced mechanics and electricity more experimentation were done in publishing industry.

Since the 1980s, many newspapers have been printed with three-color process photography and graphics. This highlights the fact that the layout of the newspaper is of major importance in getting attention so readers will see and enjoy large sections of the newspaper.

Circulation and Readership

United Nations' data from 1995 indicates that Japan is the country with most newspaper readership. It has three daily papers with a circulation well above 4 million. Germany's Bild, with a circulation of 4.5 million, was the only other paper in that category.

USA Today has daily circulation of approximately 2 million, making it the most widely distributed paper in the U.S.

Business side

Almost all newspapers make almost all their money from advertising. Publishers of commercial newspapers strive for higher circulation so that advertising in their newspaper becomes more effective, allowing the newspaper to attract more advertisers and charge more for the service. But some advertising sales also market demographics. Some newspapers might sacrifice higher circulation numbers in favor of an audience with a higher income. Some newspapers provide some or all of their content on the Internet,

©Copyright Virtual University of Pakistan

either at no cost or for a fee. In some cases free access is only available for a matter of days or weeks or readers must register and provide personal data. In other cases, extensive free archives are provided.

Radio – radical change in mass communication

As the world was enjoying the benefits of mass communication through print medium, scientists had been working on some other miracle – reaching out masses through voice. Though in the middle of 19th century it sounded as talking-high, towards the end of the century things had started shaping as the idea might be materialized. It actually did at the brink of 20th century when Italian born Guglielmo Marconi introduced to the world his marvel which today we all know as a radio – the device which brings voice to you from thousands of kilometers.

Marconi – transmits signals by radio waves

An Irish-Italian inventor Guglielmo Marconi is commonly credited for doing that in 1895. But, whether he was actually the first to send signals through the air is open to debate. Other countries have some impressive evidence that some of their citizens transmitted radio signals before Marconi. Even so, if you asked the question on some quiz show, you'll be safest with the name "Guglielmo Marconi." Once he proved that wireless transmissions (radio to you and me) could work, Marconi patented the invention in England and set up the Marconi Wireless Telegraph Company.

Brief Radio history

Once radio broadcasting was launched, people began to realize just how significant this new medium could be. The first regular radio broadcast in the USA in 1920 brought presidential election returns — in advance of the newspapers. People quickly took note of all the free music, information, and commentary that was suddenly available to anyone with a radio set.

But, something else was going on at the same time. Scores of people were building their own personal radio stations, probably motivated in part by the ability to be widely heard by friends, neighbors, relatives, and even strangers. That created a major problem. Soon there were too many stations for the number of frequencies available to separate them on the radio dial.

Some thought the solution was simply to use more power to drown out the competition. So it got to be a power battle too. But soon regulations were enacted by countries where radio stations were set up by people on their own. Now the states issued license to the willing public to run a radio station.

Broadcast Advertising

Then another element entered the picture — broadcast advertising. In 1922, a station in New York ran a 10-minute talk on the merits of some co-op apartments in Jackson Heights, N.Y — and charged $50 for their effort.

That was deemed a *toll broadcast* — now better known as a *commercial*. At that point it was discovered that you could actually *make money* by promoting products on radio — and, of course, things have been the same since then.

Other countries had their own ideas about this new medium. In Great Britain this led to the establishment of the BBC (British Broadcasting Corporation) in 1923. The BBC used public taxes on radio receivers, rather than commercials, to pay for their broadcast system.

Later, the CBC (Canadian Broadcast System) was developed in Canada, patterned after the BBC. The problem in Canada was that a large percent of the population spoke French, which meant that programming systems in both English and French had to be developed. Although most counties of that era also adopted government sponsored radio broadcasting, the BBC and CBC are among the few that were able to insulate programming content from direct government influence. In other words, most countries used radio to further the political aims of those in power. Today, a great many still do.

Government Regulation

With the advent of paid radio advertising in the United States, sponsors were rather insistent on having their commercials *heard*. Since corporate money and profit were involved (which largely finance

politics), the government suddenly started to get quite interested in doing something about the problem. So the U.S. Congress passed the Radio Act of 1927, which created the Federal Radio Commission (FRC). Its purpose was to organize the licensing of transmitters, including assigning radio station frequencies. In 1934, the FRC was reorganized into the agency that now controls U.S. broadcasting, the Federal Communications Commission (FCC). The FCC's regulatory powers expanded to include telephone and telegraph — and some years later, television.

Television – miracle in modern mass communication

It was not much later that people heard radio as one top and fast means of communication, that scientists brought a device in the middle which along the voice could support images and events unfolded in front of the people as a real life occurrence.

Championed in 1927, the invention of TV took hardly ten years to assume a regular shape as one strong source of mass communication. The 2nd World War towards the end of third decade of the last century, however, halted progress on this most modern mean of communication, the end of war saw a rapid advancement in telecommunication in which the transmission of the images ranked at the top. In most countries the TV stations were set up, regulations enacted and sets were sold in high number by the end of forth decade of the century. Next decade saw colored TV sets and transmissions and use of remote controls. Pakistan had its first TV station in Lahore in November 1964.

Computer

The world had not yet fully exploited the TV as the strongest organ of mass communication that unending research and developments in the field of science and technology brought computers – internet, so to say, for people who wanted to be beneficiaries of mass communication. Computers which were introduced on limited scale in early 1960 for the purposes of communication and fast data processing became in 1990s the major source of communication across the world.

©Copyright Virtual University of Pakistan

LESSON 04

ELEMENTS OF COMMUNICATION AND EARLY COMMUNICATION MODELS

Like all the complex objects, communication is also made up of certain basic things called elements. A building has its elements in brick, sand, cement, iron, wood, paints and sanitary fittings. A machine has a number of components which are all elements joined together to enable the machine to give desired results. Communication is a complex business and involves certain elements which join together to help a message go across.

In this chapter we will give a long sight to various elements which have been marked by experts and which provide the very basics of any piece of communication however simple it may be.

Elements of communication

Sender

First and foremost is the person who sends a message. Known as sender in the jargons of communication, he or she is the chief initiator of any communication. In fact a communication may not take place if there is no sender. The sender may be singular and plural as well. It all depends on the nature of communication. If a teacher is delivering lecture, it constitute a case of sender as one individual. Sender comprising many is the case when a group of people shout together, or more than one person sing a song as chorus.

Message

When sender – the source of communication, decides to communicate he/she encodes the crux of the feeling in words/gestures or any other form commonly understood. This encoded form is called message. It may be a simple word or a very complex and technical integration of feelings by the source on a given subject.

Channel

No sooner a message is created by a sender, it enters in the channel. The channel is part of the communication process which helps carry the message to its desired destination. In case of printed words paper is the channel, in the matter of voice air may serve as a channel. In telephonic conversation the wire and the sets make the channel. Some times the channel itself becomes part of message and sometime message is sent in a manner that a part of it serves as a channel.

Receiver

The process of communication may not be complete if the message does not reach a person, or persons, it is designed for. Receiver in this process is the element which is target of the message and actually receives it. The dimension of receiver is very wide – it may vary from an individual to an army of people, or a nation or all nations. Again, it depends what the message is.

Interpreter

Receiving message in most case is half the process of communication done. In most cases an interpreter is required to understand – decode – the message so that the purpose of communication is served. Noise always occurs at this stage. Noise means part of meaning which is lost from the original message. There is hardly a message which is decoded, or interpreted cent per cent.

Feedback

Sending and receiving of message is a simultaneous process in which the receiver continuously sends back its approval or disapproval after having interpreted the message. This helps the sender to modify or discipline its message. This element in the communication process is referred as feedback. For instance a person is delivering speech, the voices, gestures and facial expressions – all part of feedback, would help the speaker to check its loudness, smiles, rhetoric, contents or time to speak. If there is no feedback, the original message may never shape accordingly which may distort the whole communication exercise.

Context

©Copyright Virtual University of Pakistan

Every message is delivered and received in a given context. Change in the background factors denoted as context, may change the meanings altogether. Context itself comprises multiple factors each one of them becomes essential when it comes to interpretation of the original message.

Communication Model

Communication experts have long been striving to arrange elements of communication into some graphic arrangement so that all the complexities of communication may come in view in a glance. But before we try to examine them lets try to understand what a model is.

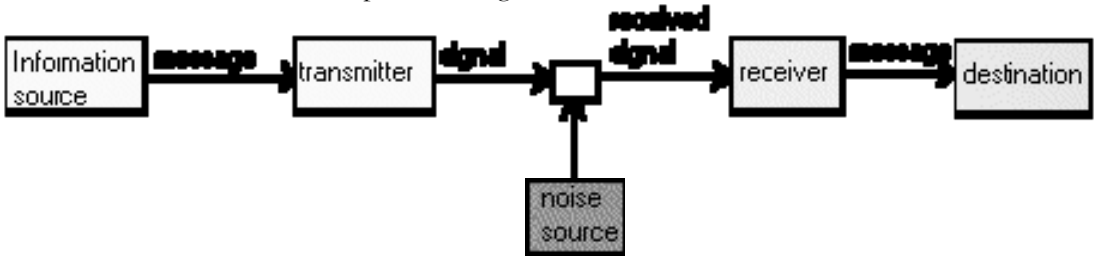
What is a Model?

- A model is a systematic representation of an object or event in idealized and abstract form. Models are somewhat arbitrary by their nature.
- Communication models are merely pictures; they're even distorting pictures, because they stop or freeze an essentially dynamic interactive or transitive process into a static picture.
- Models are metaphors. They allow us to see one thing in terms of another.

The Shannon-Weaver's Model of Communication

The Shannon-Weaver's model is typical of what are often referred to as transmission models of communication. Claude Shannon and Warren Weaver were two different entities that jointly produced a model known after their names.

Claude Shannon and Warren Weaver produced a general model of communication:



This model is now known after them as the Shannon-Weaver's Model. Although they were principally concerned with communication *technology*, their model has become one which is frequently introduced to students of human communication early in their study.

The Shannon-Weaver's Model (1947) proposes that all communication processes must include following six elements:

- **Source**
- **Encoder**
- **Message**
- **Channel**
- **Decoder**
- **Receiver**

These six elements are shown graphically in the model. As Shannon was researching in the field of information theory, his model was initially very technology-oriented. The model was produced in 1947.

The emphasis here is very much on the transmission and reception of information. 'Information' is understood rather differently from the way you and I would normally use the term, as well. This model is often referred to as an **'information model'** of communication.

Apart from its obvious technological bias, a drawback from our point of view is the model's obvious linearity. It looks at communication as a one-way process. A further drawback with this kind of model is that the message is seen as relatively unproblematic. It is fine for discussing the transformation of

'information' but when we try to apply the model to communication, problems arise with the assumption that meanings are somehow *contained within* the message.

Detailed analysis of the model

The Source

All human communication has some **source** (*information source* in Shannon's terminology), some person or group of persons with a given purpose, a reason for engaging in communication. You'll also find the terms **transmitter** and **communicator** used.

The Encoder

You, as the source, have to express your purpose in the form of a message. That message has to be formulated in some kind of **code**. How do the source's purposes get translated into a code? This requires an **encoder**. The communication encoder is responsible for taking the ideas of the source and putting them in code, expressing the source's purpose in the form of a message.

In person-to-person communication, the encoding process is performed by the motor skills of the source - vocal mechanisms (lip and tongue movements, the vocal cords, the lungs, face muscles etc.), muscles in the hand and so on. Some people's encoding systems are not as efficient as others'. So, for example, a disabled person might not be able to control movement of their limbs and so find it difficult to encode the intended non-verbal messages or they may communicate unintended messages.

A person who has suffered throat problem may have had their vocal cords removed. They can encode their messages verbally using an artificial aid, but much of the non-verbal messages most of us send via pitch, intonation, volume and so on cannot be encoded.

Shannon was not particularly concerned with the communication of meanings. In fact, it is **Wilbur Schramm's model of 1954** which places greater emphasis on the processes of encoding and decoding. We will discuss threadbare Schramm's model in next lecture with special emphasis on the provision of interpretation of a message for a logical understanding of what has been sent by the source originally.

The Message

The message of course is what communication is all about. Whatever is communicated is the message.

Denis McQuail (1975) in his book *Communication* writes that the simplest way of regarding human communication is 'to consider it as the sending from one person to another of meaningful messages'.
The Shannon-Weaver's Model, in common with many others separates the message from other components of the process of communication. In reality, though, you can only reasonably examine the message within the context of all the other interlinked elements. Whenever we are in contact with other people we and they are involved in sending and receiving messages. The crucial question for Communication Studies is: to what extent does the message received correspond to the message transmitted? That's where all the other factors in the communication process come into play.

The Shannon-Weaver's model and others like it tends to portray the message as a relatively uncomplicated matter. Note that this is not a criticism of Shannon since meanings were simply not his concern:
Frequently the messages have *meaning* that is they refer to or are correlated according to some system with certain physical or conceptual entities. (These considerations are irrelevant to the engineering problem).

The Channel

The words **channel** and **medium** are often used interchangeably, if slightly inaccurately. The choice of the appropriate channel is a vitally important choice in communication. It's obvious that you don't use the visual channel to communicate with the blind or the auditory channel with the deaf, but there are more subtle considerations to be taken into account as well.

Physical noise

Shannon is generally considered to have been primarily concerned with physical (or 'mechanical' or 'engineering') noise in the channel, i.e. unexplained variation in a communication channel or random error in the transmission of information. Everyday examples of physical noise are:

- A loud motorbike roaring down the road while you're trying to hold a conversation.
- Your little brother standing in front of the TV set.
- Mist on the inside of the car windscreen.
- Smudges on a printed page.
- 'Snow' on a TV set.

It might seem odd to use the word noise in this way. In this technical sense, 'noise' is not necessarily audible. Thus a TV technician might speak of a 'noisy picture'. However, it is possible for a message to be distorted by *channel overload*. Channel overload is not due to any noise source, but rather to the channel capacity being exceeded. You may come across that at a party where you are holding a conversation amidst lots of others going on around you or, perhaps, in a communication lesson where everyone has split into small groups for discussion.

Shannon and Weaver were primarily involved with the investigation of technological communication. Their model is perhaps more accurately referred to as a model of *information* theory (rather than communication theory). Consequently, their main concern was with the kind of physical (or mechanical) noise discussed above.

Transfer of a mismatch between the encoding and decoding devices to the study of human communication and you're looking at what is normally referred to as **semantic noise** That concept then leads us on to the study of social class, cultural background, experience, attitudes, beliefs and a whole range of other factors which can introduce noise into communication.

Semantic noise

Semantic noise is not as easy to deal with as physical noise. It might not be an exaggeration to say that the very essence of the study of human communication is to find ways of avoiding semantic noise. Semantic noise is difficult to define. It may be related to people's knowledge level, their communication skills, their experience, and their prejudices and so on. It all depends on the commonality of experiences on part of the receiver to understand message from sender.

The Decoder

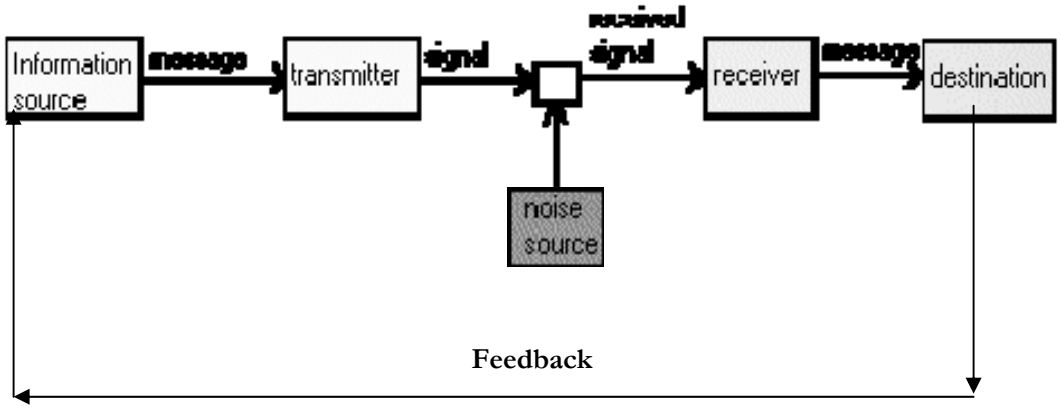
The notion of a decoder reminds us that it is quite possible for a person to have all the equipment required to *receive* the messages you send (all five senses, any necessary technology and so on) and yet be unable to *decode* your messages.

The Receiver

For communication to occur there must be somebody at the other end of the channel. This person or persons can be called the **receiver**. To put it in Shannon's terms, information transmitters and receivers must be similar systems. If they are not, communication cannot occur. (Actually Shannon used the term *destination*, reserving the term *receiver* for what we have called *decoder*.

What that probably meant as far as he was concerned was that you need a telephone at one end and a telephone at the other, not a telephone connected to a radio. In rather more obviously human terms, the receiver needs to have the equipment to receive the message. A totally blind person has the mental equipment to decode your gestures, but no system for receiving messages in the visual channel. So, your non-verbal messages are not received and you're wasting your energy.

1949 – Shannon- Weaver's Model of Communication



Feedback

Feedback is a vital part of communication. In the class room students' facial expression tell the teacher to go to what extent to make students understand the point under discussion. More or less, these expression would guide the teacher where and when to finish.

When we are talking to someone over the phone, if they don't give us the occasional 'mmmm', 'aaah', 'yes, I see' and so on, it can be very disconcerting. In face-to-face communication, we get feedback in the visual channel as well - head nods, smiles, frowns, changes in posture and orientation, gaze and so on.

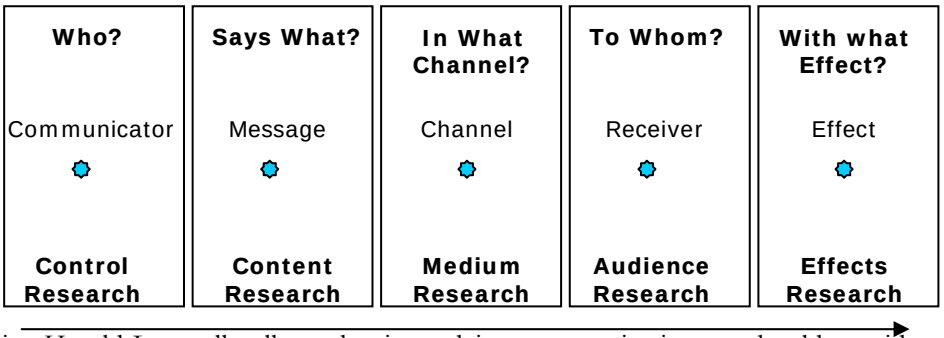
Why do people often have difficulty when using computers, when they find it perfectly easy to drive a car? You'd think it should be easier to operate a computer - after all there are only a few keys and a mouse, as against levers, pedals and a steering wheel. A computer's not likely to kill you, either. It could be due to the lack of feedback - in a car, you've the sound of the engine, the speed of the landscape rushing past, the force of gravity. Feedback is coming at you through sight, hearing and touch -overdo it and it might come through smell as well. With a computer, there's very little of that. In fact you apply more of your brain as what you must be doing next rather than shaping your activity whether it's being liked or not by the machine.

Feedback by definition

In its simplest form the feedback principle means that a behavior is tested with reference to its result and success or failure of this result influences the future behavior

Though not exactly cut-out for human communication, the Shannon-Weaver model provides clear guidelines for researchers to mark more avenues for graphic presentation of the elements in daily human communication.

Lasswell Formula (1948)



The sociologist, Harold Lasswell, tells us that in studying communication we should consider the elements in the graphic above.

Lasswell was primarily concerned with mass communication and propaganda, so his model is intended to direct us to the kinds of research we need to conduct to answer his questions ('control analysis', 'effects research' and so on). In fact, though, it is quite a useful model, whatever category of communication we are studying. Note, incidentally, that the Lasswell Formula consists of five major components, though this is by no means obligatory.

Harold Lasswell (1948) conceived of analyzing the mass media in five stages: "Who?" "Says what?" "In which/what channel?" "To whom?" "With what effect?" In apparent elaboration on Lasswell and/or Shannon and Weaver, George Gerbner (1956) extended the components to include the notions of perception, reactions to a situation, and message context.

©Copyright Virtual University of Pakistan

LESSON 05

COMMUNICATION MODELS – GRAPHIC PRESENTATION OF COMPLEX ISSUES

True, the Shannon-Weaver's model received attention of communication experts but as we know Shannon was not working to bring the communication – as we understand the term for exchange of messages for human consumption, in the form of a model. His endeavor was more on the engineering side where he was trying to put the elements of communication like the encoder and decoder along with channel in some logical sequence. To his own extent he was successful. But it also showed way to communicators of information in daily life how to manipulate different elements of communication graphically.

The major missing point or the drawback in Shannon-Weaver's model was that it showed little concern on the interpretation of the message. In a mechanical way he was more interested in decoding a message. But, as students of communication will agree, interpreting a message to give it meaning for a person, who is denoted as receiver, is entirely a different process. There is no decoder invented so far which could decode meaning of a human message to the extent as it is meant by the source of the sender.

This huge gap remained a point of concern by many till Schramm and Osgood developed a model by basically modifying the Shannon weaver's model by adding the elements of decoding in the sense of interpretation and giving the process of communication a much desired loop, circle, in the form of feedback.

Before we continue talking Schramm's model lets have a break and see communication models from a different angle:

Advantages of Models

Should give general perspective

A good model is useful, then, in providing both general perspective and particular vantage points from which to ask questions and to interpret the raw stuff of observation. The more complex the subject matter—the more amorphous and elusive the natural boundaries—the greater are the potential rewards of model building.

Should clarify complexity

Models also clarify the structure of complex events. They do this, as well known communication scholar, Chapanis (1961) noted, by reducing complexity to simpler, more familiar terms. Thus, the aim of a model is not to ignore complexity or to explain it away, but rather to give it order and coherence.

Should lead us to new discoveries

According to Mortensen, another prominent scholar, at another level models have scientific value; that is, they provide new ways to conceive of hypothetical ideas and relationships. This may well be their most important function. With the aid of a good model, suddenly we are jarred from conventional modes of thought. Ideally, any model, even when studied casually, should offer new insights and culminate in what can only be described as an "Aha!" experience.

Limitations of Models

But studying various aspects of communication through models is not devoid of certain drawbacks. Here are few points to keep in mind.

a. Can lead to over simplifications

There is no denying that much of the work in designing communication models illustrates the often-repeated charge that anything in human affairs which can be modeled is by definition too superficial to be given serious consideration.

We can guard against the risks of over simplification by recognizing the fundamental distinction between simplification and over-simplification. By definition, and of necessity, models simplify. So do all

comparisons. As Kaplan (1964) noted, "Science always simplifies; its aim is not to reproduce the reality in all its complexity, but only to formulate what is essential for understanding, prediction, or control that a model is simpler than the subject-matter being inquired into.

b. Can lead to a confusion of the model between the behaviors it portrays

Mortensen: Critics also charge that models are readily confused with reality. The problem typically begins with an initial exploration of some unknown territory….Then the model begins to function as a substitute for the event: in short, the map is taken literally. And what is worse, another form of ambiguity is substituted for the uncertainty the map was designed to minimize. What has happened is a sophisticated version of the general semanticist's admonition that "the map is not the territory." Spain is not pink because it appears that way on the map, and Minnesota is not up because it is located near the top of a United States map.

"The proper answer lies in acquiring skill in the art of map reading."

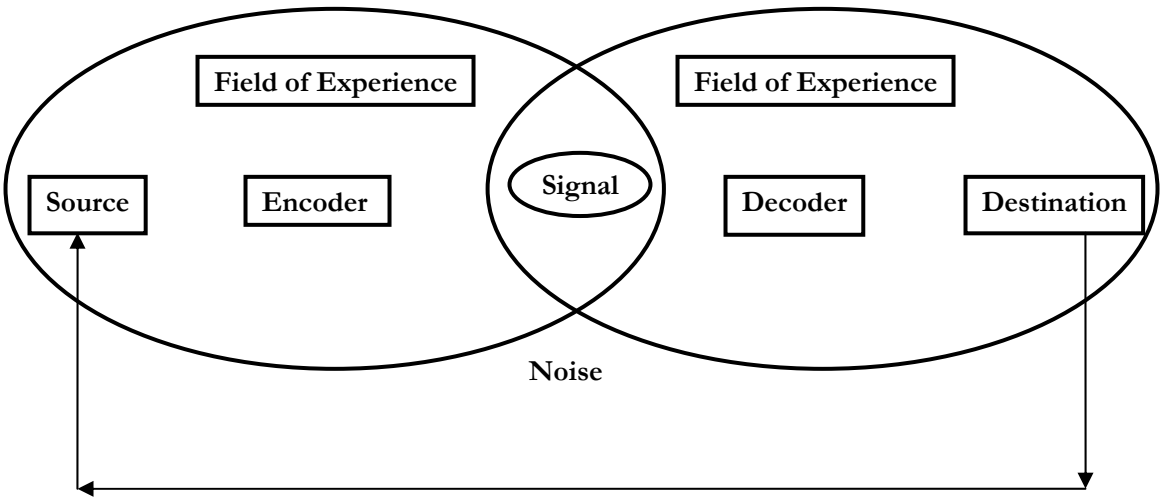
c. Premature Closure

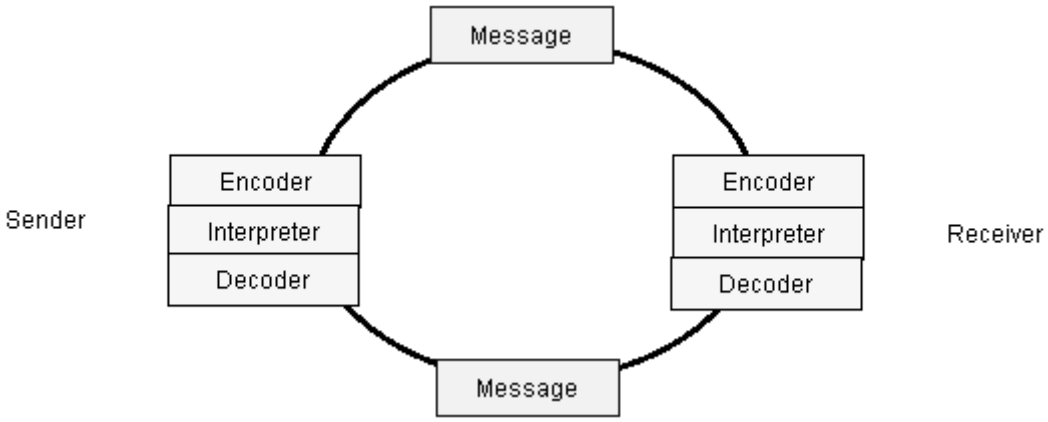
The model designer may escape the risks of oversimplification and map reading and still fall prey to dangers inherent in abstraction. To press for closure is to strive for a sense of completion in a system.

The danger is that the model limits our awareness of unexplored possibilities of conceptualization. We tinker with the model when we might be better occupied with the subject-matter itself. Building a model, in short, may crystallize our thoughts at a stage when they are better left in solution, to allow new compounds to precipitate

Having seen this discussion by a range of scholars, we continue to figure out more about the model we have chosen for analysis.

Schramm-Osgood's Interactive Model, 1954





a. Background

Wilbur Schramm (1954) was one of the first to alter the mathematical model of Shannon and Weaver. He conceived of decoding and encoding as activities maintained simultaneously by sender and receiver; he also made provisions for a two-way interchange of messages. Notice also the inclusion of an "interpreter" as an abstract representation of the problem of meaning.

The strong points

1. This model provided the additional notion of a "**field of experience**," or the psychological frame of reference; this refers to the type of orientation or attitudes that interacting people maintain toward each other.

2. **Included Feedback**

Communication is reciprocal, two-way, even though the feedback may be delayed.

- Some of these methods of communication are very *direct,* as when you talk in direct response to someone.
- Others are only *moderately direct*; you might squirm when a speaker drones on and on, wrinkle your nose and scratch your head when a message is too abstract, or shift your body position when you think it's your turn to talk.
- Still other kinds of feedback are completely *indirect*.

Few examples from our daily life

- Politicians discover if they're getting their message across by the number of votes cast.
- Commercial sponsors examine sales figures to gauge their communicative effectiveness in ads.
- Teachers measure their abilities to get the material across in a particular course by seeing how many students sign up for it the next term.

3. **Included Context**

A message may have different meanings, depending upon the specific context or setting. Shouting "Fire!" on a rifle range produces one set of reactions, reactions quite different from those produced in a crowded theater, though the word is the same. Culturally a message may have different meanings associated with it depending upon the culture or society. Communication systems, thus, operate within the confines of cultural rules and expectations to which we all have been educated**.**

Drawback

Schramm's model, though less linear, still accounts for only bilateral communication between two parties. The complex, multiple levels of communication between several sources is beyond this model.
The concepts of model carry some more points to students of communication. A few are mentioned below:

Entropy

Entropy is the measure of uncertainty in a system. Uncertainty or entropy increases in exact proportion to the number of messages from which the source has to choose. In the simple matter of flipping a coin, entropy is low because the destination knows the probability of a coin's turning up either

heads or tails. In the case of a two-headed coin, there can be neither any freedom of choice nor any reduction in uncertainty so long, as the destination knows exactly what the outcome must be. In other words, the value of a specific bit of information depends on the probability that it will occur. In general, the informative value of an item in a message decreases in exact proportion to the likelihood of its occurrence.

Redundancy

Redundancy is the degree to which information is not unique in the system. Those items in a message that add no new information are redundant. Perfect redundancy is equal to total repetition and is found in pure form only in machines. In human beings, the very act of repetition changes, in some minute way, the meaning or the message and the larger social significance of the event. Zero redundancy creates sheer unpredictability, for there is no way of knowing what items in a sequence will come next. As a rule, no message can reach maximum efficiency unless it contains a balance between the unexpected and the predictable, between what the receiver must have underscored to acquire understanding and what can be deleted as extraneous.

Noise

The measure of information not related to the message. "Any additional signal that interferes with the reception of information is noise. In electrical apparatus noise comes only from within the system, whereas in human activity it may occur quite apart from the act of transmission and reception. Interference may result, for example, from background noise in the immediate surroundings, from noisy channels (a crackling microphone), from the organization and semantic aspects of the message, or from psychological interference with encoding and decoding. Noise need not be considered a detriment unless it produces a significant interference with the reception of the message. Even when the disturbance is substantial, the strength of the signal or the rate of redundancy may be increased to restore efficiency.

Channel Capacity

The measure of the maximum amount of information a channel can carry. "The battle against uncertainty depends upon the number of alternative possibilities the message eliminates. Suppose you want to know where a given checker was located on a checkerboard. If you start by asking if it is located in the first black square at the extreme left of the second row from the top and find the answer to be no, sixty-three possibilities remain-a high level of uncertainty. On the other hand, if you first ask whether it falls on any square at the top half of the board, the alternative will be reduced by half regardless of the answer. By following the first strategy it could be necessary to ask up to sixty-three questions (inefficient indeed!); but by consistently halving the remaining possibilities, you will obtain the right answer in no more than six tries.

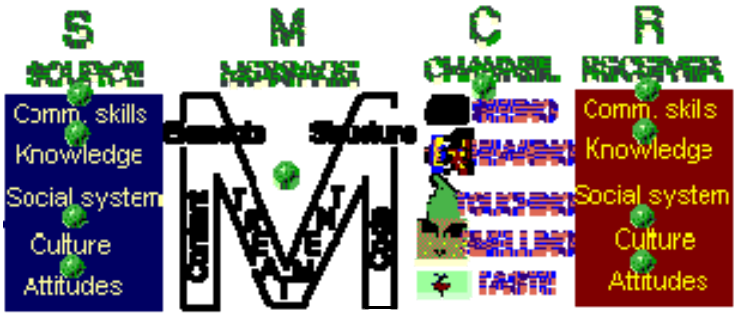
Berlo's S-M-C-R Model (1960)

David Berlo's SMCR Model (1960) proposes that there are five elements within both the source/encoder and the receiver/decoder which will affect fidelity.

Source-Receiver relationship

Berlo's approach is rather different from what seems to be suggested by the more straightforward transmission models in that he places great emphasis on dyadic communication, therefore stressing the role of the *relationship* between the source and the receiver as an important variable in the communication process.

"A given source may have a high level of skill not shared by one receiver, but shared by another. We cannot predict the success of the source from her skill level alone." Berlo (1960)



Communication Skills

There are *five* verbal communication skills, according to Berlo:

Two are *en*coding skills:

- **speaking**
- **writing**

Two are *de*coding skills:

- **listening**
- **reading**

The fifth is crucial to both encoding and decoding:

- **thought** or **reasoning**, though you may perhaps wish to object that to place such emphasis on reasoning, what we generally think of as an intellectual skill, to the detriment of emotion or feeling, is unreasonable

As encoders, our communication skills level affects our communication fidelity in two ways, according to Berlo:

- It affects our ability to analyse our own purposes and intentions, our ability to say something when we communicate - you may perhaps take issue with Berlo on this, since it is not apparent to all of us that we necessarily use *verbal* skills in reflecting on our purposes and intentions.
- It affects our ability to encode messages which say what we intend. Our communication skills, our facility for handling the language code, affect our ability to encode thoughts that we have. We certainly all have experienced the frustration of not being able to find the 'right word' to express what we want to say. Bearing in mind Berlo's insistence on the dyadic nature of communication, we need to remember that finding the 'right word' is not simply a matter of finding one which expresses what we want to say to our own satisfaction. It also has to have approximately the same meaning for the receiver as it does for us.

Knowledge level
Socio Cultural systems
Attitudes
Message (code, content, treatment)
Channel (five senses)

©Copyright Virtual University of Pakistan

LESSON 06

TYPES AND FORMS OF COMMUNICATION

Having understood elements of communication, their functions and placement in various models, it is time to complete an other chapter on types and forms of communication before resuming our discussions on various other areas of mass communication for a detailed study.

Types of communication
Broadly speaking, whole human communication could be classified into two distinct parts.

- **Intra personal communication**
- **Inter personal communication**

Intra personal communication

The part of communication in which self of a human being is involved only and the communication is confined to one human entity. This means that all the elements which come into action in a given piece of communication are located within the self of an individual. A message originating from source part of the brain travels through the channel of nerves to reach another location, however close it may be to the point of origin of message, where it is interpreted and understood as receiver.

All the process of meditation, thinking, monologue and even dreaming while asleep are all but examples of intra communication.

Inter personal communication

This part of communication belongs to involving two or more individuals for exchange of information. Since this part is experienced more due to its vastness, it is further classified in many categories.

Inter personal

The simplest form in which more than one individual communicate to each other

Group Communication

More often people are seen exchanging views with almost all the participants enjoying an equal status on one count or the other. Like all the players of a hockey team, class-fellows, doctors, teachers, bureaucrats, politicians, economists etc.

Organizational communication

In this part, communication usually takes place on vertical lines. For instance, a company director is passing on instructions to managers who would be guiding accordingly to field officers and the relevant other field staff. An army general may not be talking to lowest rank men in khaki but would follow the chain of organizational command to deliver his message to the last rank people. Be it a corporate sector, NGO, a political party, an educational institution, the communication process would strictly follow the essentials of the organizational communication.

Mass Communication

In this category we refer to the communication originating from one source and meant for all possible audience irrespective of distance, cast, creed, religion, nationality and beyond. The mass communication involves use of technology for it is not possible to carry message to a very high number of receivers with out the use of certain devices or techniques. All other types of communication may take place when the source is coming across receivers without involving technology. That is why more research and investment has gone into handling the mass communication

Forms of communication

In another way we can examine the communication process by dividing it into different forms of exchanging messages.

- **Verbal**

- **Non verbal**

Verbal

All the messages said or written in words make part of the verbal communication. This way, all that appears as text in books, magazines and newspapers is part of verbal communication. One can guess the size of an industry in the area of mass communication based on verbal communication.

Likewise, all the words heard on radio, television, telephone or any other public address system are also part of verbal communication. Again, the industry and technology based on verbal communication is enormous in size and value as well.

One amazing part of the verbal communication is the availability of events of significance in history. Little is understood about the past from the available artifacts but a great deal of human civilization, growth and conflict is available in the form of verbal communication. The spread of religions and sharing of most scientific work is also due to the verbal communication over the centuries which recorded facts, sentiments and event of common human interest.

It is on the basis of verbal communication that the world has seen great poets, writers, playwrights, historian and newsmen. This also proves at what great scale the verbal communication has created job opportunities. In modern days, people having verbal communication skills are in high demand, especially with the fast expanding media all across the globe.

Non verbal

Senses

Part of human communication involving other than written or spoken words is referred to as non verbal communication. It involves human senses – sight, taste, touch, hearing and smelling.

As a matter of fact about 90 per cent communication among human beings takes place through their senses and the rest by the use of words as languages.

Symbols, signs

Emblems, gestures, symbols and signs make more vivid and strong communication as compared to words which are often difficult to decipher.

For instance making a victory sign by politicians, army generals, sportspersons and leaders in general at the time of defeating enemy is easily understood even by the illiterate. If the same feeling is expressed in words, many may not come even close to understanding what it is.

The traffic signals, red-cross mark and the symbol of dove are but few illustrations to make people around understand what a message stands far.

Combination

For practical purposes, however, the use of verbal and non verbal makes a very strong piece of communication. One may see a match on TV but an enthusiast commentator may relish the joy if your favorite team is winning the game. Similarly, feature films, documentaries and dramas on mini screen stand for more effective pieces of communication than if only one for of communication is brought into use.
Even the newspapers and magazines, which are more to bank on verbal communication, carry so much of non verbal communication in the form of images, graphics and maps.

The research journals also exploit the verbal-non verbal combination to share and advance the cause of scientific developments. In fact it has become rather impossible to find a newspaper and magazine, even books, which do not use non verbal communication to explain various aspects of daily life.

LESSON 07

MESSAGE – ROOT OF COMMUNICATION I

Message in communication holds the key in determining what a piece of communication is all about. A slight change at the end from where a message is originating may lead to a yawning difference in understanding it at the end of receiver.

Human message is entirely different from a mechanical message which makes it a very tricky, some time complex but embarrassing proposition. If you blow a horn of a motorcar it would sound the same if you try it a hundred times. The telephone bell will ring in the same fashion – sound and the level of volume, where you have adjusted it. Listen to a recorded music and you would hear the same no matter how many time you bother the machine to play it.

But human communication is very different. You can't repeat a message exactly the ways you have done before for a range of variables occur in composing the message. As said a while ago, a slight change in message – in any manner – may lead to change its meanings at the receiving end. When we examine this property of message in the field of mass communication, the outcome suggest that the sender of a message need to draw extraordinary measures to avoid any misunderstanding on part of receivers who may be in millions in some given case. That is why lines (script) in mass communication is not changed frequently and highly trained people are employed to dispatch message in a quest to achieve the goal of communicating the same meanings – to a possible extent.

Here we will study nature and characteristics of message and the measures to be taken to avoid problems in communication especially when a message is meant for cross cultures, religions, continents, nationalities and casts etc.

Division

Messages are generally divided into two categories:

- **Verbal**
- **Non verbal**

VERBAL MESSAGE

A message composed in words – spoken or written – fall in this category. All we read in newspapers, magazines and books as well as listen to fellow beings face to face or radio, TV, telephone etc are clear examples of verbal messages.

Linguistic Barrier

All people even when they belong to one clan do not posses same linguistic skills. Nor a person ever knows that whatever he or she is saying – by composing in idioms and words – is to be understood as such by others. Think of a situation when people are talking to each other that belong to different areas where even the same words stand for different meanings. And if the sender and receiver of a message belong to areas where two different languages are spoken, the meanings of message are deciphered substantially and chances of misunderstanding, and misgiving, are high.

Standard Meaning's Problem

Some time a language may not prove up to the mark even two very close people are exchanging views. For instance two people understand what is meant by the word 'hot'. Even then if one person reports to other that it is hot outside, the receiver may not quantify how hot it is unless physics (science) is applied and the sender says it is 40 degree Celsius outside. In normal language in which communication is done such physics references are a remote possibility. Hence there is always difference in understanding the exact meaning of a message.

Written Message Confusion

The written words offer more of this situation. It is difficult to articulate your thinking and feeling

about an experience in to words. It is even more difficult for the reader – receiver – to decode or understand who has no experience of those feelings. For instance a person has never visited Swat valley. It is so difficult to make him or her feel the way writer has felt the experience of visiting the all awesome valley even if he has chosen best words and articulation to describe the feelings.

You never know whether a person has exaggerated while giving an account of some event as words are not like mathematics to give same result after same exercise. This makes the task of historians extremely difficult who have to write for people centuries after when a sea of cultural changes would have taken place only to alter the meanings of the same words used by the authors of the history book. It is here that we can recall the Shcramm-Osgood communication model which emphasizes on the common experience of the things talked about by the sender in a message.

Static Evaluation

Words themselves do not carry the same meanings through time and space. A word which gave a specific meaning a hundred years ago may not give the same meanings today – for scores of reasons. Similarly meanings of same words are changed at some distance. A verbal message which once stood for certain meanings, may not always stand for the same meanings because static meaning evaluation does not hold in any language.

NON VERBAL MESSAGE

Many messages we come across in our daily life are non verbal – not in words by in gestures, symbols, signs etc. Here we will see how this part of communication takes place.

Gestures

We usually adopt some patent gestures to communicate certain feelings. A victory sign is a clear example of sending a message of a win. A baby brings certain gestures on his/her face to communicate mother and others about the pain or pleasure it is feeling. Wink of an eye may send a message across for multiple meanings.

Signs and Symbols

At times the non verbal communication – message, prove more to be understood beyond the bounds of culture and creed. A red-cross sign has assumed a global understanding for medical care. Blaring of siren by an ambulance sends the same meaning to all. Traffic signals are globally understood the same way.

Cultural Conflict

Some cultures however differ in communicating the same meanings of common symbols. For instance present a while rose in Japan may stand for meanings different if the same is done in the subcontinent. Seeing into the eyes may stand as a sign of truthfulness of a child, it may be deemed as an offense.

Body Gestures (Language)

As we send down a message even in words, we tend to attach some non verbal action to give more meaning to the message. If we have to say sit down please, we also extend our hand as to support the verbal communication.

Voice Accentuation

Not only at most inter-personal and group communications but also at the level of mass communication the common most thing in a message is the voice accentuation. Speakers at a mass rally or even on radio and television tend to change their voice level and stress words to give some particular meaning to their utterances. You also do it when you talk to a baby and discipline your voice level – with the same set of words – when talking to an older person like father or teacher for instance.

LESSON 08

MESSAGE – ROOT OF COMMUNICATION II

Message in Mass Communication – Misgivings, Conflicts, Ethics and Solutions

Message is the most sensitive area in communication. Send a message and all the confusion, conflict and misgivings are borne thereafter. The inherent problem with message is that it can't be understood with hundred per cent purity and the sender is never in a position to ascertain at the time of letting the message go across as what it may result into when interpreted by the receiver.

No other type of communication suffers this intrinsic property of a message more than the mass communication. Same set of words bring so different a meanings to different receivers that a conflict get on deepening instead of moving towards solution.

For example, Pakistan says it wants a peaceful solution of Kashmir. Exactly same set of words is said by India. The United Nations in a number of resolutions on Kashmir has used the same words. The US and all other western powers, and even the people of the valley say the same. Question arises: then why Kashmir is bleeding? Answer is simple; for every people meanings in the same set of words are different!

Misgivings

Treading in such a sensitive area of mass communication by composing an effective message is bound to cause doubts in the mind of receiver. A message at the mass communication level is never understood from the face value of the words, does not matter how smartly they are chosen, and so misgivings are very likely to arise.

Such a situation also occurs when one is going through a newspaper story, a book of history or watches a play on TV. The contents of a TV play may carry lines which may infuriate some and cause laughter for others.

A cartoon in a newspaper, a blend of verbal and non verbal communication may bring smiles on the faces of political workers of one party and outrage others belonging to another.

Conflicts

The most difficult situation in composing a message for mass communication arises when the subject matter is already caught in a conflict. As has been cited in the Kashmir example above, even the softest and most carefully picked words by one party in the conflict may not appease the people living on other side of the conflict.

At times – in given context, an observation in its most objective form causes a conflict. For instance a Pakistani bowler is not performing well; an observation on his performance by an Indian commentator would generate a heated debate among their Pakistani counterparts or vice versa. Things may be different if the same observation is passed by a Pakistani commentator, obviously.

The world of mass communication abounds in surfacing conflicts across political, economic and social lines in almost all societies.

Negative Message – Propaganda

Here a deliberate effort is seen on part of sender to distort facts and outlook of a situation to further aggravate meanings (understanding) on a given subject and reap the benefit (resultant) by damaging the enemy. The composing of message as branded in the term propaganda is centuries old and widely used in wars and severe political discords.

Message as a Commercial Product

At times the sender attempts to use a message at mass communication scale to garner commercial benefit. This approach has led to setting up of an entirely different industry in mass communication, known as advertising industry. We will see in coming lectures more as how a message is molded in a manner to

©Copyright Virtual University of Pakistan

fetch commercial gain. It again starts a controversy whether a message with commercial value tells the truth or discards it.

But it is not that conflict is a natural result of a message, though messages are generally under-understood. There are ways to overcome such a situation.

Solution

Since the gravity of misunderstood messages in communication is enormous, experts continue to work on lines to diffuse the negativity in this part of communication.

Use of Standard Language

One foremost practice all over the world is to use to a maximum possible extent of a standard language. There is nothing like a standard language, but in practice one believes that use of polite and decent words command more acceptability than harsh or intimidating words especially on matters of disputes.

Best example of this phenomenon is witnessed when foreign offices of different countries issue representative statements on behalf of their respective governments especially on issues of disagreements. Though the meaning still differ for different end-users of these statements, they generally remain safe to avoid escalation of a problem.

Brevity of Message

In case of severe conflicts, issuing a brief and calculated statement offers another solution to avoid the controversies to get to a point of no return. Fewer words are bound to cause fewer infringements and a situation is saved from spilling over and generating more confusion or tension.

Ethics

The world is multicultural. This composition of the world is most embarrassing for students of mass communication for it is next to impossible to address all the people belonging to different cultures which give one meaning to the words said.

Screening a TV play written and produced in one part of the world (culture) may hurt viewers of another part of the world where cultural values are different. But within one society the same problem may not exist with same intensity. It is advisable to take care of ethics while composing a message – which may be writing a script for a play, or even news. Religious and social values are very dear to people. A message would do a great deal of justice if it abides by these values.

©Copyright Virtual University of Pakistan

LESSON 09

EFFECTS OF COMMUNICATION

Communication generally and mass communication in particular has a great deal to serve a diversity of purposes human beings have always wished to achieve. The strong effects of striving to achieve purposes of human communication are visible and helped bring harmony of living in a number of ways.

Here we will see how the process of communication at different scales has helped people of different societies to benefit from exchanging views (messages) on subjects of their interest. First we will see to what effect the communication stands for.

Discover

The immediate effect of communication is to discover something – from an individual to an idea to physical exploration – as a consequence of generating a message.

For centuries human beings have been striving to explore the world around them. Nothing more has helped them in this quest than the communication. It is usually the answer to a communication which brings in certain effects of discovery. Even to day when two people meet the communication starts from here; my name is Sara and what is yours? Or, I live in Karachi and (where do) you (live)?

It is an instinct of human nature to discover matters around him or her. The process of communication over the centuries has helped tremendously to mankind explore the world around and develop a civilization.

Relationship

Next to discovering, the most important effect of communication is to create relationship with people and things around. A piece of communication is always targeted towards other people with whom you want to have a relationship, or with whom a relationship – of friendship or enmity – already exist. Usually the effect of communication is that a new relationship is set or a fresh dimension, which may be strengthening an existing relationship, is given.

And this phenomenon is not confined to individuals. Nations have been seen striving to use the tool of communication to bring this effect. High level diplomats and even heads of states are seen engaged in fresh communication with their counterparts from societies with whom little association has been witnessed in the past.

The mass communication has always worked strongly to fetch this effect to societies living a distance apart from each other.

Historically, many a travelers roamed about the world even when traveling facilities had been scant, to communicate and establish relationship. In many cases an effort by a small group of travelers had helped set up long lasting relationships between people of two societies.

Helping Out Others

Hallmark of communication effects has been the human effort to provide assistance to other fellow beings. It is due to communication from one part of the world to another that the suffering humanity is saved from various disasters. At a lower scale as well, a piece of communication works miracle to save lives of many. Think of a situation when a house catches fire and a family is trapped inside. One call to rescue operation team – a piece of communication, I will say – activates so much movement of rescuers that in most cases many lives are saved from what could have been a major catastrophe.
Hurricanes, excessive rains, earthquakes, epidemics and floods are but everyday occurring around the globe but almost in every tragedy no sooner a communication is made, help starts pouring in from all around.

Stimulation

Stimulation, or persuasion, is another effect caused on human beings by communication. An advice

©Copyright Virtual University of Pakistan

from a teacher may effect into activating students to work more seriously, or conduct research on a given topic.

At mass level, an appeal from a cherished leader to donate blood or to draw certain measures may do a magic. For instance in the wake of soaring sugar prices if an appeal – a communication- is made from a leader asking people to reduce use of the sweetener may work more than other administrative measures and the price may start falling due to low demand.

It is commonly observed that an organized and well thought after piece of communication causes a great deal of persuasion on matters of common interest.

Relaxation

Among effects of communication one huge area is the relief which is effective when an exchange of ideas or even receiving of messages is done in common life.

It is a frequent sight seeing people telling jokes to ward off their worries. Watching a humorous TV play when one is tense does substantially well to change the mood and lessen the anxiety level. Similarly, watching a tense match and seeing your favorite team winning eventually relaxes you to a large extent.

The effect of communication in relaxing people is also observed in meta-communication in which one is involved with non living things as well.

Social Growth

Growth of social values, physical structures and increase in the overall intellectual level of a society are result of the net effect it receives from the every day communication.

The exchange of message on scores of issues commonly shared by the people living in one society always lead to organizing people in a better way. The coherence in living style gives a sort of strength to people of one community which distinguishes it from others. Likewise, sharing of economic knowledge by the people of same society is the effect of common swapping of expertise which some people have gained by their individual efforts.

The present campaign of globalization and all the debate originating from it is a clear effect of the communication which has been taking place on this subject over the decades. It is a matter of common sense that the new approach of one village is going to benefit almost all the people who excel in any field of life. Again, it is a piece of communication which will make people in the same village to come to know how they can benefit from the expertise of others.

Communication Effects in Time and Space

Effects of communication are not limit to present day activities but as a matter of fact they go beyond the limits of time and space. This is quite possible that an idea generated at one time of history is materialized in some physical form at another stage.
Most scientific inventions, like radio, are the result of a multiple pieces of communication made by scientists over a period of 150 years. Many scientists who professed presence of electromagnetic waves but could not prove this in their life time, left behind a theory on which others worked and were able to discover a truth in the original idea.

The distance consideration has also been overcome by ever progressing process of communication. A little research done by a scientist on, for example a disease is widely known to others living miles away, thanks to communication. This brings great effect in the science world and makes the collective human progress more integrated.

©Copyright Virtual University of Pakistan

LESSON 10

COMMUNICATION AND CULTURE

The debate which always rant and rave whenever there is a talk about communication is the mystery of cultures which vary from place to place and through times and which cause perhaps the strongest hurdles in understanding of what has been said (by people of one culture) and what has been understood (by people of an other culture).

Before we start to examine as what factors are responsible to generate this debate, it seems only logical that we understand what culture is.

Though no definition of culture exists on which all will agree, the one which is close to everyone's belief is the way people live, or say the living style of people of a particular area is denoted as their culture. This includes their living habits, eating and cooking style, dressing up, language they speak in, social values and traditions they observe along with the religion they follow. Well, for a student of communication – who believes that a slight change on part of the sender or receiver may effect a huge change in the meaning of a message – the definition of culture and its little explanation offers only an embarrassing situation for there is plenty in the name of change that can vary (or destroy) the meaning and hence the process of communication may face hurdles.

Enculturation

The process of passing on culture from one generation to the next is referred to as enculturation. Most people are encultured – they receive their cultural values from their parents including language, religion, dressing up eating and living habits etc. The impact of enculturation is very strong. You generally carry this culture with you wherever you travel or even settle for some time. For instance a Pakistani settling in UK will continue to practice its eating, living habit along with other cultural values. In the field of communication he or she would remain on the look out to find another Pakistani with whom he/she could talk in Urdu or they sit together and dine the way they have been doing back home. The two would enjoy the enculturation to the utmost by communicating to each other matters pertaining to their life style.

Acculturation

The most difficult part in the process of communication and cultural conflicts is the process of acculturation. In this process one tends to learn the rules and norms of a culture different from one's native culture. Easy said than done. It may take years even to those who command some expertise on communication techniques for it is very difficult to break the shell of your own culture only to adopt another. But people do tend to do so if they have to live longer in another land. For instance if a Pakistani is settling in America, he will have to acculturate himself by learning the living style of that part of the world – at least in areas where it could be adopted. It does not mean to scrap your religion but it certainly means living by the rules and practices of that part of the world if you want to stay there for generations. If one resists acculturation, one is bound to face embarrassment in every day communication for every message from him / her will be understood differently (wrongly) by fellow people there and vice versa.

The communication problems arising out of cultural conflicts will simply make life miserable. And not to be seen as a cross country phenomenon, the cultural differences may exist among different shades of culture within one society. For instance all the Muslims around the world make one community but vary drastically in their life style. There being dressing up, traditions at the time of child-birth, weddings and other major events in life are very contrasting. Within a country these traditions may vary. A Sindhi life style is different from Baluchi's and Punjabi traditions on scores of matters are different from what are observed by Pashtoons. The existence of sub-cultures also leads to communication snags and problems may arise only due to these factors when people from sub-cultures undertake a joint business.

Cultural Shock

This phenomenon in communication is very common around the world. It occurs when people from one culture have to live in another culture where normal life values are radically diverse. One may not like to send his daughter to join dancing, or swimming classes at school in Pakistan, it is a must in certain

countries. You may have separate colleges, universities or even medical colleges for boys and girls in Pakistan and some other Islamic countries. But there is no such concept in the west. A family going to the west will have to face the cultural shock – which is complete breakdown of communication, as long as they live there without conceding to the concept of acculturation.

Principles of Intercultural Communication

Prepare yourself

The best to overcome communication gaps in multicultural society is to prepare yourself in advance about the new culture you may face. These days videos, newspapers and magazines are widely available which tell about the social norms of a society. By learning a good deal on these values, the process of communication is eased out to a great extent.

Overcoming fears of unseen

Scholars believe that even learned people have a sense of fear when they tend to communicate to the people of a different culture. At ordinary people level this fear exists even more. That is one reason you would not find foreign tourists mixing up with local people frequently. Not that they feel superior, but the fear that any miscommunication by way of words and gestures should not infuriate a local and put the visitor in an embarrassing situation. The solution here is again in making a fair assessment of what you want to communicate juxtapose to the social values of the people to whom you want to communicate. Once getting a positive feedback on your message would dispel the earlier fear and equip you with confidence for more communication.

Know different meanings due to change in culture

One most important aspect of improving communication in a new culture is the consideration of meanings of different phrases, gestures and body language in the new culture. Some body gestures which stand for certain meaning to you due to enculturation may be entirely different in the other culture. A study of some basic differences in meanings of words and actions between the two cultures is obviously going to ease the communication gap hence making the process of communication gainful for all involve in the interaction.

Knowing some hard and fast values

As mentioned earlier, certain societies are strongly under influence of their centuries old traditions. For instance Muslims do not like eat with left hand or even shake left hand. Others may not find any problem in using the left hand.

In Indonesian culture direct eye contact is a case of disrespect especially when talking to older people. For Americans avoiding eye contact means disinterest. Think if a young Indonesian is talking to an American and the two do not know cultural values of each other, where the communication end up!

There are some times few small things but which have strong implications in the sense of communication. In America if some one says 'come over and pay us a visit', it amounts to only a friendly gesture and not a formal invitation. In some other cultures the same set of words make the listener (receiver) take the words seriously and a formal invitation. Think of a situation when an American family says this to a family from a different culture.

World moving towards acculturation

But with the advancements in electronic media, internet chatting and enhanced movement of people due to increased traveling facilities, the level of understanding of each other's culture is going up and so is the communication. It appears that the communication hurdles raging for the last many centuries would be reduced as people see more of each other's living style on the high number of TV channels now available in most parts of the world.

©Copyright Virtual University of Pakistan

LESSON 11

LANGUAGE IN COMMUNICATION

Previously we have discussed that non verbal communication outsmarts verbal communication by a big margin but fact remains that the non verbal communication matters the most in real time when you communicate, or you are communicated, through the human senses and body gestures and signs.

In time and space mostly it is the language comprising words which communicates to others. For instance most historic records are available in the form of books written by scores of historians. The religious teachings and the scientific and philosophical works are also going down to generations through words.

It is the words, spoken or written, by prophets and other scholars on which scholars of the day try to set explanations and seek guidance.

It is, however, a mystery to say whether the languages – over 4,000 in recognized form, are man made or divine. Who invented them and at what stage their

©Copyright Virtual University of Pakistan

If you look carefully at these pages, you can see that the decoration is carried into the text. There is continuity between the words and the decoration, a continuity that suggests that the illuminated religious manuscript is an attempt to convey the beauty of God's message to mankind.

Early analysis on manuscripts

For all their beauty, as mentioned above, the manuscripts of the monasteries did little to affect life in Europe. Primarily this comes about as a consequence of the inaccessibility of the monastic libraries. Instead of books being openly available as they are today, manuscript books were mostly locked up in monasteries strewn across Europe. Given the amount of time and energy and financial resources that went into their production, books were far too valuable to make available to the general public. So there was no way to use them for scholarship, even the few secular texts that may have been available.

This problem was compounded by the lack of a uniform cataloging system in the monasteries. So, even if one did have access to the library of a monastery, there was no way of knowing what was in the collection, or where it might be located.

The period between the 13th and 16th centuries saw the rise of a print-dominated society, one that moved away from the Church's monopoly of information that existed during the manuscript book period. This was initially fueled by the reproduction of classic texts of antiquity. It was further fueled by the development of new kinds of books in science. These factors led to the development of books as elements of propaganda and religious education. This is not to argue that print drove all those changes. Clearly it did not. There were social and political and economic changes that made print important. Those changes might not have happened as quickly or perhaps at all without print.

The shift in consciousness that occurred with this period of history is the rise of the notion that reality could be represented. This period saw the advent and expansion of a European-dominated world economy and the beginning of a system of international competition for trade among independent states.

The technology of the printing press, coupled with the surrounding changes in the political/economic system, wrought changes in the ways in which Europe saw its place in the world.

Ancient history of printing

The original method of printing was block printing, pressing sheets of paper into individually carved wooden blocks. It is believed that block printing originated in China, and the earliest known printed text, the *Diamond Sutra* (a Buddhist scripture, was printed in China in 868 A.D.)
The technique was also known in Europe, where it was mostly used to print Bibles. Because of the difficulties inherent in carving massive quantities of minute text for every block, and given the levels of peasant illiteracy at the time, texts such as the "Pauper's Bibles" emphasized illustrations and used words sparsely. As a new block had to be carved for each page, printing different books was an incredibly time consuming activity.

Moveable clay and metal type are processes much more efficient than hand copying. The use of movable type in printing was invented in 1041 AD by Bi Sheng in China. Bi used clay type, which broke easily, but eventually Goryeo (Korea) sponsored the production of metal type (a type foundry was established by the Korean government in the early 15th century). Since there are thousands of Chinese characters (Koreans also used Chinese characters in literature), the benefit of the technique is not as apparent as with alphabetic based languages.

Movable type did spur, however, additional scholarly pursuits in China and facilitated more creative modes of printing. Nevertheless, movable type was never extensively used in China until the European style printing press was introduced.

©Copyright Virtual University of Pakistan

From China to Germany

Although probably unaware of the Chinese/Korean printing methods (with substantial evidence for both sides of argument), Gutenberg refined the technique with the first widespread use of movable type, where the characters are separate parts that are inserted to make the text. Gutenberg is also credited with the first use of an oil-based ink, and using "rag" paper introduced into Europe from China by way of Muslims, who had a paper mill in operation in Baghdad as early as 794. Before inventing the printing press in 1440s, Gutenberg had worked as a goldsmith. Without a doubt, the skills and knowledge of metals that he learned as a craftsman were crucial to the later invention of the press.

The claim that Gutenberg introduced or invented the printing press in Europe is not accepted by all. The other candidate advanced is the Dutchman Laurens Janszoon Coster.

©Copyright Virtual University of Pakistan

LESSON 14

EMERGENCE OF PRINT MEDIA AROUND THE WORLD

As if the world was just waiting a breakthrough in the printing process, people from advance countries started exploiting the new invention to vent their feeling on both religious as well as secular matters.

Next hundred years saw a change the world had perhaps not witnessed in the previous thousand years. More opinions were brought forward, the role of gatekeepers in the world of information was reduced considerably and new idea-exchange programs started getting very popular all over.

Though it was not the way it appears today, the pioneer work in print as a medium to spread information was started first by irregular pamphleteering but soon assumed a very formal form of regular publications during which time tens of thousands of magazines, books, newspapers and newsletters change the landscape in urban markets across the world.

A glance to early publications

1500s ---- Newssheets appear in Venice, Italy
1605 ----- Relations, France
1690 ----- Public Occurrences, first U.S. Newspaper
1704 ----- John Campbell publishes the *Boston News-Letter*
1721 ----- The New-England Courant, first printed in 1721, landed publisher James Franklin in jail.
1733 ----- Peter Zenger is put in jail for *New York Weekly* content, but wins case against New York for seditious libel
1798 ----- Alien and Sedition Acts forbid criticism of key government officials. Repealed in 1800.
1830s ---- Penny press introduces era of mass communication
1864 ----- Newspapers start using telegraph to transmit news
1848 ----- Associated Press founded
1800s ---- Linotype machines speed up typesetting by making possible the automatic casting of entire lines of type
1890s ---- Period of yellow journalism. This is followed by era of Jazz Journalism.

Print comes to South Asia

For at least one hundred years people in subcontinent remained unaware of the printing technology. They, however, had some idea of printed material when ships would come from UK and bring some newspapers and magazines generally for the Englishmen serving in subcontinent.

In the subcontinent the print media surfaced because of the foreign rulers. India did not know about printing or mass communication by the middle of 18th century. Since the influence of the English rulers was more in the South India, most early papers also appeared in the southern cities before the print medium came to western and northern parts.

Colonial journalism

The history of media in united India is colored by the colonial experience. William Bolts, an ex-employee of the British East India Company attempted to start the first newspaper in India in 1776. Bolts had to beat a retreat under the disapproving gaze of the Court of Directors of the Company.

Bengal

The Hickey's Bengal Gazette or the Calcutta General Advertiser was started by James Augustus Hickey in 1780 and is regarded as the first regular publication from the Indian soil. The *Gazette*, a two-sheet newspaper, specialized in writing on the private lives of the Sahibs of the Company. He dared even to mount scurrilous attacks on the Governor-General, Warren Hastings', wife, which soon landed him in hot waters.

©Copyright Virtual University of Pakistan

Hickey was sentenced to a 4 months jail term and Rs.500 fine, which did not deter him. After a bitter attack on the Governor-General and the Chief Justice, Hickey was sentenced to one year in prison and fined Rs.5000, which finally drove him to penury. These were the first tentative steps of journalism in India.

Calcutta

B. Messink and Peter Reed were pliant publishers of the *India Gazette*, unlike their infamous predecessor. The colonial establishment started the *Calcutta Gazette*. It was followed by another private initiative the *Bengal Journal*. The *Oriental Magazine of Calcutta Amusement*, a monthly magazine made it four weekly newspapers and one monthly magazine published from Calcutta, now Kolkata.

Madras (Chennai)

The *Madras Courier* was started in 1785 in the southern stronghold of Madras, which is now called Chennai. Richard Johnson, its founder, was a government printer. Madras got its second newspaper when, in 1791, Hugh Boyd, who was the editor of the *Courier* quit and founded the *Hurkaru*.

Tragically for the paper, it ceased publication when Boyd died within a year of its founding. It was only in 1795 that competitors to the *Courier* emerged with the founding of the *Madras Gazette* followed by the *India Herald*. The latter was an "unauthorised" publication, which led to the deportation of its founder Humphreys. The *Madras Courier* was designated the purveyor of official information in the Presidency.

In 1878, The Hindu was founded, and played a vital role in promoting the cause of Indian independence from the colonial yoke. Its founder, Kasturi Ranga Iyengar, was a lawyer, and his son, K Srinivasan assumed editorship of this pioneering newspaper during for the first half of the 20th century. Today this paper enjoys the highest circulation in South India, and is among the top five nationally.

Bombay

Bombay, now Mumbai, surprisingly was a late starter - *The Bombay Herald* came into existence in 1789. Significantly, a year later a paper called the *Courier* started carrying advertisements in Gujarati. The first media merger of sorts: The *Bombay Gazette*, which was started in 1791, merged with the *Bombay Herald* the following year. Like the *Madras Courier*, this new entity was recognized as the publication to carry "official notifications and advertisements".

'A Chronicle of Media and the State', by Jeebesh Bagchi in the *Sarai Reader 2001* is a handy timeline on the role of the state in the development of media in India for more than a century. Bagchi divides the timeline into three 'ages'. The Age of Formulation, which starts with the Indian Telegraph Act in 1885 and ends with the Report of the Sub-Committee on Communication, National Planning Committee in 1948.

Urdu Press

In 1822 the Persian weekly Jam-e-Jahan Numa first time published in Urdu. Some time it publishes in Urdu, some time in Persian and some time in both the languages. During the earlier days of journalism newspapers were either weeklies or biweeklies, none of them was a daily. On January 14, 1850 Munshi Harsukh Rai started weekly Kohinoor. With a circulation of only 350 it was the largest circulated newspaper of that time. The circulation of other newspapers on that time was only 100 to 200.

Urdu Guide was the first daily newspaper, which was started by Maulvi Kabeeruddin from Kolkata in 1858. In the very same year as a second daily Roznamcha-e-Punjab started from Lahore. As a first Urdu daily of Bihar, Dini Bihar started in 1876 from Arah district. Zameendar, which was the best newspaper of that time, was started in 1903 from Lahore. It was the first newspaper, which used the news from erstwhile news agencies. This newspaper highly supported the freedom struggle. At that time the circulation of Zameendar was 30,000. Before Zameendar, in 1884 Munshi Mehar Baksh started a morning (Naseem-e-Subah) and an evening newspaper (Sham-e-Wisal). Maulvi Saiful Haq started the daily Rahbar-e-Hind from Lahore in 1885. In 1902 Maulvi Sanaullah Khan started the weekly Watan which regularly published for 33 years. Maulana Muhammed Ali Jauhar started Naqueeb-e-Hamdard in 1912. Later it called only Hamdard. In the very same year Maulana Abul Kalam Azad started Al-Hilal. After Zameendar it was the largest circulated

©Copyright Virtual University of Pakistan

newspaper .On March 20, 1919 Mahashai Krishn started Partap. Partap was the first newspaper, which started supplements.

Newspapers and movement for independence

Before the freedom following newspapers and magazines were started to support the freedom struggle. Khilafat, Siasat, Ujala, Taj, Roznama-e-Hind, Ajmal, Hilal, Milap, Partap, Tej, Qaumi Awaz, Jung, Anjam, Inqualab, Nawa-e-Waqt, Hindustan, Aftab, Jumhuriat, Iqbal, Asr-e-Jadeed, Azad-e-Hind, Sandesh, Vakeel, Khidmat, Musalman, Azad, Paswan Weer Bharat and Al-Jamiath. Jawaharlal Nehru started Qaumi Awaz from Lucknow in 1945. Later it also started from Patna and Delhi. This time it is publishing only from Delhi and is in very poor condition. After Indias freedom Hafiz Ali Khan Bahadur started weekly Daur-e-Jadeed. Jamat-e-Islami Hind started weekly Dawat. This time it is publishing regularly as Bi-weekly. Dawat has a particular readership and it is very popular among its readers due to its views on current issues. Maulana Abdul Waheed Siddiqui started Nai Duniya, which is still publishing under the editorship of his son Shahid Siddiqui. This time it is the famous Urdu weekly in India. Sahara Group Had started monthly Rashtriya Sahara but later it became daily. This time it is the most popular Urdu daily of North India publishing simultaneously from Delhi, Lucknow and Gorakhpur. Recently this group has launched a weekly Aalmi Sahara.

Press in the US today

The print media include all newspapers, newsletters, booklets, pamphlets, magazines, and other printed publications, especially those that sell advertising space as a means of raising revenue.

In the United States, at present, there are 1745 daily and 7602 weekly newspapers, and 64,000 magazines. Most print media, with the exception of magazines, are local, although there are some national newspapers and trade publications that have become quite successful. Magazines, on the other hand, have always been national, although there is a trend today toward localization and specialization. Also included in print media category are directories, church and school newspapers and yearbooks, and programs at theater presentations and sporting events.

Employment

Around 1, 20, 500 people were working in the print industry only after one hundred years of the first appearance of the US publication in 1690. The size kept on increasing as did many other sections of specialization. About over two million people directly or indirectly are getting their living from the print media at present.

Specialization

The media in print which earlier took the responsibility of spreading information only, has matured over the decades and now providing healthy services in entertainment, education and welfare of mankind. The business of advertising now knows no limits in financial and employment size and leading to more avenues of jobs.

©Copyright Virtual University of Pakistan

LESSON 15

TELEGRAPH DOES MIRACLE IN DISTANCE COMMUNICATION TELEX AND TELEPHONE ENTHRALL PRINT COMMUNICATION

It was undoubtedly a historic day when scientist Samuel Morse on May 14, 1844 successfully established a link between Baltimore and Washington DC by transmitting the first tele message 'What hath God wrought' on a device invented by him and which we know as telegraph today.

By this date, it was almost 150 years that print media was active but was not finding way to reach to a large audience in a short time. There were no rails and motorcars. Transport system was as fast as fresh horses could maintain it. In rains and harsh weathers communication was blocked.

The news of sending message by wire to a reasonable distance in real time was received with great warmth by the print industry across the world which was assessing a bright future for it was not possible to reach larger number of people and at a distance not possible to cover before.

How telegraph system came about?

Fires, smoke signals, and drums have been used since antiquity to transmit messages over long distances. The term *telegraph* was coined by scientist Claude Chappe to describe such methods, a version of which was invented by him and his brothers to signal each other while in school. In 1793 Chappe introduced in France a form of this system for the transmission of messages based on stations with towers using a code to transmit signals by the position of crossed arms.

The idea of the electric telegraph was born when the first experimenters with electricity noticed that electric charges could travel through wires over distances. In 1753 in Scotland Charles Morrison described a system of 26 wires for transmitting the 26 letters of the alphabet. Electrostatic charges traveling through these wires deflected suspended balls at the receiving station. However, this was never developed as a practical system.

During the early 19th century, several scientists experimented with the transmission of messages through electric wires. At this time scientists had gained access to a steady, low-voltage source of electricity. Karl Friedrich Gauss and Wilhelm Weber transmitted signals over wires and detected them with sensitive galvanometers around 1833. In England Charles Wheatstone developed a telegraph with a five-needle galvanometer that indicated the transmitted letters. The Wheatstone telegraph actually came into use, linking Liverpool with Manchester in 1839. In Germany Carl Steinheil developed a telegraph that printed coded messages on a ribbon.

The electromagnet, a magnet whose field appears when current is on and disappears when it is off, was discovered in the 1820s. The American painter Samuel Morse first became acquainted with an electromagnet when it was shown to him by a young chemist he met on a transatlantic ship. Morse realized that a magnet turning on and off by transmission of a current from a distant source could be used to send messages. He soon enlisted America's greatest scientist of the time, Joseph Henry, to develop ways to cause an electromagnet to work at a distance. The electric telegraph became truly functional with the idea of using a code of dots and dashes to transmit the letters of the alphabet. Despite this technical help, Morse is given credit for the invention because he put together a practical system and got people to accept it.

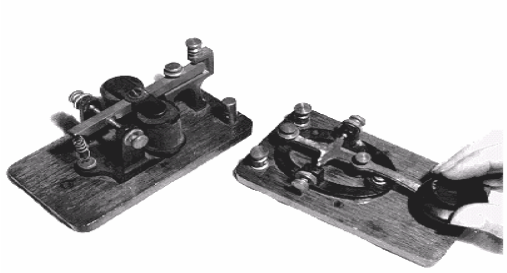
Morse patented his telegraph in 1837 and officially inaugurated a link between Baltimore, Maryland, and Washington, DC, on May 14, 1844, by transmitting the message "What hath God wrought." The message was transmitted by a telegraph key, a special switch that allows an electric current to be rapidly switched in and out; it was printed in the dot-dash code on ribbons of paper.

Morse's telegraph quickly spread in the United States, and later it superseded the existing systems of Wheatstone and Steinheil in Europe. In 1862, 240,000 km (150,000 mi) of telegraph cable covered the world, of which 77,000 km (48,000 mi) were in the United States and 24,000 km (15,000 mi) in Great Britain. Europe and the United States became linked by an underwater telegraph cable in 1866.

All rapid long-distance communication within private and public sectors depended on the telegraph throughout the remainder of the nineteenth century. Applications were many: Railroads used the Morse

©Copyright Virtual University of Pakistan

telegraph to aid in the efficiency and safety of railroad operations, the Associated Press to dispatch news, industry for the transmission of information about stocks and commodities, and the general public to send messages. The telegraph's military value was demonstrated during the Civil War (1861–1865) as a way to control troop deployment and intelligence. However, the rival technologies of the telephone and radio would soon replace the telegraph as a primary source of communication.



Days of the Morse Code

Data was transmitted at about four to six bits per second in the latter half of the 1800s, which was as fast as a human hand could tap out Morse code. The unit on the right is the telegraph key. A metal bar on the receiver (left) simply banged against another bar when the current passed through, creating a clicking sound.

The print medium was still enjoying from the facility of telegraph that another great facility was made available to it as the period of industrial growth got into top gear in the 19th century. The new invention was telephone – a point to point messaging facility by spoken words. The information conveying system by reporters of the print media and talking to men-in-power for obtaining information and passing on to millions others the next day seemed as a dream come true.

Telephone in historic perspective

Throughout history, people have devised methods for communicating over long distances. The earliest methods involved crude systems such as drum beating or smoke signaling. These systems evolved into optical telegraphy and by the early 1800s, electric telegraphy. The first simple telephones, which were comprised of a long string and two cans, were known in the early eighteenth century.

A working electrical voice-transmission system was first demonstrated by Johann Philipp Reis in 1863. His machine consisted of a vibrating membrane that opened or closed an electric circuit. While Reis only used his machine to demonstrate the nature of sound, other inventors tried to find more practical applications of this technology. They were found by Alexander Graham Bell in 1876 when he was awarded a patent for the first operational telephone. This invention proved to revolutionize the way people communicate throughout the world.

Bell's interest in telephony was primarily derived from his background in vocal physiology and his speech instruction to the deaf. His breakthrough experiment occurred on June 2, 1875. He and his assistant, Thomas Watson, were working on a harmonic telegraph. When a reed stuck on Watson's transmitter an intermittent current was converted to a continuous current. Bell was able to hear the sound on his receiver confirming his belief that sound could be transmitted and reconverted through an electric wire by using a continuous electric current.

The original telephone design that Bell patented was much different than the phone we know today. In a real sense, it was just a modified version of a telegraph. The primary difference was that it could transmit true sound. Bell continued to improve upon his design. After two years, he created a magnetic telephone which was the precursor to modern phones. This design consisted of a transmitter, receiver, and a magnet. The transmitter and receiver each contained a diaphragm, which is a metal disk. During a phone call, the vibrations of the caller's voice caused the diaphragm in the transmitter to move. This motion was transferred along the phone line to the receiver. The receiving diaphragm began vibrating thereby producing sound and completing the call.

While the magnetic phone was an important breakthrough, it had significant drawbacks. For example, callers had to shout to overcome noise and voice distortions. Additionally, there was a time lapse in the transmission which resulted in nearly incoherent conversations. These problems were eventually solved as

©Copyright Virtual University of Pakistan

the telephone underwent numerous design changes. The first phones made available to consumers used a single microphone. This required the user to speak into it and then put it to the ear to listen. Thomas Edison introduced a model that had a moveable listening earpiece and stationary speaking tube. When placing a call, the receiver was lifted and the user was connected directly to an operator who would then switch wires manually to transmit. In 1878, the first manual telephone exchange was opened. It served 21 customers in New Haven, Connecticut. Use of the telephone spread rapidly and in 1891, the first automatic number calling mechanism was introduced.

Long-distance service was first made available in 1881. However, the transmission rates were not good and it was difficult to hear. In 1900, two workers at Bell System designed loading coils that could minimize distortions. In 1912, the vacuum tube was adapted to the phone as an amplifier. This made it possible to have a transcontinental phone line, first demonstrated in 1915. In 1956, a submarine cable was laid across the Atlantic to allow transatlantic telephone communication. The telecommunication industry was revolutionized in 1962 when orbiting communication satellites were utilized. In 1980, a fiber-optic system was introduced, again revolutionizing the industry.

Background

Telephones still operate on the same basic principles that Bell introduced over one hundred years ago. If a person wishes to make a call, they pick up the handset. This causes the phone to be connected to a routing network. When the numbers are pressed on a touch-tone keypad, signals are sent down the phone line to the routing station. Here, each digit is recognized as a combination of tone frequencies. The specific number combination causes a signal to be sent to another phone causing it to ring. When that phone is picked up, a connection between the two phones is initiated.

The mouthpiece acts as a microphone. Sound waves from the user's voice cause a thin, plastic disk inside the phone to vibrate. This changes the distance between the plastic disk and another metal disk. The intensity of an electric field between the two disks is changed as a result and a varying electric current is sent down the phone line. The receiver on the other phone picks up this current. As it enters the receiver, it passes through a set of electromagnets. These magnets cause a metal diaphragm to vibrate. This vibration reproduces the voice that initiated the current. An amplifier in the receiver makes it easier to hear. When one of the phones is hung up the electric current is broken, causing all of the routing connections to be released.

The system of transmission presented describes what happens during a local call. It varies slightly for other types of calls such as long distance or cellular. Long distance calls are not always connected directly through wires. In some cases, the signal is converted to a satellite dish signal and transmitted via a satellite. For cellular phones, the signal is sent to a cellular antenna. Here, it is sent via radio waves to the appropriate cell phone.

With the combination of telegraph and telephone systems, scientists worked to hand over print media another great facility in the form of telex

Telex

By 1935, message routing was the last great barrier to full automation. Large telegraphy providers began to develop systems that used telephone-like rotary dialing to connect teletypes. These machines were called "telex". Telex machines first performed rotary-telephone-style pulse dialing, and then sent baud dots code. This "type A" telex routing functionally automated message routing.

The first wide-coverage telex network was implemented in Germany during the 1930s. The network was used to communicate within the government. At the then-blinding rate of 45.5 bits per second, up to 25 telex channels could share a single long-distance telephone channel, making telex the least expensive method of reliable long-distance communication.

©Copyright Virtual University of Pakistan

LESSON 16

TYPES OF PRINT MEDIA

With a sort of boon coming in the world of print communication with the availability of printing press, telegraph, telephone and telex, the publishing industry made hey while the sun was shinning.

The first hundred years was the time when the print industry tried to comprehend the new situation and shaped itself into a regular and formal sector but from the start of the 19th century, print media in most countries started specializing in certain areas. Since business in the form of advertisements in the print was also flourishing, the media enjoyed a great deal of financial comfort and provided jobs to tens of thousands of people across the globe.

The publishing industry, a synonym with print media, could be classified in general terms into three distinct categories:

- **Newspapers**
- **Magazines**
- **Books**

In the following paragraphs we will see these three areas with more details.

Newspapers

It took about 150 years from the invention of printing press in the middle of 15th century that the world witnessed first regular publication which could be defined as a newspaper.

Although there have been claims by many to be decorated as first newspaper like Mixed News in China in 710, Notizie Scritte, a monthly newspaper for which readers pay a "gazetta", or small coin by Venetian government in 1556 etc, the World Association of Newspapers held "Relation", as the first newspaper published in France in 1605. By this reckoning the newspapers' history is 400 years old. The Relation followed a list of news papers from all around the world. Here is a brief account of some popular papers:

1621 ---- In London, the newspaper *Courante* is published.
1631 ---- *The Gazette*, the first French newspaper, is founded.
1639 ---- First American colonial printing press.
1645 ---- World's oldest newspaper still in circulation, *Post-och Inrikes Tidningar*, is published in Sweden
1690 ---- *Publick Occurrences* is the first newspaper published in America when it appears in Boston. The editor, Benjamin Harris, stated he would issue the paper "once a month, or, if any Glut of Occurrences happen, oftener." The royal authority, wary of publications printed without its express consent, suppresses the newspaper after only one issue.
1704 ---- Daniel Defoe, the author of *Robinson Crusoe* and often recognized as the world's first journalist, begins to publish the *Review*, a periodical covering European affairs.
1798 ---- Alois Sedenfelder Invents Lithography. Although invented over two centuries ago, off set lithography first gained popularity in the 1960's, and is now the industry standard.
1803 ---- Australia's military government publishes the *Sydney Gazette and New South Wales Advertiser*, the country's first newspaper. This is only fifteen years after the colony of convicts had been established in Sydney Cove.
1812 ---- Friedrich Koenig invents the Steam Powered Cylinder Press. In 1814, John Walter, publisher of *The Times* in London, began to assemble the new press in secrecy, fearing that his pressmen might riot if they discovered his plans. On the night of November 28, 1814, Walter took his pressmen away from their hand presses with the excuse that he was expecting important news from the continent. He then used Koenig's presses to produce the entire print run of *The Times* -- at an output of 1,100 sheets per hour.
1844 ---- Telegraph is invented.
1851 ---- Reuters – news agency, is established.
1900 ----Vladimir Lenin founds *Iskra*, in Leipzig, Germany. This revolutionary newspaper is to become a major tool for Communist propaganda.

©Copyright Virtual University of Pakistan

1903 ---- Alfred Harmsworth (later Lord North cliffe) develops the first tabloid newspaper, the *Daily Mirror*, in London. The *Daily Mirror* introduced the concept of the "exclusive" interview. The first was with Lord Minto, the new Viceroy of India, in 1905.

As the newspapers came to age, they assumed different shapes and assigned themselves different jobs.

Contents

General-interest newspapers are usually journals of current news. Those can include :

Political events
Crime
Business
Culture
Sports
Opinions (either editorials, columns, or political cartoons)
Newspapers use photographs to illustrate stories; they use editorial cartoonists, usually to illustrate writing that is opinion, rather than news.

Some specific features a newspaper may include are:

- weather news and forecasts
- an advice column
- critical reviews of movies, plays, restaurants, etc.
- editorial opinions
- a gossip column
- comic strips and other entertainment, such as crosswords and horoscopes
- a sports column or section
- a humor column or section
- a food column

Types of newspapers

Besides the contents, the newspapers also specialize in their type.

- International newspapers
- Weekly newspapers
- Sunday newspapers
- National newspaper
- Local newspaper

Circulation

A big issue with newspapers is always the size of their circulation. This also determines the revenue it can generate, and number of people it can employ with it. The mass circulation also gives a newspaper a weigh in a number of local and national matters and its editorial staff enjoys a unique freedom in more than one ways.
Some top ranking newspapers circulation-wise are as follow:

Rank	Title	Country	Circulation (000)
1.	Yomiuri Shimbun	Japan	14,067
2.	The Asahi Shimbun	Japan	12,121
3.	Mainichi Shimbun	Japan	5,587
4.	Nihon Keizai Shimbun	Japan	4,635
5.	Chunichi Shimbun	Japan	4,512
6.	Bild	Germany	3,867
7.	Sankei Shimbun	Japan	2,757

©Copyright Virtual University of Pakistan

8.	Canako Xiaoxi (Beijing)	China	2,627
9.	People's Daily	China	2,509
10.	Tokyo Sports	Japan	2,425

Magazine

A magazine is a periodical publication containing a variety of articles, generally financed by advertising, purchased by readers, or both.

Magazines are typically published weekly, biweekly, monthly, bimonthly or quarterly, with a date on the cover that is later than the date it is actually published. They are often printed in colour on coated paper, and are bound with a soft cover.

Types of magazines

Art magazines
Business magazines
Music magazines
Computer magazines
Children's magazines
Health and fitness magazines
History magazines
Humor magazines
Inspirational magazines
Men's magazines
Women's magazines
Luxury magazines
News magazines
Online magazines
Pulp magazines
Pornographic magazines
Regional magazines
Satirical magazines
Teen magazines

Consumer magazines

Consumer magazines are aimed at the public and are usually available through retail outlets. They range from general-interest titles such as *Time*, *Esquire* and *Cosmopolitan*, which appeal to a broad spectrum of readers, to highly specialist titles covering particular hobbies, leisure pursuits or other interests.

Business magazines

Many business magazines are available only, or predominantly, on subscription. In some cases these subscriptions are available to any person prepared to pay; in others, free subscriptions are available to readers who meet a set of criteria established by the publisher. This practice, known as *controlled circulation*, is intended to guarantee to advertisers that the readership is relevant to their needs.

All magazines have some elements in common, even if they are a listings magazine or a simple advertising vehicle. The main features of content in magazines mainly consist of the cover page features, reviews, problem pages, interviews, advertisements, competitions and some form of gossip. Other common elements are; advice columns, campaigns, do it yourself features, in our next issues, makeovers, letters' page, opinion columns, and contents pages.

The main features of presentation of magazines are the cover pages, the layout and the design photographs and illustrations use of colour, an insight of the actual magazine and visual narrative. The better the visual narrative of the magazine, the more it will appeal to its specific audience.

©Copyright Virtual University of Pakistan

Books

Though books existed before print technology, they were limited in number and their readership was also confined to few.

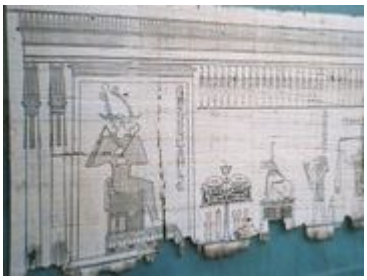
A book is a collection of paper, parchment or other material with a piece of text written on them, bound together along one edge, usually within covers. Each side of a sheet is called a page and a single sheet within a book may be called a leaf. A book is also a literary work or a main division of such a work

Books became part of the mass media after the printing process was invented. Now they are in the reach of almost everyone and could cover any distance on the planet. Their topics are varied and their value could be judged from the fact that most libraries in the world are due to books rather than other published material.

When writing systems were invented in ancient civilizations, nearly everything that could be written upon—stone, clay, tree bark, metal sheets—was used for writing. Alphabetic writing emerged in Egypt around 1800 BC.

Scroll

Egyptian papyrus showing the god Osiris and the weighing of the heart ⇨



In Ancient Egypt, papyrus (a form of paper made by weaving the stems of the papyrus plant, then pounding the woven sheet with a hammer like tool) was used for writing maybe as early as from First Dynasty, but first evidence is from the account books of King Neferirkare Kakai of the Fifth Dynasty (about 2400 BC).

Middle Ages

Manuscripts

Before the invention and adoption of the printing press, almost all books were copied by hand, which made books expensive and comparatively rare. Smaller monasteries had usually only some dozen books, medium sized a couple hundred. By the ninth century larger collections held around 500 volumes.

Wood block printing

A 15th century incunabulum ⇨

Notice the blind-tooled cover, cornerbosses and clasps for holding the book shut.

Innovations in casting the type based on a matrix and hand mould. This invention made books comparatively affordable (although still quite expensive for most people) and more widely available. It is estimated that in Europe about 1,000 various books were created per year before the development of the printing press.

Paper

Though papermaking in Europe had begun around the 11th century, up until the beginning of 16th century vellum and paper were produced congruent to one another, vellum being the more expensive and durable option. Printers or publishers would often issue the same publication on both materials, to cater to more than one market. As was the case with many medieval inventions, paper was first made in China, as early as 200 B.C., and reached Europe through Muslim territories. At first made of rags, the industrial revolution changed paper-making practices, allowing for paper to be made out of wood pulp.

Modern world

A collection of Penguin Books ⇨

With the rise of printing in the fifteenth century, books were published in limited numbers and were quite valuable. The need to protect

©Copyright Virtual University of Pa

these precious commodities was evident. One of the earliest references to the use of bookmarks was in 1584 when the Queen's Printer, Christopher Barker, presented Queen Elizabeth I with a fringed silk bookmark. Common bookmarks in the eighteenth and nineteenth centuries were narrow silk ribbons bound into the book at the top of the spine and extended below the lower edge of the page. The first detachable bookmarks began appearing in the 1850's and were made from silk, embroidered fabrics or leather. Not until the 1880's, did paper and other materials become more common.

Steam-powered printing presses became popular in the early 1800s. These machines could print 1,100 sheets per hour, but workers could only set 2,000 letters per hour. Monotype and linotype presses were introduced in the late 19th century. They could set more than 6,000 letters per hour and an entire line of type at once.

The centuries after the 15th century were thus spent on improving both the printing press and the conditions for freedom of the press through the gradual relaxation of restrictive censorship laws. In mid-20th century, Europe book production had risen to over 200,000 titles per year.

Collections of books

In the Middle Ages, monasteries and universities had also libraries that could be accessible to general public. Typically not the whole collection was available to public; the books could not be borrowed and often were chained to reading stands to prevent theft.

Celsus Library was built in 135 A.D. and could house around 12,000 scrolls.
The beginning of modern public library begins around 15th century.

The advent of paperback books in the 20th century led to an explosion of popular publishing. Paperback books made owning books affordable for many people.

LESSON 17

PRESS FREEDOM, LAWS AND ETHICS – NEW DEBATE RAGING STILL HARD

With the print media taking the world by storm and having enormous influence on cultures and hitting the government policies hard, debate of its use and misuse was a natural phenomenon.

First US newspaper was titled *Publick Occurrences*, and came out in 1690. It only printed one issue, however, as it was shut down by colonial officials, possibly due to censorship and control issues. It followed the two column format, and was a single sheet, printed on both sides.

In the early part it were the governments which prevailed and successfully harassed the printers and the publishers but as the print media got backing of society and organized itself, it started getting difficult for the government to twist media arms at will.

When the tug of war looked getting out of hand, it was decided that parliaments should come into play and enact laws which discipline the media. The laws were framed against which started press freedom campaigns. Some organizations, from within the media took in onto themselves to develop a code of ethics for self-accountability. The process of making laws against press, the struggle of press freedom along with practicing media ethics continued and rages strong even today.
Here we will examine this debate to some detail.

Press laws

Press Laws are the laws concerning the licensing of books and the liberty of expression in all products of the printing-press, especially newspapers. The liberty of the press has always been regarded by political writers as of supreme importance.

Before the invention of printing, the Church assumed the right to control the expression of all opinion distasteful to her. The Church and universities soon found the output of books beyond their control. In 1496 Pope Alexander VI began to be restrictive, and in 1501 he issued a bill against unlicensed printing, which introduced the principle of censorship. Between 1524 and 1548 the Imperial Diet in Germany drew up various stringent regulations; and in France, prohibited by edict, under penalty of death, the printing of books.

Censorship

Censorship was either restrictive or corrective, i.e., it interfered to restrict or prevent publication, or it enforced penalties after publication. Repression of free discussion was regarded as so necessary a part of government that Sir Thomas More in his Utopia makes it punishable with death for a private individual to criticize the conduct of the ruling power.

Under Elizabeth the Star Chamber assumed the right to confine printing to London, Oxford and Cambridge, to limit the number of printers and presses, to prohibit all publications issued without proper license, and to enter houses to search for unlicensed presses and publications.

Legislation on press laws

Over seventy countries around the world have implemented some form of freedom of information legislation, which sets rules on access to information or records held by government bodies, the oldest being Sweden's Freedom of the Press Act of 1766.

Many more countries are working towards introducing such laws, and many regions of countries with national legislation have local laws - for example, all states of the US have access laws as well as the national legislation. In general, such laws define a legal process by which government information is available to the public.

In many countries there are vague constitutional guarantees for the right of access to information, but usually these are unused unless specific legislation to support them.

©Copyright Virtual University of Pakistan

These laws may also be described as open records or (especially in the United States) sunshine laws. A related concept is open meetings legislation, which allows the public access to government meetings, not just to the records of them. In many countries, privacy or data protection laws may be part of the freedom of information legislation; the concepts are often closely tied together in political discourse.

A basic principle behind most freedom of information legislation is that the burden of proof falls on the body *asked* for information, not the person *asking* for it. The requester does not usually have to give an explanation for their request, but if the information is not disclosed a valid reason has to be given.

Laws in some countries- examples

In Australia, the Freedom of Information Act 1982 was passed at the federal level in 1982, applying to all "ministers, departments and public authorities" of the Commonwealth.

There is similar legislation in all states and territories:

- Australian Capital Territory, the Freedom of Information Act 1989
- New South Wales, the Freedom of Information Act 1989
- Northern Territory, the Information Act 2003
- Queensland, the Freedom of Information Act 1992
- South Australia, the Freedom of Information Act 1991
- Tasmania, the Freedom of Information Act 1991
- Victoria, the Freedom of Information Act 1982
- Western Australia, the Freedom of Information Act 1992

In Canada, the **Access to Information Act** allows citizens to demand records from federal bodies. This is enforced by the Information Commissioner of Canada. There is also a complementary **Privacy Act**, introduced in 1983. The purpose of the Privacy Act is to extend the present laws of Canada that protect the privacy of individuals with respect to personal information about themselves held by a federal government institution and that provide individuals with a right of access to that information. It is a Crown copyright. Complaints for possible violations of the Act may be reported to the Privacy Commissioner of Canada.

European Union

Regulation 1049/2001 of the European Parliament and the Council of 30 May 2001 regarding public access to European Parliament, Council and Commission documents grants a right of access to documents of the three institutions to any Union citizen and to any natural or legal person residing, or having its registered office, in a Member State. "Document" is defined broadly and it is assumed that all documents, even if classified, may be subject to right of access unless it falls under one of the exceptions. If access is refused, the applicant is allowed a confirmatory request. A complaint against a refusal can be made with the European Ombudsman or an appeal can be brought before the Court of First Instance.

In addition, the Directive 2003/98/EC of the European Parliament and the Council of 17 November 2003 on the re-use of public sector information sets out the rules and practices for accessing public sector information resources for further exploitation

India

The Indian Right to Information Act was introduced to the Indian Parliament in July 2000. It came into effect on 12 Oct 2005. Under this law the information has become a fundamental right of the citizen. Under this law all Government Bodies or Government funded agencies have to designate a Public Information officer (PIO). The PIO's responsibility is to ensure that information requested is disclosed to the petitioner within 30 days or within 48 hours in case of information concerning the life and liberty of a person. The law was inspired by previous legislations from selected states (among them Maharastra, Goa, Karnataka, Delhi etc) that allowed the right to information (to different degrees) to citizens about activities of any State Government body.

©Copyright Virtual University of Pakistan

A number of high profile disclosures revealed corruptions in various government schemes such scams in Public Distribution Systems (ration stores), disaster relief, construction of highways etc. The law itself has been hailed as a landmark in India's drive towards more openness and accountability.

United States

In the United States the Freedom of Information Act was signed into law by President Lyndon B. Johnson on July 4, 1966 and went into effect the following year. The Electronic Freedom of Information Act Amendments was signed by President Bill Clinton on October 2, 1996.

The Act applies only to federal agencies. However, all of the states, as well as the District of Columbia and some territories, have enacted similar statutes to require disclosures by agencies of the state and of local governments, though some are significantly broader than others. Many combine this with Open Meetings legislation, which requires government meetings to be held publicly.

Pakistan

President Pervez Musharraf promulgated the Freedom of Information Ordinance 2002 in October 2002. The law allows any citizen access to public records held by a public body of the federal government including ministries, departments, boards, councils, courts and tribunals. It does not apply to government owned corporations or provincial governments. The bodies must respond within 21 days.

Colonial period in subcontinent – Laws in the 19th & 20th century

- The Registration of books and newspaper act,1867
- The Press (emergency power) act 1931
- The States (protection against disaffection) act, 1922
- The Foreign relations act 1932
- The Criminal law amendment act 1932
- The States protection act, 1934
- The Post office act 1898
- The Official secret act
- The Press and Publication Ordinance of 1963

Constitution of 1973
Article 19
This article reads as follows:

"Every citizen shall have the right of freedom of speech and expression, and there shall be freedom of the press, subject to any reasonable restrictions imposed by law in the interest of the glory of Islam or the integrity, security, or defense of Pakistan or any part thereof, friendly relations with foreign states, public order, decency or morality or in relation to the contempt of court, defamation or incitement to an office."

Press Council of Pakistan

The law states that the Code, which deal with issues as morality, plagiarism, fairness, accuracy, privacy, sensationalism, confidentiality and privilege, will allow journalists to operate "in accordance with the canons of decency, principles of professional conduct and precepts of freedom and responsibility, to serve the public interest by ensuring an unobstructed flow of news and views to the people envisaging that honesty, accuracy, objectivity and fairness shall be the guidelines for the press while serving the public interest."
The Council will be an independent corporate entity, with its own staff, secretariat and budget and will be financed through an annual governmental grant-in-aid as well as other grants and donations and such fees as it may levy from registered newspapers and news agencies. This council is considered to be a euphemistic connotation of censorship.

Freedom of Information Ordinance 2002

The freedom of information ordinance introduced in 2002 contains some positive features acknowledging citizens right to know. However, the 21st day time frame for the release of information and inclusion of courts and tribunals, among those require disclosing information mar its true spirit. Large amounts of information are also not subject to disclosure under the ordinance, largely undermining the public's right to know. Instead of applying to all records held by public bodies, the ordinance provides a, restrictive list of public records subject to disclosure.

Article 19 of the Universal Declaration of Human Rights, states:

"Everyone has the right to freedom of opinion and expression; the right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media regardless of frontiers."

Activities

Article 19 monitors threats to free expression around the globe, lobbies governments to adopt laws that conform to international standards on freedom of expression; and drafts legal standards which strengthen media, public broadcasting, free expression and access to government-held information.

It also produces legal analysis and critiques of national laws, including media laws; provides legal counsel on behalf of individuals or groups whose rights have been violated; and provides capacity-building support to non-governmental organizations, judges and lawyers, journalists, media owners, media lawyers, public officials and parliamentarians.

Article 19's work is organized into five Regional Programmes – Africa, Asia, Europe, Latin America, and the Middle East – and a Law Programme. It works in partnership with 52 organizations in more than 30 countries around the world.
Article 19 is a founding member of the Freedom of Information Advocates (FOIA) Network, a global forum that aims to support campaigning, advocacy and fundraising on access to information through the exchange of information, ideas and strategies. The FOIA Network also aims to facilitate the formation of regional or international coalitions to address access to information issues.

Media Ethics

The issue of self censor has always been in view of the media people. And in particular it was observed that some elements amongst the media were responsible for maligning the name of this profession, many a media bodies prepared a code of ethics. The code is supposed to be practiced in letter and spirit to ensure that the weapon of media is not proving detrimental for the society.

A specimen of the code is given below:

DECLARATION OF PRINCIPLES ON THE CONDUCT OF JOURNALISTS

Adopted by the Second World Congress of the International Federation of Journalists at Bordeaux on 25-28 April 1954 and amended by the 18th IFJ World Congress in Helsingör on 2-6 June 1986.

This international declaration is proclaimed as a standard of professional conduct for journalists engaged in gathering, transmitting, disseminating and commenting on news and information and in describing events.

1. Respect for truth and for the right of the public to truth is the first duty of the journalist.
2. In pursuance of this duty, the journalist shall at all times defend the principles of freedom in the honest collection and publication of news, and of the right of fair comment and criticism.
3. The journalist shall report only in accordance with facts of which he/ she knows the origin. The journalist shall not suppress essential information or falsify documents.
4. The journalist shall use only fair methods to obtain news, photographs and documents.
5. The journalist shall do the utmost to rectify any published information which is found to be harmfully inaccurate.

6. The journalist shall observe professional secrecy regarding the source of information obtained in confidence.
7. The journalist shall be aware of the danger of discrimination being furthered by the media, and shall do the utmost to avoid facilitating such discrimination based on, among other things, race, sex, sexual orientation, language, religion, political or other opinions, and national or social origins.
8. The journalist shall regard as grave professional offences the following:
    - Plagiarism.
    - Malicious misrepresentation.
    - Calumny, slander, libel, unfounded accusations.
    - Acceptance of a bribe in any form in consideration of either publication or suppression.
9. Journalists worthy of that name shall deem in their duty to observe faithfully the principles stated above. Within the general law of each country the journalist shall recognize in professional matters the jurisdiction of colleagues only, to the exclusion of every kind of interference by governments or others.

©Copyright Virtual University of Pakistan

LESSON 18

INDUSTRIALIZATION OF PRINT PROCESSES

Development of the printing press

The original method of printing was block printing, pressing sheets of paper into individually carved wooden blocks also called xylography. It is believed that block printing originated in China, and the earliest known printed text, the *Diamond Sutra* (a Buddhist scripture was printed in China in 868 A.D.

The technique was also known in Europe, where it was mostly used to print Bibles. Because of the difficulties inherent in carving massive quantities of minute text for every block, and given the levels of peasant illiteracy at the time, texts such as the "Pauper's Bibles" emphasized illustrations and used words sparsely. As a new block had to be carved for each page, printing different books was an incredibly time consuming activity.

Moveable clay and metal type are processes much more efficient than hand copying. The use of movable type in printing was invented in 1041 A.D. by Bi Sheng in China. Bi used clay type, which broke easily, but eventually Goryeo (Korea) sponsored the production of metal type (a type foundry was established by the Korean government in the early 15th century). Since there are thousands of Chinese characters (Koreans also used Chinese characters in literature), the benefit of the technique is not as apparent as with alphabetic based languages.

Movable type did spur, however, additional scholarly pursuits in China and facilitated more creative modes of printing. Nevertheless, movable type was never extensively used in China until the European style printing press was introduced in relatively recent times (thus bringing the technology full circle).

Although probably unaware of the Chinese/Korean printing methods, Gutenberg refined the technique with the first widespread use of movable type, where the characters are separate parts that are inserted to make the text. Gutenberg is also credited with the first use of an oil-based ink, and using "rag" paper introduced into Europe from China by way of Muslims, who had a paper mill in operation in Baghdad as early as 794.

Before inventing the printing press in 1440, Gutenberg had worked as a goldsmith. Without a doubt, the skills and knowledge of metals that he learned as a craftsman were crucial to the later invention of the press. The claim that Gutenberg introduced or invented the printing press in Europe is not accepted by all. The other candidate advanced is the Dutchman Laurens Janszoon Coster.

Impact of printing

Previously, books were copied mainly in monasteries, or (from the 13th century) in commercial scriptoria, where scribes wrote them out by hand. Books were therefore a scarce resource. While it might take someone a year to hand copy a Bible, with the Gutenberg press it was possible to create several hundred copies a year, with two or three people that could read, and a few people to support the effort. Each sheet still had to be fed manually, which limited the reproduction speed, and the type had to be set manually for each page, which limited the number of different pages created per day. Books produced in this period, between the first work of Johann Gutenberg and the year 1500, are collectively referred to as incunabula.

The replacement of hand copied manuscripts with printed works was not received with much joy. Not only did the authorities contemplate making printing presses an industry requiring a license from the Catholic Church (an idea rejected in the end), but as early as in the 15th century some nobles refused to have printed books in their libraries to sully their valuable hand copied manuscripts. Similar resistance was later encountered in much of the Islamic world, where calligraphic traditions were extremely important, and also in the Far East.

Despite some resistance, Gutenberg's printing press spread rapidly across Europe. Within thirty years of its invention in 1453, towns from Hungary to Spain and from Italy to Britain had functional printing presses. It

©Copyright Virtual University of Pakistan

has been theorized that this incredibly rapid expansion shows not only a higher level of industry (fueled by the high-quality European paper mills that had been opening over the past century) than expected, but also a significantly higher level of literacy than has often been estimated.

The first printing press in a Muslim territory opened in Andalusia (Muslim Spain) in the 1480s. This printing press was run by a family of Jewish merchants who printed texts with the Hebrew script. After 1490s, the press was moved from Granada to Istanbul (a popular destination for thousands of Andalusia Jews).

Art of book printing and typeface

For years, book printing was considered a true art-form. Typesetting, or the placement of the characters on the page, including the use of ligatures, was passed down from master to apprentice. In Germany, the art of typesetting was termed the "black art", and it has largely been lost, due to advances in computer typesetting programs, which make it possible to get similar results with less human involvement. Some few practitioners continue to print books the way Gutenberg did. There is a yearly convention of traditional book printers in Mainz, Germany.

Printing in the industrial age

While the Gutenberg press was much more efficient than manual copying, the Industrial Revolution and the invention of the steam powered press by Friedrich Gottlob Koenig and Andreas Friedrich Bauer in 1812 made it possible to print tens of thousands of copies of a page in a day. Koenig and Bauer sold one of their first models to *The Times* in 1814 and went on to perfect the early model so that it could print on both sides of a sheet at once. This made newspapers available to a mass audience, and from the 1820s changed the nature of book production, forcing a greater standardization in titles and other metadata (computing). Later on in the middle of the 19th century the rotary press (invented in the United States by Richard M. Hoe) allowed millions of copies of a page in a single day. Mass production of printed works flourished after the transition to rolled paper, as continuous feed allowed the presses to run at a much faster pace. It is interesting to note that the Gutenberg press was essentially unchanged from the time of its invention until the industrial revolution--a testament to its effectiveness. Movable type has been credited as the single most important invention of the millennium.

Lithography

A printing technology that dates back to 1798 when Alois Senenfelder developed a method of imaging limestone from which a print was produced. Based on the principle that oil and water do not mix, an aluminum or plastic plate is coated with a photopolymer film that is exposed to light through a photographic mask. The exposed areas are chemically "hardened," and the unexposed areas are dissolved when the plate is put through a chemical process, which is the next stage. When printing a page, the plate is dampened, and the water adheres only to the unexposed, non-image areas, which repel the greasy ink that is applied to the plate immediately thereafter.

Lithography ("writing on stone") is accomplished according to the same principle today, but the stone has been replaced by a metal plate and the technology of preparing the plate has become more sophisticated. Lithography is less expensive than either letterpress or gravure printing and is a reasonable alternative, particularly when an order calls for a short run.

Offset printing

Offset printing is a widely used technique where the inked image is transferred (or "offset") from a plate first to a rubber blanket, then to the printing surface. When used in combination with the lithographic process, which is based on the repulsion of oil and water, the offset technique employs a flat image carrier on which the image to be printed obtains ink from ink rollers, while the non-printing area attracts a film of water, keeping the nonprinting areas ink-free.

The advantages of offset printing include:

- Consistent high image quality — sharper and cleaner than letterpress printing because the rubber blanket conforms to the texture of the printing surface

- Usability on a wide range of printing surfaces in addition to smooth paper (e.g., wood, cloth, metal, leather, rough paper)
- Quick and easy production of printing plates
- Longer plate life than on direct litho presses — because there is no direct contact between the plate and the printing surface.

The first lithographic offset printing press was created in England around 1875 and was designed for printing on metal. The offset cylinder was covered with specially treated cardboard that transferred the printed image from the litho stone to the surface of the metal. About five years later, the cardboard covering of the offset cylinder was changed to rubber, which is still the most commonly used material.

The first person to use an offset press to print on paper was most likely American Ira Washington Rubel in 1903. Roughly at the same time, a German engineer by the name of Christopher Hermann invented a similar machine. He got the idea accidentally by noticing that whenever a sheet of paper was not fed into his lithographic press during operation, the stone printed its image to the rubber-covered impression cylinder, and the next impression had an image on both sides: direct litho on the front and an image from the rubber blanket on the back. Rubel then noticed that the image on the back of the sheet was much sharper and clearer than the direct litho image because the soft rubber was able to press the image onto the paper better than the hard stone. He soon decided to build a press which printed every image from the plate to the blanket and then to the paper. Brothers Charles and Albert Harris independently observed this process at about the same time and developed an offset press for the Harris Automatic Press Company soon after.

Harris designed his offset press around a rotary letterpress machine. It used a metal plate bent around a cylinder at the top of the machine that pressed against ink and water rollers. A blanket cylinder was positioned directly below, and in contact with, the plate cylinder. The impression cylinder below pressed the paper to the blanket in order to transfer the image to the sheet (see diagram). While this basic process is still used today, refinements include two-sided printing and web feeding (using rolls of paper rather than sheets).

During the 1950s, offset printing became the most popular form of commercial printing as improvements were made in plates, inks and paper, maximizing the technique's superior production speed and plate durability. Today, the majority of printing, including newspapers, is done by the offset process.

Photo offset

The most common kind of offset printing is derived from photo offset process. In such cases, the documents to be printed are first recorded on film negatives. Images from such negatives are then transferred to photomechanical printing plates much the same way as photographs are developed. A measured amount of light is allowed to pass through the negatives and exposed the printing plate. A chemical reaction then occurs that allows an ink-receptive coating to be activated, thus transferring of the image from the negative to the plate.

Present day

Offset printing is the most common form of high volume commercial printing, due to advantages in quality and efficiency in high volume jobs. However, modern digital "presses" (inkjet based) are getting closer to the cost/benefit of offset for high quality work. However, they have not yet been able to compete with the sheer volume of product that an offset press can produce

Desktop publishing

It requires a desktop publishing program, such as PageMaker or Quark Express, a large monitor and laser printer. The term "desktop publishing" was very popular when personal computers began to proliferate in the 1980s.

A desktop publishing program (DTP), also called a "page layout program," provides complete page design capabilities, including magazine style columns, rules and borders, page, chapter and caption numbering as well as precise typographic alignment. A key feature is its ability to flow text around graphic objects in a

variety of ways. Although many word processing programs offer most of these features, a desktop publishing program provides ultimate flexibility.

Original text and graphics may be created in a desktop publishing program, but graphics tools especially are often elementary. Typically, text is created in a word processing program, and illustrations are created in a CAD, drawing or paint program. Then, the text and images are imported into the publishing program.

A laser printer may be used for final output, but shaded drawings and photographs print better on commercial high-resolution image setters. For transfer to a commercial printer, documents are generally saved in their native page layout format such as PageMaker and Quark Express or as PDF files. For publishing on the Web, PDF files have become the de facto standard for documents that are downloaded and read independently of the HTML pages on the site.

©Copyright Virtual University of Pakistan

LESSON 19

EFFECTS OF PRINT MEDIA ON SOCIETY

The rapid growth of print media in almost all the major parts of the world was bound to create across-the-board changes in the life of people for it was after centuries that people were exposed to secular ideas and the grip of the church in most parts of the Europe and America in manipulating social life started losing ground. Since the massive change in communication occurred at a time when industrial revolution also brought about change of thought process, the role of media triggered a bigger than expected changes in the social life of the masses.

Language

The first to benefit from the printed words was the language itself. Due to distance and the literature getting into limited hands, common people were far from knowing a standard language of their land. The printing of books and letters in high number standardized the languages and make them an effective tool of communication by setting certain meanings of words, phrases, symbols and signs. It was due to print impression that some of the sign got international recognition.

Economic ideas

The breaking down of church's control over written communication, and involving more people in the print communication by the early newspapers and periodicals, money generation methods and increasing trade became common topics. The growth of economies due to understanding of monetary and fiscal matters by more people further weaken the forces of religion in the west and the society continued to bend towards a material world.

Knowledge of science and technology

The newspapers and manuals proved a great success in highlighting the work of scientists and new ideas on technologies. Spreading the science ideas across the European continent, the print media worked as a catalyst to gear up the industrialization which was based on the new technologies worked out during the 18th centuries. The invention of steam engine in return gave boost to the print media by spreading the printed words to far flung areas and thus encouraging people from the small towns to participate in debates on science ideas and cause a great thrust in the growth of industries.

Politics

By sixteenth century the world knew little about democracy and civil rights. But with the world of civil rights spreading and voices were raised by sociologists. The sharing of political ideas grew in size to the extent that in many countries a revolution against the dictatorial government and monarchs took place. The setting up of parliaments and reports of deliberations from inside the parliament has always an interest for common people. Till today most politics are done through media which is regarded as the forth pillar of democracy

Education

The print media has been largely responsible for running educational campaign for ordinary people. Not only pieces of information or news are conveyed to readers, experts from almost all the major fields of life – medicine, education, environment, economists and religious scholars – write in the print media. This is an enormous thing to be done by the media.

Wars

Media has stood firm at the times of war or invasion by the enemy. It tells people what to do at war time and keep the nation's spirit high.

Sports and entertainment

Not that the media is always busy in serious and rather sober matters of education and politics, it has done a great deal of entertainment by reporting articles and information about music, sports and other recreational activities.

Bring world closer

The media has been responsible to bring the world closer. It tells similarities in human living and the differences so that people intending to travel due to business, health or educational purposes know in advance about the new land. It tells interesting features, discoveries and historical heritage to urge people to visit each other's lands and thus know each other better than before.

Historic perspective

The discovery and establishment of the printing of books with moveable type marks a paradigm shift in the way information was transferred in Europe. The impact of printing is comparable to the development of language, the invention of the alphabet, and the invention of the computer as far as its effects on the society.

Gutenberg's findings not only allowed a much broader audience to read Martin Luther's German translation of Bible, it also helped spread Luther's other writings, greatly accelerating the pace of Protestant Reformation. They also led to the establishment of a community of scientists (previously scientists were mostly isolated) that could easily communicate their discoveries, bringing on the scientific revolution. Also, although early texts were printed in Latin, books were soon produced in common European vernacular, leading to the decline of the Latin language.

In Korea and China, there were no texts similar to the Bible which could guarantee a printer return on the high capital investment of a printing press, and so the primary form of printing was wood block printing which was more suited for short runs of texts for which the return was uncertain.

Because of the printing press, authorship became more meaningful. It was suddenly important who had said or written what, and what the precise formulation and time of composition was. This allowed the exact citing of references and producing the rule. Before the author was less important, since a copy of Aristotle made in Paris might not be identical to one made in Bologna. For many works prior to the printing press, the name of the author was entirely lost. Because the printing process ensured that the same information fell on the same pages, page numbering, tables of contents, and indices became common. The process of reading was also changed, gradually changing from oral readings to silent, private reading. This gradually raised the literacy level as well, revolutionizing education.

It can also be argued that printing changed the way Europeans thought. With the older illuminated manuscripts, the emphasis was on the images and the beauty of the page. Early printed works emphasized principally the text and the line of argument. In the sciences, the introduction of the printing press marked a move from the medieval language of metaphors to the adoption of the scientific method.

In general, knowledge came closer to the hands of the people, since printed books could be sold for a fraction of the cost of illuminated manuscripts. There were also more copies of each book available, so that more people could discuss them. Within 50-60 years, the entire library of "classical" knowledge had been printed on the new presses. The spread of works also led to the creation of copies by other parties than the original author, leading to the formulation of copyright laws. Furthermore, as the books spread into the hands of the people, Latin was gradually replaced by the national languages. This development was one of the keys to the creation of modern nations.

©Copyright Virtual University of Pakistan

LESSON 20

ADVERTISING – HAND IN HAND WITH MEDIA

The area which benefited the most from the extraordinary growth of mass media from the seventeenth century is advertising. Advertising generally means announcing new products and services with commercial interest and which people can use as part of their daily life.

Always present before the mass media, advertisements were, however, few and far between. People would know little about the products and services available to them within a society. Verbal announcements on the beat of drums or distribution of hand-written bills were common mode of telling the people around about something pertaining to them. It was never an industry.

At the time printing process introduced in the middle of the fifteenth century no one would have thought that the new invention would lead to entirely a new industry which would create jobs for millions of people around the world and generate enormous business.

Not only the mass media helped the advertising industry grow, the later reciprocated in equal terms and at present stage has come when outlets of mass media are opened only after ensuring that ample support from the advertising business is available. Fact is that the two areas – mass communication and advertising – are essential for each other's survival.

Here we will examine the rise of advertising business as part of mass communication, its impact on society and the help, it provides to mass media.

Historical background

In the colonial period, advertisements were primarily signboards on inns, coffeehouses, and the likes. Travelers needed information about inns, but locals did not need advertisements in order to find the blacksmith for instance.

The first newspaper to appear continuously, the Boston *News-Letter,* was established in 1704. It contained sporadic advertisements. Real estate advertisements, rewards for runaway apprentices, and notices of slaves for sale were all common, as were announcements of sale of articles, wine, and cloth. These advertisements were limited to text; they contained no photographs or drawings obviously.

Publisher Benjamin Franklin founded the *Pennsylvania Gazette* in 1728. The *Gazette* included more advertisements than did any other colonial newspaper, with up to half the pages devoted to advertising. Franklin is credited with introducing the use of large-point headings, using white space to separate the advertisements from the text, and, after 1750, including illustrations, say some sort of cartoons etc.

Over the next century, there was little subsequent change in advertising. Advertisements provided information about goods for sale, arrivals and departures of ships, and coach-schedules.

Print advertisements were confined primarily within column rules; advertisements spanning more than one column were yet to come.

In the 1860s, newspaper circulation increased, and magazine and periodical advertising began. Advertising volume increased markedly. Multicolumn display advertisements were designed; their first use was to call attention to the transcontinental railroad bonds that were being sold to the public. By the 1870s, multicolumn advertisements had become common in most European and American newspapers.

Advertising in the backdrop of Industrialization

Since advertisements were assuming a very formal shape along with the newspapers and magazines, the diffusion of steam power in the 1850s paved the way for a wave of technological change in the 1870s and 1880s.

©Copyright Virtual University of Pakistan

The mass production characterized much of the west manufacturing by 1890. Increased mechanization generated increased fixed costs, creating an economic incentive to build large factories that could enjoy economies of scale in production but which were dependent on mass demand.

The transcontinental railroad allowed relatively low-cost shipment of goods, making regional or national markets economically feasible. Telegraph wires allowed low-cost and fast nationwide transmission of information. Manufacturers created brand names and sought to familiarize buyers nationally with their product. Where a housewife had once ordered a pound of generic baking powder, now she was encouraged to insist on known quality by requesting only *Royal Baking Powder*.

Interestingly, manufacturers believed that buyers were primarily interested in the quality of the product; competition by price was uncommon. National firms included drawings of sprawling factories and factory owners in their advertisements; the larger the factory and thus the more successful the firm, the higher quality the merchandise could be presumed to be. Singer Sewing Machines, Steinway Pianos, and McCormick Harvesters and Reapers all produced advertisements of this sort.

The need to maintain demand became especially apparent during the 1893–1897 economic depression. Many businesses failed; many more came close. Businesses needed methods to insulate themselves from cyclical downturns in sales and production. Advertising was one tactic they employed.

Urbanization and commercials

In the U.S. only 20 percent of the population lived in urban areas in 1860, increasing to nearly 40 percent by 1900. The need for easy provision of consumer goods increased as more people therefore lived divorced from the land. It is observed that in most cases it is the population in big cities and towns which is targeted by the advertisers. The trend was stemmed in the beginning.

By 1900, advertising in newspapers was supplemented by advertising on streetcars, on billboards, and in magazines. Full-page advertisements, especially in women's magazines, sought to influence women's choices.

Ladies' Home Journal, established in 1883 by Cyrus H. K. Curtis, led the way. The Crowell Publishing Company founded *Women's Home Companion.* William Randolph Hearst began *Cosmopolitan, Good Housekeeping,* and *Harper's BAZAAR.* Between 1890 and 1905 the monthly circulation of periodicals increased from 18 million to 64 million.

Advertising Agencies

Advertising agents were middlemen in 1850. They bought advertising space from newspapers and resold it at a profit to a company seeking to place an advertisement.

Beginning in about 1880, N. W. Ayer and Son of Philadelphia offered its customers an "open contract" under which Ayer would be the company's sole advertising agent and, in exchange, would price advertising space at cost plus a fixed-rate commission. The idea caught on. Manufacturers were soon blocked from buying advertising space without an agent.

In 1893, the American Newspaper Publishers Association agreed to not allow discounts on space sold to direct advertisers. Curtis Publishing Company, publishers of *Ladies' Home Journal,* inaugurated the same practice in 1901, and other magazine publishers soon followed suit. The cost-plus-commission basis for the agency was accepted industry wide in 1919, with the commission standardized at 15 percent.

Until the 1890s, conceptualization and preparation of advertising copy were the responsibility of the firm placing the advertisement. But as companies followed N. W. Ayer & Son's cost-plus-commission pricing policy, agents could no longer compete with each other on price; they needed some other means of distinguishing their services from those of competing agents.

©Copyright Virtual University of Pakistan

Advertising agents—soon to be known as advertising agencies—took on their modern form: writing copy; creating trademarks, logos, and slogans; and overseeing preparation of artwork. Ayer hired a full-time copywriter in 1892; Procter and Collier of Cincinnati did so by 1896; Lord Thomas of Chicago did so by 1898. By 1910, advertising agencies were universally characterized by the presence of full-time copywriters and artists.

One step in convincing others that advertising was a profession to be taken seriously was the 1917 formation of the American Association of Advertising Agencies.

The Association crafted broadly defined industry standards. Thereafter, the industry was quickly afforded the respect it desired. In 1926, President Calvin Coolidge addressed the Association's annual convention. For its ability to create mass demand, he credited advertising with the success of the American industrial system.

Modern Advertising

Modern advertising—advertising with the goal of creating desire for a product where none previously existed—began in the early twentieth century. With the blessing of leaders in the advertising industry, academic psychologists had begun applying principles of psychology to advertising content in the late 1890s.

In 1901, psychologist Walter Dill Scott, speaking on the psychology of advertising, addressed a gathering of businessmen. His book *The Theory of Advertising* appeared in 1903. Advertisers were initially skeptical of Scott's thesis that psychological principles, especially the concept of suggestion, could be effectively applied to advertising.

Public service advertising

The same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as AIDS, political ideology, energy conservation, religious recruitment, and deforestation advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences.

Public service advertising, non-commercial advertising, public interest advertising, cause marketing, and social marketing are different terms for (or aspects of) the use of sophisticated advertising and marketing communications techniques (generally associated with commercial enterprise) on behalf of non-commercial, public interest issues and initiatives.

In the United States, the granting of television and radio licenses is contingent upon the station broadcasting a certain amount of public service advertising. To meet these requirements, many broadcast stations in America air the bulk of their required Public Service Announcements during the late night or early morning when the smallest percentage of viewers are watching, leaving more day and prime time commercial slots available for high-paying advertisers.

Public service advertising reached its height during World Wars I and II under the direction of several governments.

Advertisement impact

An ongoing conflict thus arose in the early twentieth century between two types of advertising: "reason-why" and "atmosphere" advertising. Dominant in the late nineteenth century, reason-why advertising consisted of long, detailed discourses on the features of a product. Atmosphere advertising reflected psychology's influence; it emphasized visual imagery that evoked emotions. The conflict between the two types of advertising was especially intense in the decade before World War I (1914–1918).

In 1909, the advertisers of Colgate toothpaste took the conflict directly to consumers, giving them the opportunity to decide "Which Is the Better Ad?"—the one that offered a detailed explanation of the health

advantages of Colgate toothpaste, or the one that used illustrations to associate the use of Colgate with a happy family life.

Most practitioners and advertisers were won over by about 1910

Psychologists were judged correct; advertising could change needs and desires. After 1910, most advertising copy emphasized buyers' needs and desires rather than the product's objectively described characteristics.

WWI

Advertising's success during World War I fully settled the issue. Most advertisements sounded a patriotic pitch as they sought to sell Liberty and Victory Bonds, raise money for the Red Cross, and more. Some advertising historians even credited the industry with shortening the war.

Textbooks

A number of advertising textbooks appeared in the 1920s, authored by professors of psychology whose academic affiliations were often with schools of business. Surveys sought to ascertain the fundamental wants or desires of human beings. A typical list would include appetite, love, sexual attraction, vanity, and approval by others. Atmosphere advertisements emphasized how a product could satisfy these desires.

Advertisers increasingly looked upon themselves as quite set apart from the consumers who saw their ads. Copywriters were male. Consumers were female. Roland Marchand, author of Advertising the American Dream (1985), found that advertisers in the 1920s and 1930s were predominantly male, white, Christian, upper-class, well-educated people who frequently employed servants and even chauffeurs, and whose cultural tastes ran to modern art, opera, and symphonies. They saw their audience as female, fickle, debased, emotional, possessing a natural inferiority complex, having inarticulate longings, low intelligence, and bad taste, and being culturally backward. The copy and visual imagery created by these advertising men often emphasized the woman's desire to be loved or her desire to be a good mother.

Criticism on advertisements

Advertising is often charged with creating a culture of consumerism in which people define themselves by the goods they buy. Certainly the first big boom in advertising volume and the rise of consumerism are coincidental: Consumerism first characterized the United States in the early twentieth century; advertising volume increased at an annual rate of nearly 9 percent between 1900 and 1920. Moreover, it was in this period that advertising first began emphasizing the ability of goods to meet emotional needs and, more to the point, first began its efforts to create needs where none had previously been felt.

Advertising business

U.S. Census Bureau, ***Statistical Abstract of the United States: 2001***

YEAR	AMOUNT-GROWTH (billions of dollars)	PERCENTAGE
1900	0.5	—
1920	2.9	8.8
1929	3.4	1.7
1946	003.3	0.1
1960	011.9	9.5
1970	019.6	5.1
1990	129.6	9.9
2000	236.3	6.2

NOTE: *The most recent media development, the Internet, was advertisement-free until the first banner advertisements were sold in 1994. Ownership of computers and use of the Internet are both increasing rapidly; by 1999, 34 percent of adults nationwide claimed access to the Internet or an online service. Internet advertising increases apace.*

Legislation on advertisements

Consumer's objections to advertising and its tactics have resulted in legislation, lawsuits, and voluntary restraint. The 1914 Federal Trade Commission Act empowered the Federal Trade Commission (FTC) with the authority to regulate "unfair methods of competition." The 1938 Wheeler-Lea Amendment extended the FTC's powers to "unfair or deceptive acts or practices." The detrimental effects of billboards on the countryside inspired the federal Highway Beautification Act in 1965, which regulated placement of billboards near interstate highways. The "Joe Camel" campaign for Camel cigarettes introduced by R. J. Reynolds in the 1970s resulted in a 1990s federal lawsuit because of the campaign's alleged attempt to hook kids on smoking. A voluntary ban on television advertising by the Distilled Spirits Council of the United States was just one part of its Code of Good Practice regarding marketing and advertising, first adopted in 1934. Political advertising, with the goal of swaying voters rather than consumers, enjoys First Amendment protection but does face some constraints under state laws and under the Federal Communications Commission's Equal Access Law as well as the Federal Election Campaign Act.

Legislation was also done in almost all the European states, in Asia and Australia of similar nature to regulate the business of advertising.

©Copyright Virtual University of Pakistan

LESSON 21

RENAISSANCE AND SCIENTIFIC REVOLUTION: ROLE OF PRINT MEDIA

In the 13th century a rediscovery of Greek and Roman literature occurred across Europe that eventually led to the development of the humanist movement in the next century. In addition to emphasizing Greek and Latin scholarship, humanists believed that each individual had significance within society. The growth of an interest in humanism led to the changes in the arts and sciences that form common conceptions of the Renaissance.

Revival of ideas spread through print

The 14th century to the 16th century – during which time printing process was invented and which led to pace up the print media communication - was a period of economic flux in Europe; the most extensive changes took place in Italy. After the death of King Frederick II in 1250, emperors lost power in Italy and throughout Europe; none of Frederick's successors equaled him. Power fell instead into the hands of various popes.

During the Renaissance small Italian republics developed into dictatorships as the centers of power moved from the landed estates to the cities. Europe itself slowly developed into groups of self-sufficient compartments. At the height of the Renaissance there were five major city-states in Italy: the combined state of Naples and Sicily, the Papal State, Florence, Milan, and Venice.

Science

Beginning in the latter half of the 15th century, a humanist faith in classical scholarship led to the search for ancient (hand-written) texts that would increase current scientific knowledge.

Among the works rediscovered were Galen's physiological and anatomical studies and Ptolemy's Geography. Botany, zoology, magic and astrology were developed during the Renaissance as a result of the study of ancient texts. Since printing techniques were available, it made the task of sending the old research still safe in hand written texts, to scholars living distant countries. Scientific thinkers such as Leonardo da Vinci, Nicolaus Copernicus, Galileo and Johannes Kepler attempted to refine earlier thought on astronomy. Among Leonardo's discoveries were the revelation that thrown or shot projectiles move in one curved trajectory rather than two; metallurgical techniques that allowed him to make great sculptures; and anatomical observations that increased the accuracy of his drawings. The work done on old ideas kept appearing in books printed in different countries.

In 1543 Copernicus wrote De revolutionibus, a work that placed the sun at the center of the universe and the planets in order around it; his work was an attempt to revise the earlier writings of Ptolemy. Galileo's most famous invention was an accurate telescope through which he observed the heavens; he recorded his findings in Siderius nuncius [starry messenger]. Galileo's Dialogo...sopra i due massimi sistemi del mondo [dialogue concerning the two chief world systems] (1632), for which he was denounced by the pope, resulted in his living under house arrest for the rest of his life.

Tycho Brahe gave an accurate estimate of planetary positions and refuted the Aristotelian theory that placed the planets within crystal spheres. Kepler was the first astronomer to suggest that planetary orbits were elliptical.

Literature

Printing technique was now helping the scholars in the west greatly who produced books one after the other to create a mark on the thinking of people about the physical things and the motion of moons and stars. These were the initial phase when the world was about to embark on mass communication through the printed words.

Humanism in Renaissance rhetoric was a reaction to Aristotelian scholasticism, as espoused by Francis Bacon, Averroës, and Albertus Magnus, among others. While the scholastics claimed a logical connection between word and thought, the humanists differentiated between physical utterance and intangible meditation; they gave common usage priority over sets of logical rules.

©Copyright Virtual University of Pakistan

The humanists also sought to emulate classical values. Joseph Webbe wrote textbooks that taught Latin through reconstruction of the sentences of classical authors from individual phrases and clauses. Roger Ascham taught that one could learn to speak effectively by studying the speeches of ancient orators. Thomas Elyot wrote The Book Named the Governor, which suggested rules for effective statesmanship. Thomas More's most significant contribution to humanism was Utopia, a design for an ideal society based primarily on works by classical authors.

The effect of humanism on English literature was wide and far-reaching. It is evidenced, for example, in the works of Ben Jonson and William Shakespeare. The poems and plays of Jonson often center on the difference between virtue and vice; Jonson considers sincerity, honesty, self-discipline, and concern to be chief virtues, while dissimulation, lying, or masking of identity is vicious behavior. His Volpone and The Alchemist exemplify humanist values. In a play such as Shakespeare's Tempest, a main character (Prospero) embodies a full range of human abilities: father, creator, ruler, magician, master, and scholar. In addition, Shakespeare took subject matter for many plays from classical sources (e.g., Coriolanus, Troilus and Cressida, and Julius Caesar).

In France Michel de Montaigne and François Rabelais were the most important proponents of humanist thought. Montaigne's essays are memorable for their clear statement of an individual's beliefs and their careful examination of society. In "On the Education of Children," he suggests a remaking of secondary education according to classical models. The Renaissance Italian Leone Battista Alberti is famed for a series of dialogues in which he teaches classical virtues in a vernacular tongue. Niccolò Machiavelli wrote Principe, in which he memorably described the various shapes a ruler must assume in order to become an effective leader, and Discorsi [the discourses], in which he studies Livy in a search for classical values. The Book of the Courtier by Baldassare Castiglione is essentially about Castiglione himself; in it the author delineates the characteristics of a perfect gentleman.

All what was done in the literature books was printed and books traveled from one point of the continent to another and read widely because high number of printed version made it possible for more people to participate in discussions on new ideas in natural and social sciences.

Scientific changes

The event which most historians of science call the scientific revolution can be dated roughly as having begun in 1543, the year in which Nicolaus Copernicus published his De revolutionibus orbium coelestium (On the Revolutions of the Heavenly Spheres) and Andreas Vesalius published his De humani corporis fabrica (On the Fabric of the Human body). As with many historical demarcations, historians of science disagree about its boundaries, some seeing elements contributing to the revolution as early as the 14th century and finding its last stages in chemistry and biology in the 18th and 19th centuries. There is general agreement, however, that the intervening period saw a fundamental transformation in scientific ideas in physics, astronomy and biology, in institutions supporting scientific investigation, and in the more widely held *picture of the universe.*

Emergence of the revolution

Since the time of Voltaire, some observers have considered that a revolutionary change in thought, called in recent times a scientific revolution, took place around the year 1600; that is, that there were dramatic and historically rapid changes in the ways in which scholars thought about the physical world and studied it. Science, as it is treated in this account, is essentially understood and practiced in the modern world; with various "other narratives" or alternate ways of knowing omitted.

Alexandre Koyré coined the term and definition of 'The Scientific Revolution' in 1939, which later influenced the work of traditional historians A. Rupert Hall and J.D. Bernal and subsequent historiography on the subject (Steven Shapin, The Scientific Revolution, 1996). To some extent, this arises from different conceptions of what the revolution was; some of the rancor and cross-purposes in such debates may arise from lack of recognition of these fundamental differences. But it also and more crucially arises from

disagreements over the historical facts about different theories and their logical analysis, e.g. Did Aristotle's dynamics deny the principle of inertia or not? Did science become mechanistic?

New Ideas and People who emerged:

- Nicolaus Copernicus (1473-1543) published *Concerning the Revolutions of the Celestial Spheres* in 1543 argued for the heliocentric theory of the solar system.
- Andreas Vesalius (1514-1564) published *De Humani Corporis Fabrica (On the Fabric of the Human Body)* (1543), which discredited Galen's views. He found that the circulation of blood resolved from pumping of the heart. He also assembled the first human skeleton from cutting open cadavers.
- William Gilbert (1544-1603) published *On the Magnet and Magnetic Bodies* and *That Great Magnet the Earth* in 1600.
- Tycho Brahe (1546-1601) made extensive and more accurate naked eye observations of the planets in the late 1500's which became the basic data for Kepler's studies.
- Sir Francis Bacon (1561-1626), whose greatest scientific experiment amounted to stuffing snow into a dead chicken, nevertheless penned inductive reasoning, proceeding from observation and experimentation.
- Galileo (1564-1642) improved the telescope and made several astonishing (for the time) astronomical observations such as the phases of Venus and the moons of Jupiter, which he published in 1610. He developed the laws for falling bodies based on pioneering quantitative experiments which he analyzed mathematically.
- Johannes Kepler (1571-1630) published the first two of his three laws of planetary motion in 1609.
- William Harvey (1578-1657) demonstrated that blood circulates via dissections and various other experimental techniques.
- René Descartes (1596-1650) pioneered deductive reasoning, publishing in 1637 *Discourse on Method.*
- Antony van Leeuwenhoek (1632-1723) constructed powerful single lens microscopes and made extensive observations that he published in about 1660 began to open up the micro-world of biology.
- Isaac Newton (1642-1727) built upon the work of Kepler and Galileo. His development of the calculus opened up new applications of the methods of mathematics to science. He showed that an inverse square law for gravity explained the elliptical orbits of the planets, and advanced the theory of Universal Gravitation. Newton believed that scientific theory should be coupled with rigid experimentation.

Theoretical developments

In 1543 Copernicus' work on the heliocentric model of the solar system was published, in which he tried to prove that the sun was the center of the universe. Ironically, this was at the behest of the Catholic Church as part of the Catholic Reformation efforts for a means of creating a more accurate calendar for its activities. For almost two millennia, the geocentric model had been accepted by all but a few astronomers. The idea that the earth moved around the sun, as advocated by Copernicus, was to most of his contemporaries preposterous. It contradicted not only the virtually unquestioned Aristotelian philosophy, but also common sense. For suppose the earth turns about its own axis. Then, surely, if we were to drop a stone from a high tower, the earth would rotate beneath it while it fell, thus causing the stone to land some space away from the tower's bottom. This effect is not observed.

It is no wonder, then, that although some astronomers used the Copernican system to calculate the movement of the planets, only a handful actually accepted it as true theory. It took the efforts of two men, Johannes Kepler and Galileo, to give it credibility. Kepler was a brilliant astronomer who, using the very accurate observations of Tycho Brahe, realized that the planets move around the sun not in circular orbits, but in elliptical ones. Together with his other laws of planetary motion, this allowed him to create a model of the solar system that was a huge improvement over Copernicus' original system. Galileo's main contributions to the acceptance of the heliocentric system were his mechanics and the observations he made with his telescope, as well as his detailed presentation of the case for the system (which led to his condemnation by the Inquisition). Using an early theory of inertia, Galileo could explain why rocks dropped from a tower fall straight down even if the earth rotates. His observations of the moons of Jupiter, the

©Copyright Virtual University of Pakistan

phases of Venus, the spots on the sun, and mountains on the moon all helped to discredit the Aristotelian philosophy and the Ptolemaic theory of the solar system. Through their combined discoveries, the heliocentric system gained more and more support, and at the end of the 17th century it was generally accepted by astronomers.

Both Kepler's laws of planetary motion and Galileo's mechanics culminated in the work of Isaac Newton. His laws of motion were to be the solid foundation of mechanics; his law of universal gravitation combined terrestrial and celestial mechanics into one great system that seemed to be able to describe the whole world in mathematical formulae.

Not only astronomy and mechanics were greatly changed. Optics, for instance, was revolutionized by people like Robert Hooke, Christiaan Huygens, René Descartes and, once again, Isaac Newton, who developed mathematical theories of light as either waves (Huygens) or particles (Newton). Similar developments could be seen in chemistry, biology and other sciences, although their full development into modern science was delayed for a century or more.

©Copyright Virtual University of Pakistan

LESSON 22

RECAP

Communication – sending of a message from one person to another, in simplest terms - has been one of the oldest characteristics of human life. Even when formal languages were not available, people were able to make each other understand their feelings and gestures to accomplish routine tasks.

Why we need communication?

- Survival
- Co-operation
- Relationship
- Persuasion & Influence
- Power
- Social needs
- Information

Categorization of Communication

- Intra personal Communication
- Inter personal Communication
- Organizational Communication
- Group Communication
- Mass Communication

Elements of communication

- Sender
- Message
- Channel
- Receiver
- Interpreter
- Feedback
- Context

Books

From writing letters to very many people on one subject, the next move was to write books on matters of social life, philosophies, religion, health and scientific advancements. The hand-written books continued to rule the world for centuries by taking views of writers to hundreds and thousands of people across countries. For instance, the central church in ROME had employed hundreds of clerics for the purpose of writing copies of bible for taking the message of Christianity to its followers. Almost the same had been the practice by other religions to convey their teachings to the masses by hand-written copies of the holy inscriptions. Many a museums in the world are proud to have some hand-written copies of religious or scientific works done centuries ago.

Printing

Major breakthrough in mass communication occurred when printing process was invented. The revolutionary invention makes an interesting study:

The printing press is a mechanical device for printing many copies of a text paper. First invented in China in 1041, the printing press as we know it today was invented in the West by a German goldsmith, Johann Gutenberg in the 1440s. Dutch Laurens Janszoon Coster has also been credited with this invention.

- Block Printing
- Printing Press → Johannes Gottenberg, 15th century

Communication Model

Communication experts have long been striving to arrange elements of communication into some graphic arrangement so that all the complexities of communication may come in view in a glance. But before we try to examine them lets try to understand what a model is.

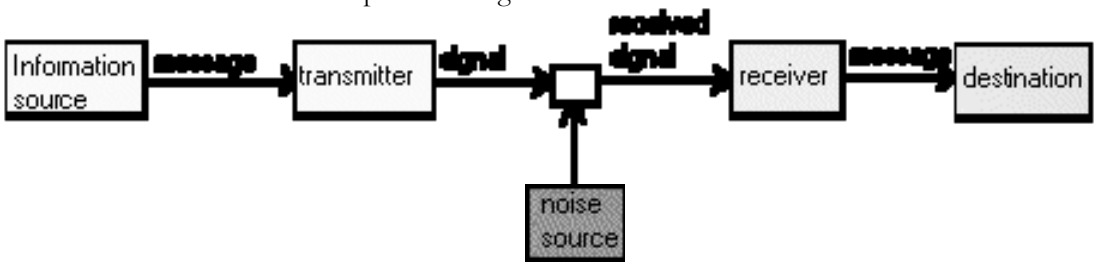
What is a Model?

- A model is a systematic representation of an object or event in idealized and abstract form. Models are somewhat arbitrary by their nature.
- Communication models are merely pictures; they're even distorting pictures, because they stop or freeze an essentially dynamic interactive or transitive process into a static picture.
- Models are metaphors. They allow us to see one thing in terms of another.

Shannon-Weaver's Model of Communication

The Shannon-Weaver's model is typical of what are often referred to as transmission models of communication. Claude Shannon and Warren Weaver were two different entities that jointly produced a model known after their names.

Claude Shannon and Warren Weaver produced a general model of communication:

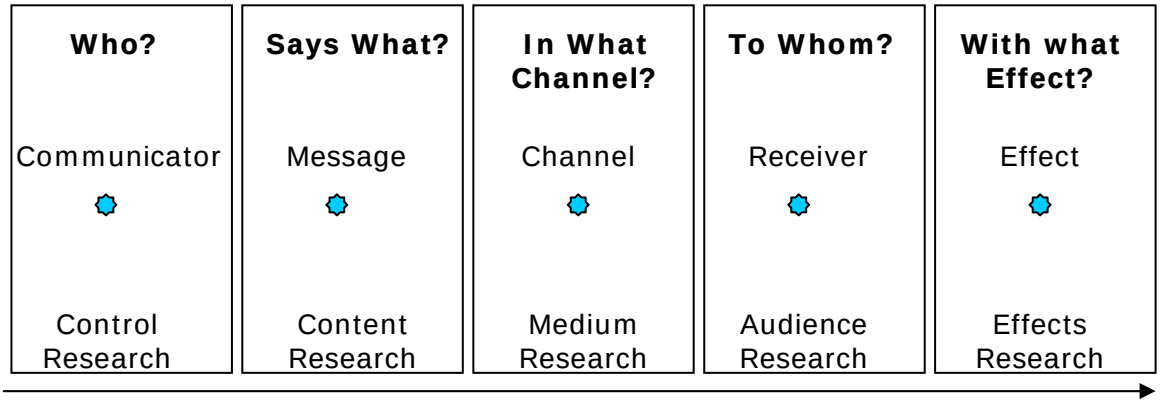


This model is now known after them as the Shannon-Weaver's Model. Although they were principally concerned with communication *technology*, their model has become one which is frequently introduced to students of human communication early in their study.

The Shannon-Weaver's Model (1947) proposes that all communication processes must include following six elements:

- Source
- Encoder
- Message
- Channel
- Decoder
- Receiver

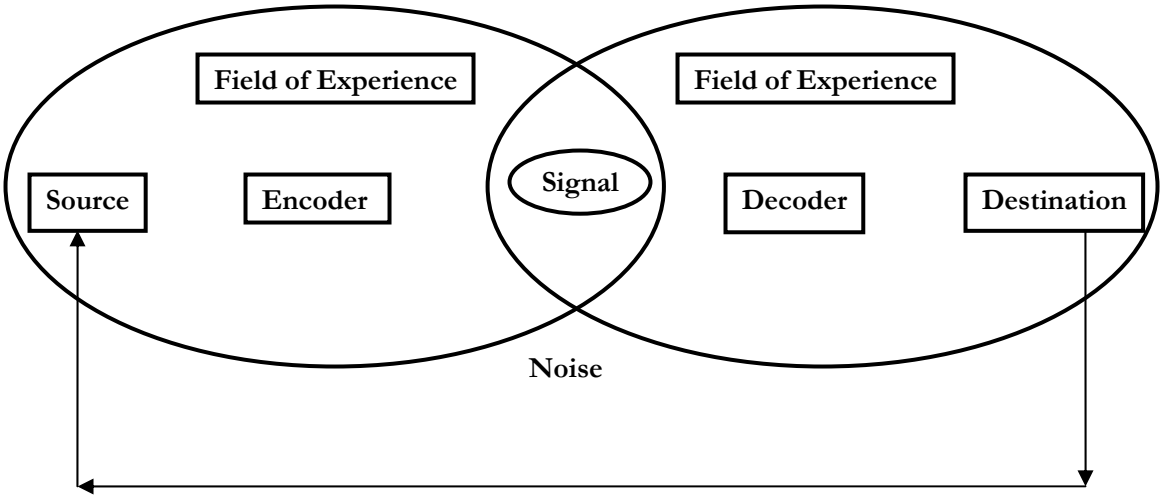
Lasswell Formula (1948)

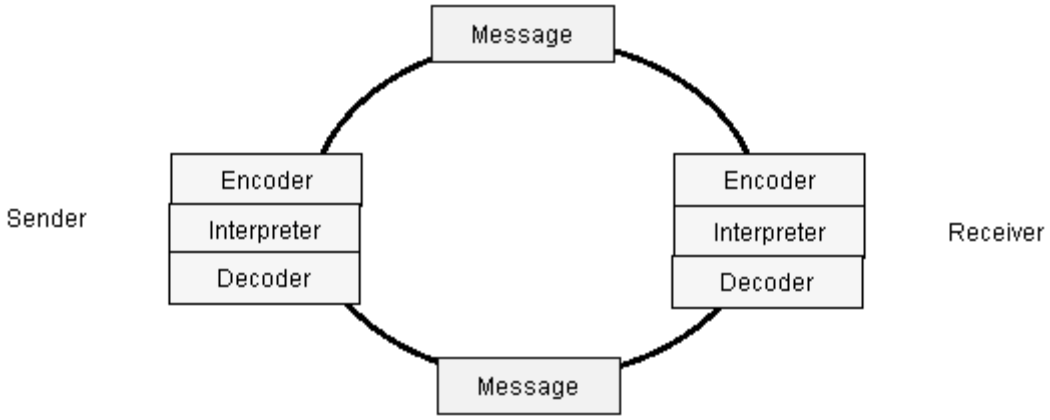


- Who?---------- Sender/ Communicator
- Says what?---------- Message

- In what channel? ---------- Channel
- To whom? ---------- Receiver
- With what effect? ---------- Effect

Schramm-Osgood's Interactive Model, 1954





a. Background

Wilbur Schramm (1954) was one of the first to alter the mathematical model of Shannon and Weaver. He conceived of decoding and encoding as activities maintained simultaneously by sender and receiver; he also made provisions for a two-way interchange of messages. Notice also the inclusion of an "interpreter" as an abstract representation of the problem of meaning.

The strong points

1. This model provided the additional notion of a "**field of experience**," or the psychological frame of reference; this refers to the type of orientation or attitudes that interacting people maintain toward each other.

2. **Included Feedback**

Communication is reciprocal, two-way, even though the feedback may be delayed.

- Some of these methods of communication are very *direct,* as when you talk in direct response to someone.
- Others are only *moderately direct*; you might squirm when a speaker drones on and on, wrinkle your nose and scratch your head when a message is too abstract, or shift your body position when you think it's your turn to talk.
- Still other kinds of feedback are completely *indirect*.

©Copyright Virtual University of Pakistan

Berlo's S-M-C-R Model (1960)

David Berlo's SMCR Model (1960) proposes that there are five elements within both the source/encoder and the receiver/decoder which will affect fidelity.

Two are encoding skills:
- speaking
- writing

Two are decoding skills:
- listening
- reading

The fifth is crucial to both encoding and decoding:
- thought or reasoning

Noise

- Physical Barrier
- Psychological Barrier
- Semantic Barrier

Forms of communication

In another way we can examine the communication process by dividing it into different forms of exchanging messages.

- Verbal
- Non verbal

Message – Root of Communication

Message in communication holds the key in determining what a piece of communication is all about. A slight change at the end from where a message is originating may lead to a yawning difference in understanding it at the end of receiver.

Division

Messages are generally divided into two categories:

- Verbal
- Non verbal

Verbal Message

A message composed in words – spoken or written – fall in this category. All we read in newspapers, magazines and books as well as listen to fellow beings face to face or radio, TV, telephone etc are clear examples of verbal messages.

- Linguistic Barrier
- Standard Meaning's Problem

©Copyright Virtual University of Pakistan

- Written Message Confusion
- Static Evaluation

Non Verbal Message

Many messages we come across in our daily life are non verbal – not in words by in gestures, symbols, signs etc. Here we will see how this part of communication takes place.

- Gestures
- Signs and Symbols
- Body Gestures (Language)
- Voice Accentuation

Composition of a Message

- Use of Standard language
- Brevity of a message
- Ethics

Effects of communication

- Discoveries
  - Physical discoveries.
  - New ideas.
- Social growth
- Relationship
- Stimulation
- Helping out others
- Relaxation

Communication and Culture

Before we start to examine as what factors are responsible to generate this debate, it seems only logical that we understand what culture is.

Though no definition of culture exists on which all will agree, the one which is close to everyone's belief is the way people live, or say the living style of people of a particular area is denoted as their culture. This includes their living habits, eating and cooking style, dressing up, language they speak in, social values and traditions they observe along with the religion they follow. Well, for a student of communication – who believes that a slight change on part of the sender or receiver may effect a huge change in the meaning of a message – the definition of culture and its little explanation offers only an embarrassing situation for there is plenty in the name of change that can vary (or destroy) the meaning and hence the process of communication may face hurdles.

Enculturation

The process of passing on culture from one generation to the next is referred to as enculturation.

Acculturation

The process of adopting or learning the rules and norms of a culture different from one's own native culture is acculturation.

Culture/ Cultural Shock

The anxiety and feelings felt when people have to operate within an entirely different culture or social environment.

Behaviours of language in communication:

- Polarization.
- Labeling.

- Static meanings.
- Indiscrimination.
- Gossip.
- Multiple meanings.

Stereotyping – a typical hurdle in mass communication

Stereotypes are ideas held by some individuals about members of particular groups, based solely on their attitude. They are often used in a negative or prejudicial sense and are frequently used to justify certain discriminatory behaviors.

Stereotypes are a generalization of characteristics; they reduce complexity, provide stability and also can offer opportunities to identify themselves with others.

In common practice we assume a certain attitude by a group of people and start using our assumption as a reality and thereafter all our analysis are based on our assumption. Problem is compounded when listeners (receivers) also start taking the assumption for granted and so a wrong done once continues to cast shadows in our communication which at times results in complete disaster.

Stereotype Groups

- Age
- Race
- Ethnicity
- Religious beliefs
- Gender
- Social class

Propaganda

Propaganda means to hammer that side of an issue which only suits one party.

Newspapers/ magazines

It took almost two hundred years that the concept of regular publication appeared in the form of newspapers. There are conflicting ideas as who brought out the first newspaper in the world and how long it had sustained but according to the World Association of Newspapers, the first titled English language private newspaper, The Corrant, was first published in London in 1621.

The first English daily newspaper, the Daily Courant, was founded by Samuel Buckley on 11 March 1702. In 1631 The Gazette, the first French newspaper was founded. In 1690, Public Occurrences in Boston became the first newspaper published in America. In 1803, just 15 years after the first British penal colony was established, Australia's military government published the Sydney Gazette and the New South Wales Advertiser, Australia's first newspapers.

Newspapers in South Asia

Colonial Journalism

William Bolts, an ex-employee of the British East India Company attempted to start the first newspaper in India in 1776. Bolts had to beat a retreat under the disapproving gaze of the Court of Directors of the Company.

Bengal

The Hickey's Bengal Gazette or the Calcutta General Advertiser was started by James Augustus Hickey in 1780 and is regarded as the first regular publication from the Indian soil.

Calcutta

- B.Messink and Peter Reed were pliant publishers of the *India Gazette*.

- Bengal Journal.
- Oriental Magazine of Calcutta Amusement.

Madras

The *Madras Courier* was started in 1785 in the southern stronghold of Madras. Richard Johnson, its founder, was a government printer.

Madras got its second newspaper when, in 1791, Hugh Boyd, who was the editor of the *Courier* quit and founded the *Hurkaru*.

Urdu Press

In 1822 the Persian weekly *Jam-e-Jahan Numa* was first time published in Urdu.

On January 14, 1850 Munshi Harsukh Rai started weekly *Kohinoor*. With a circulation of only 350 it was the largest circulated newspaper of that time.

Urdu Guide was the first daily newspaper, which was started by Maulvi Kabeeruddin from Kolkata in 1858. In the very same year as a second daily *Roznamcha-e-Punjab* started from Lahore.

Zameendar, which was the best newspaper of that time, was started in 1903 from Lahore.

Magazine

A magazine is a periodical publication containing a variety of articles, generally financed by advertising, purchased by readers, or both.

Telegraph

- Samuel F. B. Morse
- May 14, 1844
- Morse Code
- Message sent from Baltimore to Washington D.C.
- Message was: "What hath God wrought?"

Telephone

- Alexander Graham Bell
- March 7, 1876

Bell's interest in telephony was primarily derived from his background in vocal physiology and his speech instruction to the deaf. His breakthrough experiment occurred on June 2, 1875. He and his assistant, Thomas Watson, were working on a harmonic telegraph. When a reed stuck on Watson's transmitter an intermittent current was converted to a continuous current. Bell was able to hear the sound on his receiver confirming his belief that sound could be transmitted and reconverted through an electric wire by using a continuous electric current.

The original telephone design that Bell patented was much different than the phone we know today. In a real sense, it was just a modified version of a telegraph. The primary difference was that it could transmit true sound. Bell continued to improve upon his design. After two years, he created a magnetic telephone which was the precursor to modern phones. This design consisted of a transmitter, receiver, and a magnet. The transmitter and receiver each contained a diaphragm, which is a metal disk. During a phone call, the vibrations of the caller's voice caused the diaphragm in the transmitter to move. This motion was transferred along the phone line to the receiver. The receiving diaphragm began vibrating thereby producing sound and completing the call.

Telex

By 1935, message routing was the last great barrier to full automation. Large telegraphy providers began to develop systems that used telephone-like rotary dialing to connect teletypes. These machines were called "telex". Telex machines first performed rotary-telephone-style pulse dialing, and then sent baud dots code. This "type A" telex routing functionally automated message routing.

©Copyright Virtual University of Pakistan

The first wide-coverage telex network was implemented in Germany during the 1930s. The network was used to communicate within the government. At the then-blinding rate of 45.5 bits per second, up to 25 telex channels could share a single long-distance telephone channel, making telex the least expensive method of reliable long-distance communication.

Press laws

Press Laws are the laws concerning the licensing of books and the liberty of expression in all products of the printing-press, especially newspapers. The liberty of the press has always been regarded by political writers as of supreme importance.

Before the invention of printing, the Church assumed the right to control the expression of all opinion distasteful to her. The Church and universities soon found the output of books beyond their control. In 1496 Pope Alexander VI began to be restrictive, and in 1501 he issued a bill against unlicensed printing, which introduced the principle of censorship. Between 1524 and 1548 the Imperial Diet in Germany drew up various stringent regulations; and in France, prohibited by edict, under penalty of death, the printing of books.

Censorship

Censorship was either restrictive or corrective, i.e., it interfered to restrict or prevent publication, or it enforced penalties after publication. Repression of free discussion was regarded as so necessary a part of government that Sir Thomas More in his Utopia makes it punishable with death for a private individual to criticize the conduct of the ruling power.

Under Elizabeth the Star Chamber assumed the right to confine printing to London, Oxford and Cambridge, to limit the number of printers and presses, to prohibit all publications issued without proper license, and to enter houses to search for unlicensed presses and publications.

Press Council of Pakistan

The law states that the Code, which deal with issues as morality, plagiarism, fairness, accuracy, privacy, sensationalism, confidentiality and privilege, will allow journalists to operate "in accordance with the canons of decency, principles of professional conduct and precepts of freedom and responsibility, to serve the public interest by ensuring an unobstructed flow of news and views to the people envisaging that honesty, accuracy, objectivity and fairness shall be the guidelines for the press while serving the public interest."

The Council will be an independent corporate entity, with its own staff, secretariat and budget and will be financed through an annual governmental grant-in-aid as well as other grants and donations and such fees as it may levy from registered newspapers and news agencies. This council is considered to be a euphemistic connotation of censorship.

Freedom of Information Ordinance 2002

The freedom of information ordinance introduced in 2002 contains some positive features acknowledging citizens right to know. However, the 21st day time frame for the release of information and inclusion of courts and tribunals, among those require disclosing information mar its true spirit. Large amounts of information are also not subject to disclosure under the ordinance, largely undermining the public's right to know. Instead of applying to all records held by public bodies, the ordinance provides a, restrictive list of public records subject to disclosure.

Article 19 of the Universal Declaration of Human Rights, states:

"Everyone has the right to freedom of opinion and expression; the right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media regardless of frontiers."

Industrialization of Mass Media/ Print Media

- Digital Technology
- Lithography – written on stones

- Offset Printing
- Photo Offset Printing
- Desktop Publishing

Renaissance and Scientific Revolution: Role of Print Media

In the 13th century a rediscovery of Greek and Roman literature occurred across Europe that eventually led to the development of the humanist movement in the next century. In addition to emphasizing Greek and Latin scholarship, humanists believed that each individual had significance within society. The growth of an interest in humanism led to the changes in the arts and sciences that form common conceptions of the Renaissance.

Revival of ideas spread through print

The 14th century to the 16th century – during which time printing process was invented and which led to pace up the print media communication - was a period of economic flux in Europe; the most extensive changes took place in Italy. After the death of King Frederick II in 1250, emperors lost power in Italy and throughout Europe; none of Frederick's successors equaled him. Power fell instead into the hands of various popes.

During the Renaissance small Italian republics developed into dictatorships as the centers of power moved from the landed estates to the cities. Europe itself slowly developed into groups of self-sufficient compartments. At the height of the Renaissance there were five major city-states in Italy: the combined state of Naples and Sicily, the Papal State, Florence, Milan, and Venice.

New Ideas and People who emerged:

- Nicolaus Copernicus (1473-1543) published *Concerning the Revolutions of the Celestial Spheres* in 1543 argued for the heliocentric theory of the solar system.
- Andreas Vesalius (1514-1564) published *De Humani Corporis Fabrica (On the Fabric of the Human Body)* (1543), which discredited Galen's views. He found that the circulation of blood resolved from pumping of the heart. He also assembled the first human skeleton from cutting open cadavers.
- William Gilbert (1544-1603) published *On the Magnet and Magnetic Bodies* and *That Great Magnet the Earth* in 1600.
- Tycho Brahe (1546-1601) made extensive and more accurate naked eye observations of the planets in the late 1500's which became the basic data for Kepler's studies.
- Sir Francis Bacon (1561-1626), whose greatest scientific experiment amounted to stuffing snow into a dead chicken, nevertheless penned inductive reasoning, proceeding from observation and experimentation.
- Galileo (1564-1642) improved the telescope and made several astonishing (for the time) astronomical observations such as the phases of Venus and the moons of Jupiter, which he published in 1610. He developed the laws for falling bodies based on pioneering quantitative experiments which he analyzed mathematically.
- Johannes Kepler (1571-1630) published the first two of his three laws of planetary motion in 1609.
- William Harvey (1578-1657) demonstrated that blood circulates via dissections and various other experimental techniques.
- René Descartes (1596-1650) pioneered deductive reasoning, publishing in 1637 *Discourse on Method.*
- Antony van Leeuwenhoek (1632-1723) constructed powerful single lens microscopes and made extensive observations that he published in about 1660 began to open up the micro-world of biology.
- Isaac Newton (1642-1727) built upon the work of Kepler and Galileo. His development of the calculus opened up new applications of the methods of mathematics to science. He showed that an inverse square law for gravity explained the elliptical orbits of the planets, and advanced the theory of Universal Gravitation. Newton believed that scientific theory should be coupled with rigid experimentation.

©Copyright Virtual University of Pakistan

LESSON 23

MEDIA MANAGEMENT

The issue of media management was the next once newspapers and magazines became a known entity in the society.

In the initial phase of print communication, publications were not very regular not only in the sense of on time the next day, or on a particular day in case of periodicals, but also in the sense of their layouts, design, number of pages and the content.

The media continued in this fashion by the end of 18th century. But in the meantime the world of advertising and some modernization in the printing process had been introduced. The 19th century saw the print media getting into a great discipline as dailies started fashioning themselves in the sense of contents, regularity in publishing and observing the time of appearance in the market.

The media management means to make sure that a publication meets its deadlines, keeps contents, generate revenue and maintains its technical wing to be there in the hands of end-readers well in time.

To manage print media is a hard task. Colleges and universities run special courses on media management and specialists are engaged to seek advice on matters to manage and maintain a publication.

Division

Any publication has three clear areas to manage:

- **Editorial**
- **Business**
- **Technical**

Editorial

The most important area of a daily is its editorial section. A large circulation daily has to follow a service structure to make sure that the people working in the editorial department are in a well defined hierarchy.

The staff is generally divided into two categories:

- **Field staff**
- **Newsroom and editorial**

The field staff comprises reports who are assigned beats (areas) like crime, politics, business, environment, sports or some are assigned with special reports on different subjects.

The other part of the editorial staff is supposed to mange the newsroom where ultimately every matter is taken care of that is to appear the next day. The part of the staff is supposed to write daily editorials, articles, comments etc. All the staff is headed by an editor who is responsible for what report or comment has appeared in the paper.

Writing for a newspaper is not an easy task. The writer has to take into account the policy of the paper, laws and regulations and the ethics which are generally observed in a society. Many a time writers face severe reaction on their write-ups and have to go behind bars. The publications have to see closure for adhering to their policy if it is against the government.

Business section

Every publication needs management of its finances. The revenue it generates and the money it spends. For revenue generation advertising and circulation departments are established. The advertising department keeps making campaign to generate revenue. It fixes rates of different type and size of advertisements appearing on the regular pages or special supplements.

©Copyright Virtual University of Pakistan

Two color ads and multicolor ads are charged differently. Likewise if an advertiser wants ad of its product appear at a particular place and page, it is supposed to pay more. In big newspapers cost difference between an ordinary ad and the one at a particular spot is very high – to the extent of 400 per cent.

Ad which appear brief and usually in one column are called classified while others are noted as display ads. Normally newspapers charge ad cost in advance. But in case of advertising agencies newspapers allow a credit for 90 days, though this period varies from publication to publication.

The circulation department also meant to undertake exercises to increase the circulation of the publication. It not only helps generate finances but also goes to create a mark of the daily in the market. It is always a pride for a publication to note its high circulation.

The accounts department in the business section is supposed to be taking care of disbursement of salaries to the staff, purchase of components of machines, paper, ink and the transport. This department also helps the company to maintain its audit reports.

Press

The printing side of a newspaper or a periodical inside the office is referred to as press in the sense of printing press. All matters pertaining to printing press are referred to as press matters.

The foremost task of this department is ensure that the newspaper would be printed at the desired time (deadline) and available for distribution the next morning.

It is the press department which tells the directors (owners) about the newsprint (paper) requirement. The newsprint comes in the form of huge roles and its consumption depends on the size and volume – number of pages – printed every day. The newsprint has to be bought in enough quantity well in advance. The next task is to keep camera for filming the copies pasted with news and ads and which are handed over to it by the editorial department. And from filming to plate making and the inks used to print the final plates.

It sounds little technical but then this is how the whole process of the printing press is managed for a regular publication. This department usually operates in the night no matter it is cold, hot or raining. Any small mistake here may ruin the whole work performed by other departments in the day.

The management of print media is done more efficiently if the managers are fully acquainted with the working of all the three major sections of the publication. Normally newspapers hold regular training sessions for the people who are to be assigned with the task of managing the publication.

©Copyright Virtual University of Pakistan

LESSON 24

IMAGES IN MASS COMMUNICATION – INVENTION OF PHOTOGRAPHY

For almost four hundred years since the invention of printing press in 1443, the print media was relying on words for the purpose of mass communication. There had been also the use of sketches like cartoons and illustrations but the media was totally devoid of photographs, something we can't perhaps think of in today's world of print communication.

Since the print media was divided into a number of languages even within the European continent, the written communication was not fully serving the purpose of news media and the analysis on events of significance reported in newspapers, magazines or even books produced in one language. The handicaps of verbal communication were strongly felt.

Though the desire was strong to communicate more effectively through the print media, there were no photographs as the world did not know about photography till the middle of 19th century. Since still photograph in the earlier part of mass communication through print and later motion pictures in other modes of mass communication became an integral part of the process of communication, we will see in the following lines how this technique was invented and exploited by the media so vastly.

What is photography?

Method of recording permanent images by light on to a chemically sensitive material is called photography. It was developed in the 19th century through the artistic aspirations of two Frenchmen, Nicéphore Niepce and Louis-Jacques-Mandé Daguerre, whose combined discoveries led to the invention of the first commercially successful process, the daguerreotype in 1837.

In 1826 or 1827, a Frenchman, Joseph Niepce, had secured the world's earliest surviving photograph (now lying at the University of Texas at Austin) on a plate sensitized with bitumen and exposed for eight hours in a camera. From 1829 until his death in 1833, Niepce worked in partnership with another Frenchman, Louis J. M. Daguerre, who in 1839 invented a means of taking photographs on copper plates lightly coated with sensitized silver and "developed" over mercury fumes.

Portrait photography

The introduction in 1860 of portrait photographs mounted on cards--, or visiting-card style upped to a larger cabinet size in 1866--ended the reign of daguerreotype photography.

It also led to the creation of the family photo album and to a new public taste for flamboyantly posed portraits of celebrities, using dramatic lights and props. As the name Brady dominated the daguerreotype era, it was Brady carte de visite of president Abraham Lincoln, widely reproduced and distributed in the 1860 presidential campaign, that Lincoln later said helped elect him president.

Impact of Early Photography

With the advent of the new process, came mass production and dissemination of photographic prints. The inception of these visual documents of personal and public history engendered vast changes in people's perception of history, of time, and of themselves. The concept of privacy was greatly altered as cameras were used to record most areas of human life. The everywhere presence of photographic machinery eventually changed humankind's sense of what was suitable for observation. **The photograph was considered incontestable proof of an event, experience, or state of being.**

To fulfill the mounting and incessant demand for more images, photographers spread out to every corner of the world, recording all the natural and manufactured phenomena they could find. By the last quarter of the 19th century, most households could boast respectable photographic collections. These were in three main forms: **the family album,** which contained cabinet portraits and; **scrapbooks** containing large prints of views from various parts of the world; and boxes of **stereoscope cards**, which in combination with the popular stereo viewer created an effective illusion of three-dimensionality.

Further Developments and scientific usages

E. J. Marey, the painter Thomas Eakins, and Eadweard Muybridge all devised means for making stop-action photographs that demonstrated the gap between what the mind thinks it sees and what the eye actually perceives. Muybridge's major work, Animal Locomotion (1887), remains a basic source for artists and scientists alike. As accessory lenses were perfected, the camera's vision extended both telescopically and microscopically; the moon and the microorganism became accessible as photographic images.

Photographs come to news media

The introduction of the halftone process in **1881** made possible the accurate reproduction of photographs in books and newspapers. In combination with new improvements in photographic technology, including dry plates and smaller cameras, which made photographing faster and less cumbersome, the halftone made immediate reportage feasible and paved the way for news photography.

George Eastman's introduction in 1888 of roll film and the simple Kodak box camera provided everyone with the means of making photographs for themselves. Meanwhile, studies in sensitometers, the new science of light-sensitive materials, made exposure and processing more practicable.

The power of the photograph as record was demonstrated in the 19th century when William H. Jackson's photographs of the Yellowstone area persuaded the U.S. Congress to set that territory aside as a national park.

In the early 20th century photographers and journalists were beginning to use the medium to inform the public on crucial issues in order to generate social change. Taking as their precedents the work of such men as Jackson and reporter Jacob Riis (whose photographs of New York City slums resulted in much-needed legislation), documentarians like Lewis Hine and James Van Der Zee began to build a photographic tradition whose central concerns had little to do with the concept of art. The photojournalist sought to build, strengthen, or change public opinion by means of novel, often shocking images.

Impact of New Technology

The development of the 35-mm or "candid" camera by Oskar Barnack of the Ernst Leitz company, first marketed in 1925, made documentarians infinitely more mobile and less conspicuous, while the manufacture of faster black-and-white film enabled them to work without a flash in situations with a minimum of light. **Color film for transparencies (slides) was introduced in 1935 and color negative film in 1942.** Portable lighting equipment was perfected, and in 1947 the Polaroid Land camera, which could produce a positive print in seconds, was placed on the market. All of these technological advances granted the photojournalist enormous and unprecedented versatility.

The advent of large-circulation picture magazines, such as Life (begun 1936) and Look (begun 1937), provided an outlet and a vast audience for documentary work. At the same time a steady stream of convulsive national and international events provided a wealth of material for the extended photo-essay, the documentarian's natural mode. One of these was the Great Depression of the 1930s, which proved to be the source of an important body of documentary work. Under the leadership of Roy Stryker, the photographic division of the Farm Security Administration (FSA) began to make an archive of images of America during this epoch of crisis. Walker Evans, Arthur Rothstein, Russell Lee, and Dorothea Lange of the FSA group photographed the cultural disintegration generated by the Depression and the associated disappearance of rural lifestyles.

With the coming of World War II photographers, including Margaret Bourke-White, Edward Steichen, W. Eugene Smith, Lee Miller, and Robert Capa, documented the global conflict. The war was a stimulus to photography in other ways as well. From the stress analysis of metals to aerial surveillance, the medium was a crucial tool in many areas of the war effort, and, in the urgency of war, numerous technological discoveries and advances were made that ultimately benefited all photographers.

Modern Photography

After the war museums and art schools opened their doors to photography, a trend that has continued to the present. Photographers began to break free of the oppressive structures of the straight aesthetic and documentary modes of expression. As exemplified by Robert Frank in his highly influential book-length photo-essay, The Americans (1959), the new documentarians commenced probing what has been called the "social landscape," often mirroring in their images the anxiety and alienation of urban life. Such introspection naturally led to an increasingly personal form of documentary photography, as in the works of J. H. Lartigue and Diane Arbus.

Many young photographers felt little inhibition against handwork, collage, multiple images, and other forms that were anathema to practitioners of the straight aesthetic. Since the 1960s photography has become an increasingly dominant medium within the visual arts. Many painters and printmakers, including Andy Warhol, Robert Rauschenberg, and David Hockney have blended photography with other modes of expression, including computer imaging in mixed media compositions at both large and small scale. Contemporary photographers who use more traditional methods to explore non-traditional subjects include Cindy Sherman and Richard Prince.

Other Aspects of Photography

In the contemporary world the practical applications of the photographic medium are numerous: it is an important tool in education, medicine, commerce, criminology, and the military. Its scientific applications include aerial mapping and surveying, geology, reconnaissance, meteorology, archaeology, and anthropology. New techniques such as holography, a means of creating a three-dimensional image in space, continue to expand the medium's technological and creative horizons. In astronomy the charge coupled device (CCD) can detect and register even a single photon of light.

Digital Technology

By the end of the 20th century digital imaging and processing and computer-based techniques had made it possible to manipulate images in many ways, creating revolutionary changes in photography. Digital technology allowed for a fundamental change in the nature of photographic technique. Instead of light passing through a lens and striking emulsion on film, digital photography uses sensors and color filters. In one technique three filters are arranged in a mosaic pattern on top of the photosensitive layer. Each filter allows only one color (red, green, or blue) to pass through to the pixel beneath it. In the other technique, three separate photosensitive layers are embedded in silicon. Since silicon absorbs different colors at different depths, each layer allows a different color to pass through. When stacked together, a full color pixel results. In both techniques the photosensitive material converts images into a series of numbers that are then translated back into tonal values and printed. Using computers, various numbers can easily be changed, thus altering colors, rearranging pictorial elements, or combining photographs with other kinds of images. Some digital cameras record directly onto computer disks or into a computer, where the images can be manipulated at will.

©Copyright Virtual University of Pakistan

LESSON 25

MOTION PICTURES – A NEW WAY IN MASS COMMUNICATION-I

The still photographs appeared frequently in the print media by the third quarter of the 19th century and the newspersons showed extra-ordinary enthusiasm in exploiting the visual strength of images taken through camera. The quality of images improved in the last quarter when halftone technique was discovered.

There was hardly a world class newspaper or magazine in the last decade of the century which was not including camera pictures to convey one truth or the other to the readers. Some of the camera work, as discussed in the last lecture, was so strong that it had forced the American government to undertake legislation to help people living in slums.

Not only the darker side of the life was in view of the print media, the newspapers and magazines were fully exploiting the pictorial edge in the aesthetic sense, especially playing up female models. The trend continues to-date and special fashion magazines are a common sight at most bookstalls. But scientists, inspired by the still camera images, had some other ideas as well. Why not to create a sense of motion by using a series of images. But how, was the question making them to scratch their heads. At this stage of history no one knew what miracle in mass communication was in waiting.

Definition

Motion picture means movie-making as an art and an industry, including its production techniques, its creative artists and the distribution and exhibition of its products.

Start in unbelievable fashion

It started with a $25,000 bet, in 1877 that was a lot of money. Edward Muybridge, an Englishman tuned American, needed to settle a bet. Some people argued that a galloping horse had all four feet off of the ground at the same time at some point; others said this would be impossible. No feet touching the ground; how could that be?

The problem was that galloping hooves move too fast for the eye to see. Or, maybe, depending on your belief, just fast enough that you could see what you wanted to. To settle the bet definitive proof was needed.

In an effort to settle the issue once and for all an experiment was set up in which a rapid sequence of photos was taken of a running horse. When the pictures were developed it was found that the horse did indeed have all four feet off the ground during brief moments, thus, settling the bet. But, in doing this experiment they found out something else — something that becomes obvious from the illustrations below. When a series of still photos are presented sequentially, an illusion of motion is created. That discovery would soon make that $25,000 look like pocket change.

The series of eleven still photos shown below are presented sequentially at 0.1 second intervals to create the appearance of continuous motion.

Later, we would give impressive names to the two factors that created this illusion of motion — the illusion that lies at the base of both motion pictures and television.

- The phi phenomenon that explains why, when you view a series of slightly different still photos or images in rapid succession, *an illusion of movement* is created in the transition between the images.
- Persistence of vision, which explains why the *intervals between the successive images merge into a single image* as our eyes hold one image long enough for the next one to take its place.

©Copyright Virtual University of Pakistan

In actual fact, there is nothing moving in motion pictures. It's all an illusion based on these two phenomena. Note in the illustration on the left that an illusion of motion is created, even when successive pictures are presented at a relatively slow rate.

Motion picture projectors present images much faster, at 24-frames per-second, with each of those frames flashed on the screen twice. This high speed makes the transition between images virtually invisible. So, as a result of a $25,000 bet, the foundation for motion pictures and television was inadvertently established.

Early days

Experiments in photographing movement had been made in both the United States and Europe during the latter half of the 19th century with, at first, no exploitation of its technical and commercial possibilities. Serial photographs of racehorses, intended to prove that all four hooves do leave the ground simultaneously, were obtained (1867) in California by Eadweard Muybridge and J. D. Isaacs by setting up a row of cameras with shutters tripped by wires. The first motion pictures made with a single camera were by E. J. Marey, a French physician, in the 1880s, in the course of his study of motion.

In 1889 Thomas Edison and his staff developed the kinetograph, a camera using rolls of coated celluloid film, and the Kinetoscope, a device for peep-show viewing using photographs that flipped in sequence. Marketed in 1893, the Kinetoscope gained popularity in penny arcades, and experimentation turned to ways in which moving images might be shown to more than one person at a time. In France the Lumière brothers created the first projection device, the Cinématographe (1895). In the United States, similar machines, notably the Pantopticon and the Vitascope, were developed and first used in New York City in 1896.

At first the screenings formed part of variety shows and arcades, but in 1902 a Los Angeles shop that showed only moving pictures had great success; soon "movie houses" (converted shop-rooms) sprang up all over the country. The first movie theater, complete with luxurious accessories and a piano, was built in Pittsburgh in 1905. A nickel was charged for admission, and the theater was called the nickelodeon. An industry developed to produce new material and the medium's potential for expressive ends began to assert itself.

The first American studios were centered in the New York City area. Edison had claimed the patents for many of the technical elements involved in filmmaking and, in 1909, formed the Motion Picture Patents Company, an attempt at monopoly that worked to keep unlicensed companies out of production and distribution. To put distance between themselves and the Patents Company's sometimes violent tactics, many independents moved their operations to a suburb of Los Angeles; the location's proximity to Mexico allowed these producers to flee possible legal injunctions. After 1913 Hollywood, Calif., became the American movie capital. At first, films were sold outright to exhibitors; later they were distributed on a rental basis through film exchanges.

Early on, actors were not known by name, but in 1910, the "star system" came into being via promotion of Vitagraph Co. actress Florence Lawrence, first known as The Vitagraph Girl. Other companies, noting that this approach improved business, responded by attaching names to popular faces and "fan magazines" quickly followed, providing plentiful, and free, publicity. Films had slowly been edging past the 20 minute mark, but the drive to feature-length works began with the Italian "spectacle" film, of which *Quo Vadis* (1913), running nine reels or about two hours, was the most influential.

Directors, including D. W. Griffith, Thomas Ince, Maurice Tourneur, J. Stuart Blackton, and Mack Sennett, became known to audiences as purveyors of certain kinds, or "genres," of subject matter. The first generation of star actors included Charlie Chaplin, Buster Keaton, Mary Pickford, Douglas Fairbanks, Marie Dressler, Lillian Gish, William S. Hart, Greta Garbo, John Gilbert, Claudette Colbert, Rudolph Valentino, Janet Gaynor, Ronald Colman, Clara Bow, Gloria Swanson, Lon Chaney, and Will Rogers. During World War I the United States became dominant in the industry and the moving picture expanded into the realm of education and propaganda

©Copyright Virtual University of Pakistan

Subjects in the beginning

The earliest films were used primarily to chronicle contemporary attitudes, fashions, and events, and ran no longer than 10 minutes. At first, simple actions were filmed, then everyday scenes and, pivotally, gag films, in which a practical joke is staged as a simple tableau. The camera was first used in a fixed position, though soon it was pivoted, or panned, on its tripod or moved toward or away from a subject.

The medium's potential as a storytelling mechanism was realized very early in its history. The Frenchman George Méliès created the earliest special effects and built elaborate sets specifically to tell stories of a fantastic nature, usually as a series of tableaux. His *Cinderella* (1900) and *A Trip to the Moon* (1902) were major innovative accomplishments. The American Edwin S. Porter demonstrated that action need not be staged for cinema screen as for theater and early realized that scenes photographed in widely separate locales could be cut, or edited, together yet still not be confusing to the audience. His subject matter tended toward depictions of modern life; his *Life of an American Fireman* (1902) and *The Great Train Robbery* (1903) are among the first works to use editing as well as acting and stagecraft to tell their stories.

Business aspect

As business increased, the demand for product was met by many new companies incorporated to create the supply. Cooperation among the early filmmakers yielded to the demands of the marketplace, and each company tried to secure continued success through innovations meant to distinguish its product. Out of these efforts developed the star system, the establishment of physical plants (studios) where the films would be made, and the organization of the filmmaking process into interlocking crafts. The crafts people include actors, producers, cinematographers, writers, editors, and film laboratory technicians who work interdependently in a production effort overseen and coordinated by the director.

The year 1926 brought experiments in sound effects and music, and in 1927 spoken dialogue was successfully introduced in *The Jazz Singer* with Al Jolson. A year later the first all-talking picture, *Lights of New York,* was shown. With the talkies new directors achieved prominence—King Vidor, Joseph Von Sternberg, Rouben Mamoulian, Frank Capra, and John Ford.

Sound films gave a tremendous boost to the careers of some silent actors but destroyed many whose voices were not suited to recording. Among the most celebrated stars of the new era were Clark Gable, Jean Harlow, Marlene Dietrich, Mae West, W. C. Fields, and the Marx Brothers. Also in 1927 The Motion Picture Academy of Arts and Sciences was formed and began an annual awards ceremony. The prize, a figurine of a man grasping a star, was later dubbed Oscar. These awards did much to confer status upon the medium in that they asserted a definable quality of excellence analogous to literature and theater, other media in which awards are given for excellence. The Academy Awards also offered the bonus of gathering many stars in one place and thus attracted immediate and widespread attention. The star system blossomed: actors were recruited from the stage as well as trained in the Hollywood studios.

From the 1930s until the early 1950s, the studios sponsored a host of talented actors, foremost among whom were Ingrid Bergman, Joan Crawford, Bette Davis, Katharine Hepburn, Charles Laughton, Barbara Stanwyck, William Powell, Spencer Tracy, Humphrey Bogart, Leslie Howard, Gary Cooper, James Stewart, Cary Grant, Irene Dunne, Edward G. Robinson, Henry Fonda, Gregory Peck, James Cagney, Judy Garland, Bob Hope, James Mason, Fred Astaire, and Gene Kelly. Producers and directors such as David O. Selznick, Darryl F. Zanuck, Mervyn LeRoy, William Wyler, George Stevens, and Billy Wilder made significant contributions to cinematic art.

To be continued.....

©Copyright Virtual University of Pakistan

LESSON 26

MOTION PICTURES – A NEW WAY IN MASS COMMUNICATION (Cont...)

The medium had, after nickelodeon days, converted many legitimate theaters into movie houses. Later, during Hollywood's "golden age," thousands of sumptuous movie palaces were erected all over the United States, and drive-in movie theaters became popular outside urban centers. Since their inception the movies have always been termed an *industry,* with good reason. In 1938 there were more than 80 million single admissions per week (65% of the population). To meet the huge box-office demand, more than 500 films were produced that year.

From studios to film series

The industry in its heyday (1930–49) was managed by a number of omnipotent studios, including Metro-Goldwyn-Mayer, Warner Brothers, RKO, Paramount, Twentieth Century-Fox, and Universal. They produced endless cycles of films in imitation of a few successful original types. The range of themes included the criminal underworld, behind-the-scenes newspaper dramas, westerns, musicals, and costume romances, character series such as the Charlie Chaplin films, prison stories, mysteries, comedies, and Broadway shows. Because of their enormous investments and gargantuan rewards (the film industry's gross income for 1946, its best year, was nearly $2 billion), the studios were encouraged to repeat conventionalized formula pictures.

Post-Studio Era

In the 1950s, two developments ended the studios' grip on the entertainment business: the overwhelming popularity of television began to eat into studio profits and the studios were forced by the federal courts to yield the control of distribution and exhibition that they had maintained by means of massive conglomerate corporations. In 1962 box-office receipts were only $900 million; by 1968 only 20 million people per week were going to a movie (10% of the population). Independent distributors and theaters took a huge cut of the industry's income after World War II, and the studios cut wages and laid off employees in a struggle to survive.

Challenges from TV

In order to compete with television the studio heads strongly urged technological innovation. In the 1950s experiments abounded with wide-screen processes, such as Cinema Scope and Cinerama and stereophonic sound systems. The movies of the 1950s and 60s traded a bit of glamour for an increased sense of realism, providing vehicles for new directors, including Elia Kazan, John Frankenheimer, Stanley Kubrick, and Sidney Lumet, and for a great number of popular film stars, including Marlon Brando, Marilyn Monroe, Burt Lancaster, Montgomery Clift, Judy Holliday, James Dean, Paul Newman, Elizabeth Taylor, Charlton Heston, Doris Day, George C. Scott, Audrey Hepburn, and Sidney Poitier.

Eventually, 1956 many studios began to produce material especially for television, including commercials, and to sell their old films for television reruns. Independent production became the norm, with the studios acting as distributors only, and new kinds of films emerged: horror, science fiction, and rock 'n' roll stories aimed at teen-agers proliferated. Concurrently, larger studio-backed films eschewed romanticism and sentimentality, fighting the long-imposed bans on depictions of a harsher reality and a more explicit sexuality.

The trend away from the glamorous celebrity image that began in the 1960s gained momentum in the 70s. The principal stars of these years include Jane Fonda, Barbra Streisand, Dustin Hoffman, Steve McQueen, and Woody Allen. Important American directors of the 1970s, 80s, and 90s include Peter Bogdanovich, Roman Polanski, Francis Ford Coppola, Robert Altman, and Martin Scorsese.

***Jaws* marks the change**

A change came with the release of *Jaws* (1975), an unassuming suspense picture that unexpectedly grossed over $100 million by appealing to all ages and both sexes. Filmmakers were now encouraged to speak to the widest possible audience. The result was a series of films given over to spectacle. *Star Wars* (1977) cracked the $200 million barrier, and *E.T.* (1982) earned over $300 million. While many of these

©Copyright Virtual University of Pakistan

films aroused criticism for representing the triumph of special effects over any kind of human values, the net effect was to draw the audience back into movie theaters, and many movies, including those without spectacular elements, succeeded during this period. This trend has continued into the 21st cent. The leading directors are Steven Spielberg and George Lucas, the latter more active as a producer.

VCRs introduction

Two developments that greatly enhanced profitability in the 1980s were the development of low-cost videocassette recorders (VCRs), which allow films to be shown at home, and the government's relaxation of the decrees separating production from distribution. The studios first felt that videocassettes would weaken the theatrical market; the reverse was true, as viewers became more interested in movie entertainment in general.

Beginning in the 1960s, many of the old movie palaces began to be divided into two or more auditoriums due to weakening attendance. When audiences returned in the 1980s, multiplexes, or theaters with multiple auditoriums, became the norm and mushroomed in suburban shopping malls and urban centers. In the early 1990s, however, the recession was reflected in movie attendance. By the turn of the decade, two major studios, MGM and Orion, suffered financial difficulties, and two others, Columbia and Universal, were bought by Japanese electronics companies, although Universal later became part of a French conglomerate.

One of the few positive motion-picture trends during the late 20th and early 21st century was the development and proliferation of IMAX. The format, which debuted in Japan in 1970, utilizes special film and projectors, features a gigantic screen and huge sound system, and has been used to take viewers on ultra-realistic trips to earthly (e.g., *Everest,* 1998) and outer-space (e.g., *Destiny in Space,* 1994) destinations.

Censorship and ethics

After several scandals led to the fear that the immorality perceived to be rampant in Hollywood might appear on screen, the Motion Picture Producers and Distributors of America, headed by Will H. Hays, was established in 1922 as a film review board. The Production Code, popularly known as the "Hays Code," a highly restrictive set of guidelines for movie content, was promulgated in 1934 and complied with by virtually every Hollywood producer. In the late 1960s, the determination of what constituted pornography was turned over to the states for enforcement at the same time that filmmakers were attempting to break away from the Production Code's bans on sexuality and violence.

In 1966, the Production Code was abandoned completely and succeeded by the Motion Picture Code and Rating Program. Adopted to avoid a threatened state-controlled system, the program has characterized itself as providing guidance for parents, not for filmmakers. The program initially assigned each film one of four ratings: G (general audiences, without restrictions), M (mature audiences, parental guidance advised), R (restricted audiences, no one younger than 18 admitted without a parent or guardian), and X (no one younger than 18 admitted). The age limit may be adjusted by individual state rulings. M was eventually supplanted by PG (parental guidance suggested), PG-13, was introduced for films that might contain material inappropriate for pre-teenagers, and NC-17 replaced X, which had become associated with pornographic films.

©Copyright Virtual University of Pakistan

LESSON 27

FILM MEDIA IN SUBCONTINENT AND PAKISTAN-I

Film is a term that encompasses motion pictures as individual projects, as well as the field in general. The origin of the name comes from the fact that photographic film has historically been the primary medium for recording and displaying motion pictures.

Many other terms exist for an individual motion picture, including picture, picture show, and most commonly, movie. Additional terms for the field in general include the big screen, the silver screen, the cinema and the movies.

Films are produced by recording actual people and objects with cameras, or by creating them using animation techniques and/or special effects. They comprise a series of individual frames, but when these images are shown rapidly in succession, the illusion of motion is given to the viewer. Flickering between frames is not seen due to an effect known as **persistence of vision** — whereby the eye retains a visual image for a fraction of a second after the source has been removed.

A true art-form

Film is considered by many to be an important art form; films entertain, educate, enlighten and inspire audiences. The visual elements of cinema need no translation, giving the motion picture a universal power of communication. Any film can become a worldwide attraction, especially with the addition of dubbing or subtitles that translate the dialogue. Films are also artifacts created by specific cultures, which reflect those cultures, and, in turn, affect them.

Films come to subcontinent

The Lumière Brothers of France exhibited their short films in December 1895 at Grande Cafe, Paris. The following year, they brought the show to India and held its premiere at the Watson Hotel in Bombay on 7 July 1896. It was a package of 6 films viz, Entry of cinematograph, Arrival of the train, The sea bath, A demolition, Leaving the factory and Ladies and Soldiers on wheels. From 18 July 1896, films were released at the Novelty Theatre on a regular basis. Entrance tickets ranged from four anaas to one rupee.

Raja Harishchandra (1913) was the first silent feature film made in subcontinent. It was made by Dadasaheb Phalke. By the 1930s, the industry was producing over 200 films per annum. The first Indian sound film, Ardeshir Irani's Alam Ara (1931), was a super hit. There was clearly a huge market for talkies and musicals; Bollywood and all the regional film industries quickly switched to sound filming.

The 1930s and 1940s were tumultuous times: like the whole world the subcontinent was rocked by the Great Depression, World War II, the Indian independence movement, and the violence of the Partition. There were a number of filmmakers who tackled tough social issues, or used the struggle for independence as a backdrop for their plots. In late 1950s, Bollywood films moved from black-and-white to colour. Lavish romantic musicals and melodramas were the staple fare at the cinema. Successful actors included Dev Anand, Dilip Kumar and Raj Kapoor.

Controversies

Accusations of plagiarism

Constrained by rushed production schedules and small budgets, some writers and musicians have been known to resort to plagiarism. They copy ideas, plot lines, tunes from sources Hollywood and other Western movies, Western pop hits).

In past times, this could be done with impunity. Copyright enforcement was lax here. As for the Western sources, the film industry was largely unknown to Westerners, who would not even be aware that their material was being copied. Audiences also may not have been aware of the plagiarism, since many in the Indian audience were unfamiliar with Western films and tunes.

©Copyright Virtual University of Pakistan

While copyright enforcements are more familiar with foreign movies and music, flagrant plagiarism may have diminished -- however, there is no general agreement that it has.

Pre-cinema times

Telling stories from the epics using hand-drawn tableau images in scroll paintings, with accompanying live sounds have been an age old tradition. These tales, mostly the familiar stories of gods and goddesses, are revealed slowly through choreographic movements of painted glass slides in a lantern, which create illusions of movements. And so when the Lumière brothers' representatives held the first public showing at Mumbai's (Bombay) Watson's Hotel on July 7, 1896, the new phenomenon did not create much of a stir here and no one in the audience ran out at the image of the train speeding towards them, as it did elsewhere. The viewer took the new experience as something already familiar to them

In Calcutta, Hiralal Sen photographed scenes from some of the plays at the Classic Theatre. Such films were shown as added attractions after the stage performances or taken to distant venue where the stage performers could not reach. The possibility of reaching a large audience through recorded images which could be projected several times through mechanical gadgets caught the fancy of people in the performing arts and the stage and entertainment business. The first decade of the 20th century saw live and recorded performances being clubbed together in the same program.

Influence of traditional arts – music, dance on cinema

The strong influence of its traditional arts, music, dance and popular theatre – which was already in existence for the last about 80 years, on the cinema movement in subcontinent in its early days, is probable responsible for its characteristic enthusiasm for inserting song and dance sequences in subcontinent cinema, even till today.

First local film showing

Raja Harish Chandra

Director Dada Saheb Phalke made a studio in Dadar Main Road, wrote the scenario, erected the set and started shooting for his first venture Raja Harishchandra in 1912. The first full-length story film of Phalke was completed in 1912 and released at the Coronation cinema on April 21, 1913, for special invitees and members of the Press. The film was widely acclaimed by one and all and proved to be a great success.

Phalke hailed from an orthodox Hindu household - a family of priests with strong religious roots. So, when technology made it possible to tell stories through moving images, it was but natural that the film pioneer turned to his own ancient epics for source material. The phenomenal success of Raja Harishchandra was kept up by Phalke with a series of mythological films that followed - Mohini Bhasmasur (1914), significant for introducing the first woman to act before the cameras - Kamalabai Gokhale. The significant titles that followed include - Satyawan Savitri (1914), Satyavadi Raja Harischandra (1917), Lanka Dahan (1917), Shri Krishna Janma (1918) and Kalia Mardan (1919).

Regional Cinema

(Here we will discuss different regions in the subcontinent where the film art flourished. The mention of Lahore as one very strong pocket which nurtured a film industry will be made in the next setting along with cinema life in Pakistan).

South subcontinent

The first film in Southern India was made in 1916 by R Nataraja Mudaliar- Keechaka Vadham. As the title indicates the subject is again a mythological from the Mahabharata. Another film made in Madras - Valli Thiru-Manam (1921) by Whittaker drew critical acclaim and box office success.

In **Bengal,** a region rich in culture and intellectual activity, the first Bengali feature film in 1917, was remake of Phalke's Raja Harishchandra. Titled Satyawadi Raja Harishchandra, it was directed by Rustomjee Dotiwala. Less prolific than Bombay based film industry, around 122 feature films were made in Calcutta in the Silent Era.

©Copyright Virtual University of Pakistan

The first feature film in **Tamil**, also the first in entire South India, Keechakavatham was made during 1916-17, directed by Nataraja Mudaliar.

Calcutta film Industry

Madan Theatres of Calcutta produced Shirin Farhad and Laila Majnu (1931) well composed and recorded musicals. Both films replete with songs had a tremendous impact on the audience and can be said to have established the unshakeable hold of songs on our films. Chandidas (1932, Bengali), the story of a Vaishnavite poet-priest who falls in love with a low caste washerwoman and defies convention, was a super-hit. P C Barua produced Devdas (1935) based on Saratchandra Chatterjee's famous story about frustrated love, influenced a generation of viewers and filmmakers.

Cinema Starts Talking

In the early thirties, the silent Indian cinema began to talk, sing and dance. Alam Ara produced by Ardeshir Irani, released on March 14, 1931 was the first Indian cinema with a sound track.

Mumbai became the hub of the Indian film industry having a number of self-contained production units. The thirties saw hits like Madhuri (1932), Indira, M A (1934), Anarkali (1935), Miss Frontier Mail (1936), and Punjab Mail (1939).

Hindu cast system was first to get attention

The hindu culture based strongly on cast-divide and not be changed by long muslim rule, but strongly felt by hindu scholars, was the first to get attention when a strong mass medium like film was invented.

Among the leading filmmakers of Mumbai during the forties, V Shantaram was arguably the most innovative and ambitious. From his first Ayodhya ka Raja (1932) to Admi (1939), it was clear that he was a filmmaker with a distinct style. He dealt with issues like cast system, religious bigotry and women's rights. Even when Shantaram took up stories from the past, he used these as parables to highlight contemporary situations. While Amirt Manthan (1934) opposed the senseless violence of Hindu rituals, Dharmatama (1935) dealt with Brahmanical orthodoxy and cast system. Duniya Na Mane (1937) was about a young woman's courageous resistance to a much older husband whom she had been tricked into marrying. Admi (1939) was one of Shantaram's major works.

Tamil cinema emerged as a veritable entertainment industry in 1929 with the creation of General Picture Corporation in Madras (Chennai). Most of the Tamil films produced were multilingual productions, with versions in Telugu, Malayalam and Kannada until film production units were established in Hyderabad, Trivandrum and Bangalore. The first talkie of South India, Srinivas Kalyanam was made by A Narayanan in 1934.

Mehboob Khan 40s to 50s

Mehboob made his films down to earth, dramatic, even melodramatic. Roti made in the early 1940s inspired by the German Expressionism, is a real critique of Indian society with prophetic insight. It deals with two models - one of a millionaire, possessed by money and power in an industrial civilization, the other of a tribal couple living in a primeval state of nature. The millionaire is saved by the couple after an air crash, the tribal couple immigrates to the city, do not find happiness and return. The millionaire is ruined in the city, tries futilely to find salvation among the tribal.

Mehboob remade his film Aurat (1940) in colour and with drastically different imagery as Mother India (1957), which was a massive success and later even acquired an epic status. The story revolves around Radha, played by Nargis, one of the strongest woman characters of Indian cinema. Her husband having lost both arms in an accident leaves her. Alone, she raises her children while fending off the financial as well as the sexual pressure from a moneylender. One of her sons, Birju becomes a rebel and the other one Ramu remains a dutiful son. In the end the long suffering mother kills her rebel son, as his blood fertilizes the soil.

©Copyright Virtual University of Pakistan

Highly successful and critically acclaimed, Mehboob's films often derive from clash between pre-capitalist ruralism and an increasingly modernized state with its commercial-industrial practices and values.

Bimal Roy

Born in Dhaka, Bangladesh, Bimal Roy entered the field of cinema as a camera assistant. His directorial debut was with Udayer Pathey (1944). He introduced a new era of post World War romantic-realist melodramas that was an integration of the Bengal School style with that of De Sica. Do Bigha Zamin (1953) and Sujata were two of the most notable films of Bimal Roy, who basically was a reformist, a humanist liberal. Do Bigha Zamin was one of the Indian first films to chart mass migration of rural people to cities and their degradation in urban slums. Though the situation was tragic, Roy sought to relieve the starkness by brave and hopeful songs and dances. Sujata dealt with the disturbances created to a lost soul from the world of untouchable underclass who escaped accidentally to the world of the urban middle class.

Raj Kapoor

Born in Peshawar, now in Pakistan as son of Prithviraj Kapoor, Raj Kapoor acted the role of a megastar, successful producer and a director. He started as a clapper-boy in the Hindi film industry and latter became one of the most successful directors of the industry. He set up the R K Films in 1948 and made his first directorial venture Aag. His earlier films Awara (1951) and Shri 420 (1955) evince a sentimental approach to social reforms, presenting political independence as a loss of innocence in exchange of stability.

Pakistan

Pakistan film history from 1896-1947

Pakistan shared its film history with India from 1896 to 1947. Lahore produced many films and a big number of Pakistani artists debuted in this period.

Pakistani artists before 1947

The first silent film from Lahore was **The Daughter of Today** released in 1924 and the inaugural Punjabi or talkie film from Lahore was **Heer Ranjha** in 1932. (Alam Ara was released in 1931, which means Lahore was going as fast and one top hum after Bombay for film making in the subcontinent.

To be continued...

LESSON 28

FILM MEDIA IN SUBCONTINENT AND PAKISTAN (II) & ITS EFFECTS

More activities of foreigners made Bombay the centre of film world right in the beginning. But the part of the subcontinent which spearheaded in film arts was Lahore. It will not be wrong to say that most talent in direction, acting and singing was generated in the Lahore film studios before partition.

Here we will talk in detail how the film art flourished in Lahore before partition and how this one distinguished mean of mass communication fared in Pakistan after independence.

Pakistan film history from 1896-1947

Pakistan shared its film history with India (Bharat) from 1896 to 1947. Lahore produced many films and a big number of Pakistani artists debuted in this period.

Pakistani artists before 1947

The first silent film from Lahore was **The Daughter of Today** released in **1924** and the inaugural **Punjabi or talkie** film from Lahore was **Heer Ranjha** in **1932**. (Alam Ara was released in 1931, which means Lahore was going as fast and one top film-home after Bombay in the subcontinent.

Some Memorable Movies from 1913-47

Raja Harishchandra
The Daughter of Today
Alam Ara
Heer Ranjha
Khazanci
Anmol Gharri
Jugnu

First film made with cultural taboos- sans women

Raja Harishchandra was released for public viewing in Coronation theatres, Bombay. The first Indian motion picture, D. G. Phalke's mythological boasted of an all-male star-cast. Even the female lead was played by a man since no woman was willing to be part of the cast.

First ever silent feature film from Lahore

Premier Film Company
The Daughter of Today
Released in: 1924
The first ever silent film from Punjab
Actors: A.K.Kardar, Wilayat Begum, M. Ismaeel, Vijay Kumar, Heera Lal and Master Ghulam Qadir, G.K. Mehta.
M. Ismaeel started his film career from the first ever Lahore made silent film and he was an automatic choice in the first talkie film from Lahore too.
Assistant Director: **Mian Abdur Rasheed Kardar,** was the man who started film making in Lahore. He was hero in first silent film and director of first talkie film.

Inaugural Urdu/Hindi Indo-Pak feature film

Imperial Film Company Presents
Alam Ara
Urdu/Hindi (124 minutes, black & white)
Released on: Saturday, March 14, 1931 (Capital Cinema Lahore)
India's **first talkie film** was released at Bombay's **Majestic** cinema hall. It had seven songs and was 10,500 ft. long and ran for seven weeks. It was a costume drama and romantic film.
Story: A period fantasy that told of the ageing king of Kamarpur, and his two rival queens, Navbahar and Dilbahar, and their rivalry when a fakir predicts that Navbahar will bear the king's heir. Dilbahar unsuccessfully tries to seduce the army chief Adil (Vithal) and vengefully destroys his family, leaving his

©Copyright Virtual University of Pakistan

daughter Alam Ara **(Zubaida)** to be raised by nomads. Eventually, Alam Ara's nomad friends invade the palace, expose Dilbahar's schemes, release Adil from the dungeon and she marries the prince of the realm.
Actors: Zubaida (Alam Ara), Master Vitthal (Adil), J. Sushila (as Sushila), Jillo Bai, Prithviraj Kapoor, Elizer, Wazir Mohammed Khan, Jagdish Sethi and L.V. Prasad
Music: Feroz Shah and B. Irani
Singers: Zubaida, W.M. Khan

First ever Punjabi feature film
Heer Ranjha
Punjabi
Realesed in: 1932
The first ever Lahore made film.
Actors: Anwari Begum, Rafiq Ghazniv, Gul Hameed, Lala Yaqoob, M. Ismael, Fazal Shah, Walait Begum.
Anwari Begum and Rafiq Ghaznavi - the grand parent of Salma Agha - played title roles in this memorable film. Rafiq Ghaznavi was a famous musician in the 30s and 40s and Anwari Begum appeared in many films, one of them was **Anmol Ghari.**
Music: Rafiq Ghaznavi

Folk music comes to films
Pancholi Art Pictures
Khazanchi
Realesed in: 1941
Actors: Ramola, Naring, M. Ismael, Manorma, Ajmal, Janki Das, Durga Khote
Music: Revolutionary music director **Master Ghulam Haidar** changed the whole style of film music from classical Bengali to folk Punjabi music in this mega hit film from Lahore. **Master Ghulam Haidar** introduced Baby Noor Jehan as playback singer in this film first time. (He also introduced Indian diva Lata Mangeshkar in film **Majboor** in 1948).

Mehoboob Production Ltd. (Bombay-Lahore)
Anmol Gharri (Urdu/Hindi)
Released in: 1946
Actors: Noor Jehan, Surender, Surayya, Zahoor Raja, Leela Mishra, Anwari Begum, Bhudo Anvari, Murad
Director: Mehboob Khan, one of the greatest film director in the history, was not formerly educated. This film is special because it brought almost a revolution in subcontinent film world.
Music: One of the most memorable and melodious film by Noushad Ali from the 40s**. Naushad Ali** is regarded as one of the greatest Music Directors of Indian Cinema.
Assistent: Ghulam Ahamd (Pakeeza fame)
Lyrics: Tanvir Naqvi was a relative of Madam Noor Jehan and a very successful lyricist....
Singers: **Noor Jehan** was the most impressive film personality in the Indo-Pak film history. She was dominating since her debut as a child star (1935).

Surayya was another famous singer/actress from the 40s and 50s. Born in Lahore, she debuted as a child star with Taj Mahal (1941).
Shamshad Begum was the first generation of top Punjabi film singers (followd by Zubaida Khanum (in the 50s) and **Madam Noor Jehan** (from 40s-90s), respectively). One can't forget Shamshad's mega hit Punjabi songs as:
- Batti baal ke Banerey utte rakhni aan
- Meri lagdi kise na wekhi, te tutdi nu jugg janda
- Ni tutt jaye Rail Gadiye, too rok leya Chann mera
- Jutt Kurdian toon darda mara

Mohammad Rafi and **Surindra** – all from Punjab, Lahore.

Film songs:
Tera Khilona tuta Balik, hai qismat ne tujh ko... Mohammad Rafi

Aaja meri barbad mohabbat ke sahare ...	Madam Noor Jehan
Mere bachpan ke saathi mujhe bhool na jana...	Madam Noor Jehan
Jawan hai mohabbat, haseen hai zamana...	Madam Noor Jehan
Kya mil geya Bhagwan tumhe dil ko dukha ke…	Madam Noor Jehan

The Last Big "Pakistani" film before partition
Shoukat Arts Productions
J U G N U
Urdu/Hindi
Released on: 1947
This film was the last big film by Madam Noor Jehan and her husband director Shaukat Hussain Rizvi before partition. It was a big musical and romantic film. Madam Noor Jehan was on peak of her film career as singer and film heroine. Dillip Kumar and Mohammad Rafi got breakthrough from this film.
Actors: **Dilip Kumar**

©Copyright Virtual University of Pakistan

LESSON 31

EFFECTS OF RADIO ON SOCIETY

Radio proved far more effective in mass communication as compared to the print media. The property of radio which did not require transportation of the message drew immense attention of common people and investors in the field of mass media. Once the radio technology was recognized as an effective mean of communication, there was a race among companies and individuals to have their own radio facility.

In the last chapter we had a detailed view of the growth of radio in the 20th century. In this chapter we will see how radio programs and its other uses changed the lifestyle of people around the world.

Peace time

Entertainment

As already mentioned, radio brought a unique entertainment opportunities to people, especially for those who could not afford the luxury of visiting places where entertainment was available only to the rich. With a radio set by their side, common people could also enjoy music and stayed informed about events as ordinary as a street robbery to change of governments and tug of war among political rivals to availability of commodities in the market. But it was the entertainment which made the radio popular on first instance. Very soon the entertainment started moving in other areas than music. Comedy shows, gossip chat and answering letters from listeners made people crazy about radio enjoyments.

Information

Radio served hugely the human instinct to know about events taking place around him and at distant lands. No fairy tales, but the radio brought news from across the oceans and from inland without distinction. A regular listener of radio news would get an impression as the whole world has shrunk – a feeling which print media would never had thought in around 400 years before the invention of the radio. The news aired regularly from different stations were followed by views and a much spicy discussion among experts to generate more interest in events from social and political life. The announcements about weather, and trains/flights schedule has been an added advantage to radio listeners.

Education

As radio continued to have its impression on the cultural outlook of the societies by pouring in more opinions of experts in different fields of social life, it started special services to educate people on scores of issues foremost among those have been the healthcare matters. No other source would have been proved handier than radio programs to educate mothers in particular on providing primary health points for babies and school going children.

Jobs

Radio opened gates of jobs never known before. To become a broadcaster with a radio station was considered to have a prestigious job in the early days of radio. It still is. The news-readers, copy writers, playwright for radio dramas, anchors for different discussion shows, musicians, recording engineers and a range of technical jobs came about so quickly that colleges and universities had to run degree programs to meet the requirement of radio stations to employee staff in its various sections.

Advertising helped

The corporate sector sensed the importance of radio as one strong medium to reach very high number of consumers of their products and services and started buying time for this purpose. Within a decade of radio broadcast, an advertising sector – far more organized than the world would know during the rapid growth of print media, was visible. Since the popularity of the commercial programs was dependent hugely on the entertaining side, the glamour was but to appear broad and loud. New trends were invented in music jingles, script writing and presentation.

Promotion of other industries like film industry

©Copyright Virtual University of Pakistan

The film industry which was also in its nascent stages was one noticeable area which benefited tremendously from radio technology. Mainly, the film songs would resound the air all day instigating ordinary people to visit theaters for watching movies the songs belong to. At one stage in 30s and 40s it appeared as the radio and film world are only two names of one same product. Not only the songs, the hot talks about stars scandals and rise and fall of film stars would generate lot of interest for common listeners. Still a number of radio and TV stations are heavily depended on matters related to film industry.

Wartimes

People glued to radio

Wars among nations – particularly the great wars in the 20th century, have brought massive destruction of societies. A nation at war has only one goal of fighting against the enemy. In this context the role of radio becomes all the more important. Radio news, commentary, announcements and war music are commodities in high demand by a society at war. Radio services have been fully exploited by countries at war. The quickest source of telling people what to do, where to move and what instruction they must follow have always come from radio. All important addresses by head of government to people are done on radio.

Special band used by armies to communicate

It is not the common people who benefit from radio services but the armies have been gaining much advantage due to radio technology. Sending codes to different formations in the battlefield within no time have been possible by developing a code and occupying a particular frequency for this purpose. Communicating through codes is the common most practice during wartimes. – decoding of messages if believed to be one strong point which led to German defeat in the WWII.

Ships, planes are connected through radio frequencies

It is not the activities of armies on the land which are linked with radio messages, ships in the deep sea and the war planes in the air are also connected with radio frequencies.

Satellite using radio waves to detect enemies' movement

After the dispatch of satellite in the space in early 60s, the movement of armies of the enemy is now detected from the skies with the help of radio waves.

Propaganda – to morale boosting and demoralizing enemy

The worst in wars occur in the form of propaganda at a wide scale to demoralize the enemy. And at the same time boosting morale of your own people and army.

Laws

The invention and usage of radio has been instrumental in introducing laws which regulate the radio programs and ensure that no misuse of this technology takes place which may cause problems to social life.

Censorships

It is applied by the governments when a political crisis is visible. Dictatorial government have always used censorships to ensure that a public opinion is not molded against them by certain interest groups.

Jamming transmissions from hostile sources
Ethics
Cultural values promotion
Cultural conflicts – an essential angle of mass communication

©Copyright Virtual University of Pakistan

LESSON 32

TELEVISION – A NEW DIMENSION IN MASS COMMUNICATION

Television is the process of capturing photographic images, converting them into electrical impulses, and then transmitting the signal to a decoding receiver. Conventional transmission is by means of electromagnetic radiation, using the methods of radio.
Among the technical developments that have come to dominate our lives, television is surely one of the top few. In the developed world, the average household watches television for seven hours per day, which helps to explain why news, sports, and educational entities, as well as advertisers, value the device for communication.

The device we call the television is really an image and sound receiver that is the end point of a broadcast system that starts with a television camera or transmitter and requires a complicated network of transmitters using ground-based towers, cables, and satellites to deliver the original picture to our living rooms.
TV came like a bang as the time distance between the invention of radio and television is not much. People across the world were still amazed by the presence of radio in their lives that within years they were having a device which also showed images with sound – a great fun indeed.

How it started?

The electronic way of communication was quite well know by the start of the 20th century but in almost all cases it was limit to sending or receiving voice messages. Since most researchers and scientists were focusing on the voice transmission, the radio broadcast resulted almost simultaneously in many parts of the world with the exception of a difference of few years. The name of Marconi, however, stands distinguished in the eyes of many as the inventor of radio.

The inventor of television, the device responsible for receiving voice as well as images, is John Logie Baird of Scotland. But obviously the new invention has been the result of the extensive work done by scores of other scientists as well. The development of the television occurred over a number of years, in many countries, and using a wide application of sciences, including electricity, mechanical engineering, electromagnetism, sound technology, and electrochemistry. No single person invented the television; instead, it is a compilation of inventions perfected by fierce competition.

Early Discoveries

Chemicals that are conductors of electricity were among the first discoveries leading to the TV. Baron Ȯns Berzelius of Sweden isolated selenium in 1817, and Louis May of Great Britain discovered, in 1873, that the element is a strong electrical conductor. Sir William Crookes invented the cathode ray tube in 1878, but these discoveries took many years to merge into the common ground of television.

Paul Nipkow of Germany made the first crude television in 1884. His mechanical system used a scanning disk with small holes to pick up image fragments and imprint them on a light-sensitive selenium tube. A receiver reassembled the picture. In 1888, W. Hallwachs applied photoelectric cells in cameras; cathode rays were demonstrated as devices for reassembling the image at the receiver by Boris Rosing of Russia and A. A. Campbell-Swinton of Great Britain, both working independently in 1907. Countless radio pioneers including Thomas Edison invented methods of broadcasting television signals.

Although Logie Baird had been developing his own methods of televised images for many years it was in 1924 that he first demonstrated a mechanically scanned television system which transmitted objects in outline and went on the following year to show the head of a dummy, not just in outline but as a real image. First Pictures were shown on Sept 7, 1927.

TV changes some basic concepts

TV is largely responsible for bringing about so many social, cultural and economic changes- and that too with rapid speed, and is considered as one major factor to help globalize human thinking and understanding on various matters by fully exploiting all the elements possible in visual communication, or say broadcasting. More on this aspect will be discussed in a coming lecture.

©Copyright Virtual University of Pakistan

By 1935, mechanical systems for transmitting black-and-white images were replaced completely by electronic methods that could generate hundreds of horizontal bands at 30 frames per second. Vladimir K. Zworykin, a Russian immigrant who first worked for Westinghouse, patented an electronic camera tube based on the cathode tube. Philo T. Farnsworth and Allen B. Dumont, both Americans, developed a pickup tube that became the home television receiver by 1939.

From Black and White to color

The Columbia Broadcasting System (CBS) had entered the color TV fray and battled with RCA to perfect color television, initially with mechanical methods until an all-electronic color system could be developed. Rival broadcasts appeared throughout the 1940s although progress was slowed by both World War II and the Korean War. The first CBS color broadcast on June 25, 1951, featured Ed Sullivan and other stars of the network.

Commercial color television broadcasts were underway in the United States by 1954.
In December of 1954, RCA introduced their 21" color TV. Although the number recorded in history books is 5,000 units sold, the common belief (amongst collectors) is that the actual number sold to the public was considerably less.

1950-1959 was an exciting time period for television. In the USA, B&W television exploded onto the scene at the beginning of the decade, mid-decade saw electronic color television and remote controls launched, and at the end of the decade the public witnessed some interesting styling changes and the introduction of transistorized television.

II World War

The sudden outbreak of WW2 halted to some extent progress on TV transmissions and improvement in technological advancement in making TV a household item for most. The B/W limited scale TV transmission continued to excite people. The images of war ridden and ravaged sites on mini screens of old-fashioned TV sets would pull crowd to watch those and get influenced by the devastation of the mad war. Seeing is believing, worked to make people understand as who was winning the war and who was controlling the known cities at different stages of the years long fighting. It was a sight not to be forgotten for those who first witnessed defeat of German armies at different fronts and marching of the allied forces on the German land towards the last days of the war.

TV Programs

TV program pattern remained like the ones seen on radio broadcast. Classification of its transmission has been made in the following manner.

- News
- Music
- Films
- Comedy shows
- Live shows
- Sports

There are currently 3 **main television transmission standards** used throughout the world:

NTSC - National Television Standards Committee. The oldest existing standard, developed in the USA. First used in 1954. Consists of 525 horizontal lines of display and 60 vertical lines.

SECAM - Système Électronique pour Couleur avec Mémoire. Developed in France. First used in 1967. A 625-line vertical, 50-line horizontal display.
PAL - Phase Alternating Line. Developed by German engineer Walter Bruch who patented his invention 1963 and the first commercial application of the PAL system was in August 1967. Also a 625/50-line display and alternative of NTSC. Proponents call it "P*erfection* A*t* L*ast.*"

©Copyright Virtual University of Pakistan

Broadcast, Cable, and Satellite Television Transmission

Television programs may be transmitted either "live" or from a recording. The principle means of recording television programs for future use is videotape recording. Videotape recording is similar to conventional tape recording .The sound is recorded along with the video signal on the same tape.
When a television program is broadcast, the varying electrical signals are then amplified and used to modulate a carrier wave the modulated carrier is usually fed to an antenna, where it is converted to electromagnetic waves and broadcast over a large region. The waves are sensed by antennas connected to television receivers.

The range of waves suitable for radio and television transmission is divided into channels, which are assigned to broadcast companies or services.

Most television viewers across the world no longer receive signals by using antennas; instead, they receive programming via cable television. Cable delivery of television started as a way to improve reception. A single, well-placed community antenna received the broadcast signals and distributed them over coaxial or fiber-optic cables to areas that otherwise would not be able to receive them. Today, cable television is popular because of the wide variety of programming it can deliver. Many systems now provide more than 100 channels of programming. Typically, a cable television company receives signals relayed from a communications satellite and sends those signals to its subscribers.

The first transatlantic television broadcast was accomplished by such a satellite, called Telstar, on July 10, 1962. Some television viewers use small satellite dishes to receive signals directly from satellites. Most satellite-delivered signals are scrambled and require a special decoder to receive them clearly.

The Future

The future of television seems bright. More research is going into this process. High Definition Television (HDTV) was developed by the Japanese Broadcast Corporation and first demonstrated in 1982. This system produces a movie-quality picture by using a 1,125-line picture on a "letter-box" format screen with a 16 to nine width to height ratio. High-quality, flat screens suitable for HDTV, are being perfected using synthetic diamond film to emit electrons in the first application of synthetic diamonds in electronic components.

Other developments in the receiver include gold-plated jacks, an internal polarity switch on large screens that compensates for the effect of Earth's magnetic field on image reception, accessories to eliminate ghosts on the screen. Liquid crystal display (LCD) technology is also advancing rapidly as an alternative to the cumbersome television screen. Assorted computer chips add functions like channel labeling, time and data displays, swap and freeze motions, parental channel control, touch screens, and a range of channel-surfing options.

Digital television of the future will allow the viewer to manipulate the angle of the camera, communicate with the sports commentator, and merge and edit movies on screen. Two-way TV will also be possible. Current screens may be used thanks to converter boxes that change the analog signal that presently energizes the phosphors on the back of your television screen to digital signals that are subject to less distortion—and are the language of computers. Computer technology will then allow a world of manipulation of the data as well as broadcast of six times as much data.

©Copyright Virtual University of Pakistan

LESSON 33

TV IN PAKISTAN

The electronic media was well known in Pakistan after independence in 1947. Not only radio broadcast was being made from Lahore and Peshawar but it was growing steadily.

Although the world at this point of time was familiar with a black & white television broadcast, particularly in the West and the USA, TV seemed a remote possibility in the newborn country.
From the early 60s there had been a talk to start television broadcast in Pakistan. Planning continued and various departments prepared their reports about the feasibility of a complete TV broadcasting station. Main obstacle in setting up a TV station was not the money, but non availability of the technical staff which must run the broadcasting house on sound footings. The efforts continued, however, and bore fruit when on Nov 26, 1964 country's first TV station was set up in Lahore.

By this time TV had advanced to color transmission in a number of countries, the PTV was a B/W version. Nonetheless the enthusiasm of starting a TV broadcasting house was overflowing and the staff – both on the technical as well as programming sides, showed determination to make this venture a success. No one would have imagined at that point of time, that this small box would bring a revolution in mass communication in this part of the world where other means of mass communication were proving relatively costlier.

Enthusiasm

Watching the moving images at your drawing room was a real treat. TV sets were not frequently available in the markets and the ones available for sale were expensive and only the rich could afford the cost of getting a set. A status symbol it was to have a set indeed. Relatives and neighbors would gather around the box much before the broadcast. Women would finish cooking early and the students would do their homework well before the TV would start playing its typical signature tune and showing its insignia. The first sight of the announcer was cheered and voices were raised to call others to come as *it has started now*. It is irrefutably difficult to forget those moments of history by the ones who had witnessed them. It was not limit to household activity; TV transmission was also watched at the monitoring rooms of newspapers for getting the latest from around the world. Sometime a snap of some very interesting footage was also had, though picture so taken lacked in quality.

Evening Transmission only

TV broadcast was limit to five hours, from 6 pm to 11 pm with one weekly holiday on Monday. People would sit in front of the set from the signature tune, women would finish household errands, children doing their homework much before the first images of the day, usually recitation from the holy Quran. Hardly a person would move away till the national anthem was played to mark end of the day's transmission. Due to the immense interest for watching the moving images and the restricted timings of the transmission, the work-schedule of many was now changed.

Live Broadcast

The most prominent feature of PTV's early years was the live transmission for it did not have the recording facilities. It was not the news to be read in real time only, but the talks, plays and music was also broadcast live. It was a unique experience for all the directors, producers, performers and the technical staff. Hardly one can imagine now that there had been such an exceptional time in PTV's life.

Many radio artists seemed moving to and fro between radio station and the PTV building next door to accomplish the task of live transmission and rehearsals.

PTV and the unforgettable War of Sept 1965

The September 1965 war with India was a testing time for the whole nation. Nothing was above the country's defense. The PTV Lahore station did the heroics it still gets credit for. Its OB teams went to the borders and captured some incredible images of the battlefield. Nothing more could have excited people seeing with their own eyes Pakistan Army's jawans invading Indian posts, destroying them and capturing

©Copyright Virtual University of Pakistan

enemy's land across the border. With madam Noor Jahan's spirited national songs in the backdrop, the PTV's showings worked as a catalyst to fuel the passion for national defense.

National Microwave Network

A major breakthrough was achieved in 1973 when all the TV stations in the country were linked by a microwave network, enabling live telecast of different programs which helped the PTV save time and money. Now a drama at Lahore station could be watched by viewers in Karachi and Islamabad at the same time and similar transmission from Karachi could be made for the upcountry stations. This facility was fully exploited at the time of Lahore Islamic Summit of Feb 1974. The Karachi and Rawalpindi stations, which were functioning since 1967, were linked with the live coverage of the events from Lahore. It was due to PTV that at one stage it looked as the whole nation was involved and a part of the unprecedented events of the summit. From Shalimar Gardens civic reception to saying prayers at the historic Badshahi Mosque, and from the public meeting at the Qaddafi stadium – also addressed by Libya's president Col Qaddafi, to the business meetings at the Punjab Assembly floor was a great job done by the PTV in a commendably organized way.

PTV goes colored

Though the Islamic conference coverage was very successful, many thought it would have been far better had it been a colored transmission. Another reason to do away with the black and white broadcast was that in most part of the world the TV transmission was getting colored and companies were now not making parts for the equipment used in the B/W transmission. The day came soon when in 1976 COLOUR TRANSMISSION STARTED on experimental basis. Regular Color transmission started from Feb 18, 1982.

More Developments

1987 – Federal TV centre at Islamabad commissioned.
1992 – Second TV channel for education commissioned.
1996 – Local area transmission from four (4) stations started.
1998 – Transmission of PTV world programmes started.

Ptv-1 - Area covered: 38%, population covered: 86.48 %.
Ptv-2/ Ptv World - area covered: 24.19 %, population covered: 55.83 %.

Dramas – the source of strength to PTV

PTV excelled in broadcasting various programs – news analysis, talk shows especially for the youth and entertainment purposes. But what earned it distinction was its drama production. To mention a few;

Parchhaian
Aik muhabat sua afsanay
Shama
Waris
Alpha bravo Charlie
Tanhayian
Alif noon
Sona chandi
Khuda ki basti
Dhoop kinaray

Another area where TV in Pakistan has been a major source of entertainment is the coverage of ***sporting events****. From the times of making special arrangements to show live boxing bouts of all time great Muhammad Ali to all major sporting activities these days, PTV keeps people glued for hours to watch sports of their interest. It also brings business to TV.*

©Copyright Virtual University of Pakistan

LESSON 34

EFFECTS OF TELEVISION ON SOCIETY

Television broadcast has broad effects on the society all around the world. The strong verbal and non verbal combination and the facility to highlight different subject matters created one of the most important impressions in mass media.
There are so many angles to see as to what extent TV has brought about changes in daily life of people and the nations as well.

Here we will see some of the key changes affected by TV transmissions in general.

Seeing is believing

The authenticity of news and other informative material has never been more acceptable to people through other means of communication than the one available on TV. People already informed about an event still like to see the news along with footage on TV. For instance, the winning run scored by your favorite team in an exciting match is something people would like to see again and again although they know the outcome of the match. So is about visuals on accidents and unusual events like hanging of Iraqi leader Saddam Hussain etc.

Changes in timings

Most people have tuned their daily timings in accordance with their popular programs. Students tend to finish their homework before their favorite show. Housewives would make their cooking schedule as not to miss the soap tonight. Men would get ready for relaxing by watching programs of their interest. Much noticeable change is in bed-timings. Early to bed... dictum seems to have lost its meaning and watching TV till late night has become a norm at most households until children get a gaze from parents they tend to fight sleep only to watch a play or a show and discuss it next day with class-mates.

Fashion

Working on the psyche of youth, especially young ladies, TV plays and shows have concentrated over the years in introducing new and trendy dresses, particularly in the advertisements which are integral part of TV transmissions all across the world. The new hair styles, dresses, make up and even body gestures very quickly gain currency and after any popular show or a drama serial its fashion effects are easily seen on the people.

Household entity and change in habits

TV has become one essential household entity. You remove TV from the house and everybody starts feeling as something is missing. It is this strong feeling of TV presence that is helping change habits pertaining to talking style, eating timings, and seeing relatives etc.

Increasing general know-how

Being a strong medium TV has remarkably worked to increase general know-how on various matters of daily life. Though you are not concentrating hard on a program on health matters, the visuals shown are telling you how to clean you teeth or apply a medicine or take exercises. Watching a documentary on wild-life, even casually, makes you much more informed about so many aspects of ecological system and the habitat.

Cultural changes and influences

Perhaps most affected of all areas due to watching TV is the cultural changes that have come about over the years. TV dramas and discussion programs have largely influenced the thought process of many on normal living to acculturation by seeing the blaze of exotic life style. That is one reason that intellectuals always campaign to show as much of a local culture on TV broadcast as possible so that cultural identity of a particular region, tribe, nation or clan be kept in its traditional way.

There have been long debates on the influence of other cultures, especially the ones from the west, on the living style of other societies through TV programs. Smelling a deliberate attempt to seduce the youth of

©Copyright Virtual University of Pakistan

conservative societies to the sparkling and bold images of the west, there rages a strong debate under the title of cultural imperialism. Of late, these debates are paying off as there is an element of awareness to resist such manipulations and to keep one's culture well defended against such invasions. Nonetheless, the conflict of influencing cultures through TV showings during news, entertainment and sports is going strong.

Institutional transformation

TV has been chiefly responsible for the decline of cinema and stage. The time for gathering the family members for the matinee show is long over. The unique exercise of going to a huge cinema house braving extreme weather and other odds and watching action on large silver screen is no more with the same zeal. In most cases it is an interesting TV drama, musical show or a cricket match which is not allowing family members or friends to go out for entertainment. And how can it be if almost free of cost high quality and at times, a real time entertainment is available at home. In many countries, and Pakistan is no exception, theaters have seen a steep decline in their business. Many a theaters have been demolished only to be rebuild as commercial plazas and their have been chaotic voices from different corners of the entertainment industry for the government to undertake some steps to save the cinema life.

Case Study

The nation's established mass media—radio, films, and newspapers—reacted differently to television's sudden presence in the American home. Radio felt the effects first, as audiences for radio programs, particularly in the evening, dropped sharply in the first half of the 1950s. Radio's relative portability allowed some recovery, especially with the development of the transistor. Then, too, in the 1950s, most Americans only owned one television. Those unhappy with what another family member insisted on watching could listen to a radio elsewhere in the house. Moreover, radio could be a diversion for those doing the dishes or cleaning a room. At the same time, radio listening while driving became much more common as more automobiles were equipped with radios, and the percentage of Americans who owned cars increased. In addition, some radio stations broke with an older industry tradition by targeting a demographic subgroup of listeners, specifically, adolescents. Stations hired disc jockeys who continuously played rock and roll music. Television stations and networks could only offer a few programs tailored to teens. Advertisers prized their parents more. Radio, in that regard, anticipated the direction of television's competitors after the 1960s. Radio stations continued to narrow their formats by age, race, and politics.

Television presented an enormous challenge to the film industry. Theater attendance dropped sharply in the late 1940s and early 1950s. However, box office receipts were declining even before television arrived in many communities. With marginal theaters closing, the studios responded by reducing the number of movies produced per year. To compete with TV, more films had elaborate special effects and were produced in color. (Not until 1972 did most homes have color televisions.) The collapse of film censorship in the mid-1960s gave Hollywood another edge: violence and sexual situations could be portrayed with an unprecedented explicitness that TV producers could only envy.

Although most large studios at first resisted cooperating with the television networks, by the mid-1950s virtually every movie company was involved in some TV production. With some exceptions, most of Hollywood's initial video work resembled the old "B" movie, the cheaper theatrical release of the 1930s and 1940s produced as the second feature for a twin billing or for the smaller theaters, most of which had ceased operations in the late 1950s. In the late 1960s, motion picture firms began producing TV movies, that is, two-hour films specifically for television. At first, they were fairly cheaply mounted and forgettable. But a few had enormous impact. ABC's Roots, telecast in 1977, chronicled the history of an African American family and prompted a new appreciation for family history. Although the TV films remained popular through the 1980s, higher costs caused the networks to lose their enthusiasm for the genre, which all but disappeared from the small screen in the 1990s.

Newspapers: the next victim

With the availability of latest news on the small box every hour, people seem to have lost interest in going through the time consuming exercise of reading lengthy columns to find news in newspapers. With the TV becoming popular mode of learning latest on the news front, many newspapers appear struggling

©Copyright Virtual University of Pakistan

for their survival. Almost all the major newspapers have noticed a decline in their circulation or stagnation in their expansion plans.

The print industry – newspapers, magazines, books etc – have experienced a huge cut in their revenue as most part of the advertising budgets by the corporate sector and individual business organizations have been diverted to TV where the outcome is more rewarding as compared to the advertising campaigns run on print media.

Politics and TV

Aware of the strength of TV, many politicians and political parties are more interested in buying time on television and find themselves in a far easier position to address masses in their TV lounges instead of taking pain all the time of going out, arranging public meetings and braving hardships. TV seems to have dramatically changed the political environment and now people can talk to their leaders who frequently appear on different TV talk shows.

©Copyright Virtual University of Pakistan

LESSON 35

PUBLIC RELATIONS AND MASS COMMUNICATION - I

Ask a person secret of his success and among answers you may notice mention of his PR. Have a good rather strong public relation approach and climb up the ladder of promotion quickly. A person with bad PR, though good in many other respects, may suffer and make slow progress as compared to a person possessing matching qualities but having excellent PR. This clearly indicates the importance of the public relation in communication.

Almost same holds true about the organizations and the companies as they tend to wield this tool on more scientific lines. The presence of PR in mass communication is mainly due to corporate sector which has over the decades exploited PR for the promotion of their products, personalities and services.

Here we will see what purpose is served by the PR in mass communication.

Definition

- Aspect of communications that involves promoting a desirable image for a person or group seeking public attention.

- Public relations (PR) is the art of managing communication between an organization and its key publics to build, manage and sustain a positive image.

- One of the earliest definitions of PR was coined by Edward Bernays. According to him, "Public Relations is a management function which tabulates public attitudes, defines the policies, procedures and interest of an organization followed by executing a program of action to earn public understanding and acceptance. "

- According to two American PR professionals Scott M. Cutlips and Allen H. Center, "PR is a planned effort to influence opinion through good character and responsible performance based upon mutual satisfactory two-way communication".

History

Precursors to public relations are found in publicists who specialized in promoting circuses, theatrical performances, and other public spectacles. In the United States, where public relations has its origins, many early PR practices were developed in support of the expansive power of the railroads. In fact, many scholars believe that the first appearance of the term "public relations" appeared in the *1897 Year Book of Railway Literature*.

Mass media-men employed

Later, PR practitioners were—and are still often—recruited from the ranks of journalism. Some journalists, concerned with ethics, criticize former colleagues for using their inside understanding of news media to help clients receive favorable media coverage.

Despite many journalists' discomfort with the field of public relations, well-paid PR positions remain a popular choice for reporters and editors forced into a career change by the instability of the print and electronic media industry. PR historians say the first PR firm, the Publicity Bureau, was established in 1900 by former newspapermen, with Harvard University as its first client.

WW I pushed PR

The First World War also helped stimulate the development of public relations as a profession. Many of the first PR professionals, including Ivy Lee, Edward Bernays, and Carl Byoir, got their start with the Committee on Public Information (also known as the Creel Commission), which organized publicity on behalf of U.S. objectives during World War I.

Some historians regard Ivy Lee as the first real practitioner of public relations, but Edward Bernays is generally regarded today as the profession's founder. In describing the origin of the term Public Relations,

©Copyright Virtual University of Pakistan

No to propaganda, yes to PR.

Bernays commented,
"When I came back to the United States, I decided that if you could use propaganda for war, you could certainly use it for peace. And propaganda got to be a bad word because of the Germans using it. So what I did was to try to find some other words, so we found the words Council on Public Relations".

Case Study

One of Bernays' early clients was the tobacco industry. In 1929, he orchestrated a legendary publicity stunt aimed at persuading women to take up cigarette smoking, which was then considered unfeminine and inappropriate for women with any social standing. To counter this image, Bernays arranged for New York City a march in that year's Easter Day Parade, defiantly smoking cigarettes as a statement of rebellion against the norms of a male-dominated society. Photographs of what Bernays dubbed the "Torches of Liberty Brigade" were sent to newspapers, convincing many women to equate smoking with women's rights. Some women went so far as to demand membership in all-male smoking clubs, a highly controversial act at the time.

PR standards

In 1950 PRSA enacts the first "Professional Standards for the Practice of Public Relations," a forerunner to the current Code of Ethics, last revised in 2000 to include six core values and six code provisions. The six core values are "Advocacy, Honesty, Expertise, Independence, Loyalty, and Fairness." The six code provisions are "Free Flow of Information, Competition, Disclosure of Information, Safeguarding Confidences, Conflicts of Interest, and Enhancing the Profession."

Methodology

Public relations describes the various methods a company uses to disseminate messages about its products, services, or overall image to its customers, employees, stockholders, suppliers, or other interested members of the community. The point of public relations is to make the public think favorably about the company and its offerings.

Tools employed for PR

Commonly used tools of public relations include:

- News releases
- Press conferences
- Speaking engagements
- Community service programs

Difference between PR and Advertisement

Although advertising is closely related to public relations—as it too is concerned with promoting and gaining public acceptance for the company's products—the goal of advertising is generating sales, while the goal of public relations is generating good will. The effect of good public relations is to lessen the gap between how an organization sees itself and how others outside the organization perceive it.

Two way communication

Public relations involve two-way communication between an organization and its public. It requires listening to the constituencies on which an organization depends as well as analyzing and understanding the attitudes and behaviors of those audiences. Only then can an organization undertake an effective public relations campaign.

Responsibility of PR

Many small business owners elect to handle the public relations activities for their own companies, while others choose to hire a public relations specialist. Managers of somewhat larger firms, on the other hand, frequently contract with external public relations or advertising agencies to enhance their corporate

©Copyright Virtual University of Pakistan

image. But whatever option is chosen, the head of a company is ultimately responsible for its public relations.

Goals of Public Relations

Goals of public relations are to create, maintain, and protect the organization's reputation, enhance its prestige, and present a favorable image. Studies have shown that consumers often base their purchase decisions on a company's reputation, so public relations can have a definite impact on sales and revenue. *Public relations can be an effective part of a company's overall marketing strategy. In the case of a for-profit company, public relations and marketing should be coordinated to be sure they are working to achieve the same objectives.*

Another major public relations goal is to create good will for the organization. This involves such functions as employee relations, stockholder and investor relations, media relations, and community relations.
Public relations may function to educate certain audiences about many things relevant to the organization—including the business in general, new legislation, and how to use a particular product—as well as to overcome misconceptions and prejudices. For example, a nonprofit organization may attempt to educate the public regarding a certain point of view, while trade associations may undertake educational programs regarding particular industries and their products and practices.

PR Campaign

Effective public relations require a knowledge, based on analysis and understanding, of all the factors that influence public attitudes toward the organization. While a specific public relations project or campaign may be undertaken proactively or reactively (to manage some sort of image crisis), the first basic step in either case involves analysis and research to identify all the relevant factors of the situation. In this first step, the organization gains an understanding of its various constituencies and the key factors that are influencing their perceptions of the organization.

In the second step, the organization establishes an overall policy with respect to the campaign. This involves defining goals and desired outcomes, as well as the constraints under which the campaign will operate. It is necessary to establish such policy guidelines in order to evaluate proposed strategies and tactics as well as the overall success of the campaign.

In step three, the organization outlines its strategies and tactics. Using its knowledge of the target audiences and its own established policies, the organization develops specific programs to achieve the desired objectives. Finally, step four involves actual communication with the targeted public. The organization then employs specific public relations techniques, such as press conferences or special events, to reach the intended audience.
In step five the organization receives feedback from its public. How have they reacted to the public relations campaign? Are there some unexpected developments? In the final step, the organization assesses the program and makes any necessary adjustments.

Public relations involves

1. Evaluation of public attitudes and opinions.
2. Formulation and implementation of an organization's procedures and policy regarding communication with its publics.
3. Coordination of communications programs.
4. Developing rapport and good-will through a two way communication process.
5. Fostering a positive relationship between an organization and its public constituents.

Examples

- Corporations use marketing public relations (MPR) to convey information about the products they manufacture or services they provide to potential customers to support their direct sales efforts. Typically, they support sales in the short and long term, establishing and burnishing the corporation's branding for a strong, ongoing market.

©Copyright Virtual University of Pakistan

- Corporations also use public-relations as a vehicle to reach legislators and other politicians, seeking favorable tax, regulatory, and other treatment, and they may use public relations to portray themselves as enlightened employers, in support of human-resources recruiting programs.
- Non-profit organizations, including schools and universities, hospitals, and human and social service agencies, use public relations in support of awareness programs, fund-raising programs, staff recruiting, and to increase patronage of their services.

Politicians use public relations to attract votes and raise money, and, when successful at the ballot box, to promote and defend their service in office, with an eye to the next election or, at career's their legacy.

Industry today

According to the U.S. Bureau of Labor Statistics, there were approximately 122,000 public relations specialists in the United States in 1998, while there were approximately 485,000 advertising, marketing, and public relations managers working in all industries. Public relations practitioners deliver information through the media to target audiences or, with the advent of the Internet, directly to specific stakeholder groups. Because similar opinions tend to be shared by a group of people rather than an entire society, research may be conducted to determine a range of things such as target audiences, appeal, as well as strategies for coordinated message presentation. PR may target different audiences with different messages to achieve an overall goal. Public Relations sets out to effect widespread opinion and behavior changes.

Modern public relations uses a variety of techniques including opinion polling and focus groups to evaluate public opinion, combined with a variety of high-tech techniques for distributing information on behalf of their clients, including satellite feeds, the Internet, broadcast faxes, and database-driven phone banks to recruit supporters for a client's cause. According to the PRSA,

"Examples of the knowledge that may be required in the professional practice of public relations include communication arts, psychology, social psychology, sociology, political science, economics, and the principles of management and ethics. Technical knowledge and skills are required for opinion research, public issues analysis, media relations, direct mail, institutional advertising, publications, film/video productions, special events, speeches, and presentations."

Job specialization

Although public relations professionals are stereotypically seen as corporate servants, the reality is that almost any organization that has a stake in how it is portrayed in the public arena employs at least one PR manager. Large organizations may even have dedicated communications departments. Government agencies, trade associations, and other non-profit organizations commonly carry out PR activities.

Public relations should be seen as a management function in any organization. An effective communication, or public relations, plan for an organization is developed to communicate to an audience (whether internal or external publics) in such a way the message coincides with organizational goals and seeks to benefit mutual interests whenever possible.

©Copyright Virtual University of Pakistan

LESSON 36

PUBLIC RELATIONS AND MASS COMMUNICATION - II

Specialization

In this chapter we will continue our discussion on various other areas of public relations and mass communication. As is the case with most areas of studies and practices PR has also been categorized into different sections with each section having its own characteristics and business value.
The specialization in PR is the case in view here.

Specializations

- Property development & real estate PR
- Retail sector PR
- Agricultural PR
- Food service PR
- Health care PR
- Technology/IT PR
- Public affairs PR
- On-line PR
- Financial/investor relations
- Not-for-profit PR
- Crisis communication PR

All these categories are managed by experts who specialize in their relative fields.

A number of specialties exist within the field of public relations, including:

- Crisis management
- Reputation management
- Issue management
- Investor relations and labor relations
- Grassroots PR (sometimes referred to as Astroturf PR)

Methods, tools and tactics

Public relations and publicity are not synonyms. Publicity is the spreading of information to gain public awareness in a product, service, candidate, etc. It is just one technique of public relations as listed here.

Audience targeting

A fundamental technique used in public relations is to identify the target audience, and to tailor every message to appeal to that audience. It can be a general, nationwide or worldwide audience, but it is more often a segment of a population. Marketers often refer to economy-driven "demographics," such as "white males 18-49," but in public relations an audience is more fluid, being whoever someone wants to reach.

In addition to audiences, there are usually stakeholders, literally people who have a "stake" in a given issue. All audiences are stakeholders, but not all stakeholders are audiences. For example, a charity commissions a PR agency to create an advertising campaign to raise money to find a cure for a disease. The charity and the people with the disease are stakeholders, but the audience is anyone who is likely to donate money.

Sometimes the interests of differing audiences and stakeholders common to a PR effort necessitate the creation of several distinct but still complementary messages. This is not always easy to do, and sometimes – especially in politics – a spokesperson or client says something to one audience that angers another audience or group of stakeholders.

Press conferences

©Copyright Virtual University of Pakistan

A press conference consists of someone speaking to the media at a predetermined time and place. Press conferences provide an opportunity for speakers to control information and who gets it; depending on the circumstances, speakers may hand-pick the journalists they invite to the conference instead of making themselves available to any journalist who wishes to attend.

It is also assumed that the speaker will answer journalists' questions at a press conference, although they are not obliged to. However, someone who holds several press conferences on a topic will be asked questions by the press, regardless of whether they indicate they will entertain them, and the more conferences the person holds, the more aggressive the questioning may become. Therefore, it is in a speaker's interest to answer journalists' questions at a press conference to avoid appearing as if they have something to hide.
But questions from reporters – especially hostile reporters – detracts from the control a speaker has over the information they give out. For even more control, but less interactivity, a person may choose to issue a press release.

Press releases

The typical press release announces that the statement is "FOR IMMEDIATE RELEASE" across the top (some may instead be embargoed until a certain date), and lists the issuing organization's media contacts directly below. The media contacts are the people that the release's issuer wants to make available to the media:

Five "Ws and an "H" There are 6 vital facts to convey in the first paragraph of a release to ensure that it doesn't end up in the bin.

- Who
- What
- When
- Where
- Why
- How

A press release is a written statement distributed to the media. It is a fundamental tool of public relations. Very often the information in a press release finds its way verbatim or minimally altered, to print and broadcast reports.

The text of a release is usually (but not always) written in the style of a news story, with an eye-catching headline and text written standard journalistic inverted pyramid style. This style of news writing makes it easier for reporters to quickly grasp the message. Journalists are free to use the information verbatim, or alter it as they see fit. PR practitioners research and write releases that encourage as much "lifting" as possible.

Since press releases reflect their issuer's preferred interpretation or positive packaging of a story, journalists are often skeptical of their contents. The level of skepticism depends on what the story is and who's telling it. Newsrooms receive so many press releases that, unless it is a story that the media are already paying attention to, a press release alone often isn't enough to catch a journalist's attention.
With the advent of modern electronic media and new technology, press releases now have equivalents in these media, video news releases and audio news releases.

A new kind of press release—"optimized" for the Internet

The advent of the Internet has ushered in a new kind of press release known as an *optimized press release*. Unlike conventional press releases of yore, written for journalists' eyes only, in hopes the editor or reporter would find the content compelling enough to turn it into print or electronic news coverage, the optimized press release is posted on an online news portal. Here the writer carefully selects keywords or keyword phrases relevant to the press release contents. If written skillfully, the press release can rank highly in searches on Google News, Yahoo or MSN News (or the many other minor news portals) for the chosen keyword phrases.

©Copyright Virtual University of Pakistan

Readers of optimized press releases constitute far more than journalists. In the days before news search engines, a press release would have landed only in the hands of a news reporter or an editor who would make the decision about whether the content warranted news coverage. Although the news media is always privy to online press releases in the search engines, most readers are end-users. Optimized press releases circumvent the mainstream media which is formerly—but no longer—the gatekeeper of the news.

Lobby groups

Lobby groups are established to influence government policy, corporate policy, or public opinion. These groups purport to represent a particular interest. When a lobby group hides its true purpose and support base it is known as a front group.

Astroturfing

Creating an artificial "grassroots" movement is known as astroturfing. A typical example would be the writing of letters to multiple newspaper editors under different names to express an opinion on an issue, creating the impression of widespread public feeling but being controlled by one central entity.

Spin

In public relations, **spin** is a, sometimes critical term signifying a heavily biased portrayal in one's own favor of an event or situation. While traditional public relations may also rely on creative presentation of the facts, "spin" often, though not always, implies, deceptive and/or highly manipulative tactics. Politicians are often accused of spin by commentators and political opponents, when they produce a counter argument or position.

The term is borrowed from ball sports such as cricket, where a spin bowler may impart spin on the ball during a delivery so that it will curve through the air or bounce in an advantageous manner.
State-run media in many countries also engage in spin by selectively allowing news stories that are favorable to the government while censoring anything that could be considered critical. They may also use propaganda to indoctrinate or actively influence citizens' opinions.

Other

- Publicity events or publicity stunts
- The talk show circuit. A PR spokesperson (or his/her client) "does the circuit" by being interviewed on television and radio talk shows with audiences that the client wishes to reach.
- Books and other writings
- After a PR practitioner has been working in the field for a while, he or she accumulates a list of contacts in the media and elsewhere in the public affairs sphere. This "Rolodex" becomes a prized asset, and job announcements sometimes even ask for candidates with an existing Rolodex, especially those in the media relations area of PR.
- Direct communication (carrying messages directly to constituents, rather than through the mass media) with, e.g., newsletters – in print and e-letters.
- Speeches to constituent groups and professional organizations; receptions; seminars, and other events; personal appearances.

The process of public relations

Experts Scott Cutlip, Allen Center and Glen Broom describe the public relations process in four steps (1994).

The first step is "Defining Public Relations Problems," usually in terms of a "situational analysis," or what public relations professionals call a SWOT analysis (strengths, weaknesses, opportunities, threats).
According to them this should answer the question, "What's happening now?"

The next step in the public relations process is "Planning and Programming," where the main focus is "strategy," Cutlip, Center and Broom argue that this step should answer the question "What should we do and say, and why?" The third step in the public relations process is "Taking action and Communicating," also known as "Implementation;" this step should answer the question "How and when do we do and say

it?" The final step in Cutlip, Center and Broom's Four-Step Public Relations Process is "Evaluating The Program," making a final "assessment," which should answer the question "How did we do," this is where public relations professionals make a final analysis of the success of their campaign or communication.
People who are professionals in public relations use different methods for analyzing the results of their work such as focus groups, surveys, and one-on-one interviews. These same methods are used in defining what medium of communication will be used in the process of strategy and what tools will be used in relaying the message, such as press releases, brochures, Web sites, media packs, video news releases, news conferences and in-house publications.

Politics and civil society

A tactic used in political campaigns is known as "defining one's opponent". Opponents can be candidates, organizations and other groups of people.

Managing language

If a politician or organization can use an apt phrase in relation to an issue, such as in interviews or news releases, the news media will often repeat it verbatim, thus furthering the message. Recent examples include: "death tax" for estate tax, "racial preferences" for affirmative action, "faith-based" instead of religious, "climate change" for global warming, and "partial-birth abortion" for pro-choice.

Entertainment and celebrity

Celebrities tend to be fans of the dictum "any publicity is good publicity". If a celebrity says or does something embarrassing, he or she will often turn it into a strength and make it part of his or her "image." This tactic is used just as much with favorable situations as much as with unfavorable ones.

Branching out – to live through PR

As Oscar Wilde is supposed to have said, the only thing worse than being talked about is not to be talked about at all. Many celebrities seem to take this truism to heart, because when their popularity (and income) wanes, they take on new projects that attract media attention. Considering that a celebrity's celebrity is a brand unto itself, many celebrities are under constant pressure to "reinvent" themselves, as a prophylactic against obscurity.

A current trend among American celebrities is the transformation of musicians, comedians, and almost every other sort of performer into children's book authors. Madonna, Jay Leno, Billy Crystal, Ricky Gervais and several other celebrities have recently written children's books, accompanied by much media coverage.
A more traditional way of branching out is the celebrity restaurant. This is especially common among professional athletes, whose time in the spotlight is often limited by the physical demands of their jobs. Basketball player Michael Jordan opened a restaurant in Chicago, and singer Britney Spears opened an ill-fated eatery in New York which closed a few months later.

Male celebrities like Tim Robbins, Sean Penn and Charlton Heston seem to gravitate toward politics, although some female celebrities, such as Susan Sarandon and Barbra Streisand, also become strong political voices.

Younger female celebrities on the other hand are often drawn into the fashion world. Hotel heiress Paris Hilton recently announced that she was starting her own line of jewelry, and Jennifer Lopez has started a line of clothing. And fading star Elizabeth Taylor launched a fragrance called "White Diamonds" several years ago, bringing renewed interest from the media. Britney Spears also kept herself in the public eye when she had her secretive marriage to Kevin Federline Although neither topic has to do with her career, audiences seemed to be just as intrigued to know about her personal life.

Ethical and social issues

Many of the techniques used by PR firms are drawn from the institutions and practices of democracy itself. Persuasion, advocacy, and education are instruments through which individuals and organizations are entitled to express themselves in a free society, and many public relations practitioners are

engaged in practices that are widely considered as beneficial, such as publicizing scientific research, promoting charities, raising awareness of public health concerns and other issues in civil society.

One of the most controversial practices in public relations is the use of front groups—organizations that purport to serve a public cause while actually serving the interests of a client whose sponsorship may be obscured or concealed. The creation of front groups is an example of what PR practitioners sometimes term the third party technique—the art of "putting your words in someone else's mouth." PR Watch, a non-profit organization that monitors PR activities it considers to be deceptive, has published numerous examples of this technique in practice. Critics of the public relations industry, such as PR Watch, have contended that Public Relations involves a "multi-billion dollar propaganda-for-hire industry" that "concocts and spins the news, organizes phony 'grassroots' front groups, , and conspires with lobbyists and politicians to thwart democracy."

Current issues in ethical and social arenas have been brought to the attention of people from all strata of the population when it was found that more than one journalist with a platform had received money from a Public Relations firm for espousing a certain point of view.

Public relations in fiction

- *Absolutely Fabulous* (1992 - 2004) is a British sitcom written by and starring Jennifer Saunders with Joanna Lumley.
- *Absolute Power* (2000 -) is a British comedy series, set in the offices of Prentiss McCabe, a fictional public relations company in London.
- *Wag the dog* (1997), an American movie about a PR-consultant (Robert De Niro) that teams up with a movie-producer (Dustin Hoffman) to cover up a presidential sex scandal by creating a fictional war to divert the media.
- *Thank You For Smoking* (1994), an American satirical novel by Christopher Buckley, about a shyster PR-Consultant/tobacco-lobbyist (Nick Naylor) during the 1990s. It was later adapted into a movie of the same title in 2006.

©Copyright Virtual University of Pakistan

LESSON 37

ADVERTISING BEYOND PRINT MEDIA

Moving on from the point when we were discussing advertising in the print media, we observe that the human instinct to persuade fellow beings to buy commodities and ideas on commercial or non commercial basis by using means other than newspapers and magazines has also been there.

Here we will examine different ways employed by men to further the cause of advertising.

Commercial Advertising Media

Wall paintings
Billboards
Street furniture components
Printed flyers
Radio
Cinema
Television
Web banners
Web popups
Skywriting
Bus stop benches
Town criers
Sides of buses, taxicab doors and roof mounts
Musical stage shows
Subway platforms and trains
Elastic bands on disposable diapers
Stickers on apples in supermarkets
The opening section of streaming audio and video
Posters
Back of event tickets and supermarket receipts

Covert advertising

It is embedded in other entertainment media is known as product placement.
A more recent version of this is advertising in film, by having a main character use an item or other of a definite brand - an example is in the movie *Minority Report*, where Tom Cruise's character Tom Anderton owns a computer with the *Nokia* logo clearly written in the top corner, or his watch engraved with the *Bulgari* logo. Another example of advertising in film is in *I, Robot*, where main character played by Will Smith mentions his *Converse* shoes several times, calling them "classics," because the film is set far in the future. Cadillac chose to advertise in the movie The Matrix Reloaded, which as a result contained many scenes in which Cadillac cars were used. Similarly, product placement for Omega Watches, BMW and Aston-Martin cars are featured in recent James Bond films, most notably, *Casino Royale*.

Radio commercial

A **radio commercial** (often called an **advert** in the United Kingdom, or a **spot** to people in the business) is a form of advertising in which goods, services, organizations, ideas, etc. are promoted via the medium of radio. Many commercials are produced by an outside ad agency and, airtime is purchased from a station or network in exchange for sponsorship of its programming.

Radio commercials are frequently sold in either 30 second or 60 second increments. While a :60 radio commercial is twice as long as a :30 radio commercial, it is rarely sold at twice the price. While practices vary, most radio stations only charge 20-30% more for the longer spot.

While many commercials are professionally produced, radio is not out of reach for the small retail business owner. Most local radio stations have the ability to produce radio commercials in house using their own

announcers. At times local radio stations will write and even produce the radio commercials for local retail advertisers at no additional cost when the merchant purchases a schedule of "spots" on the station.
The first radio commercial is credited to WEAF, New York on August 28, 1922 for the Queens Boro real estate corporation. The ten-minute live commercial was voiced by H.M. Blackwell, a representative of Queensboro.

Advertising Media—Audio

The most common audio advertising media is FM radio. Placement of an advertisement on FM radio costs about as much as an advertisement placed in a metropolitan newspaper. However, radio is more dynamic than print alternatives because it allows the advertiser essentially to talk with the consumer. Indeed, many small business consultants believe that an entertaining and informative radio advertising campaign can be a major asset. Nonetheless, some analysts contend that small business owners should proceed cautiously before deciding to rely exclusively on radio advertising. Indeed, most businesses incorporate a media mix when attempting to sell their products or services, utilizing radio advertising in concert with print and other advertising media. The key for small business owners is to study what types of advertising best suits their products and services and to use that media to spearhead their advertising campaign.

Advantages and Disadvantages of Radio

Radio stations feature many different programming emphases. These range from music-oriented formats such as country, adult contemporary, classic rock, and alternative rock to news-or talk-oriented formats. Since these different formats attract different demographic segments of the total audience, business owners can take appreciable measures to reach their target audience simply by buying time on appropriate stations. Another major advantage of radio advertising is that it is inexpensive to place and to produce, allowing small business owners to place advertisements on more than one station in a given market. In addition, radio advertising content can be changed quickly to meet changes in the market or to reflect new business objectives. Finally, radio reaches large numbers of commuters, income-generating people who often pay more attention to radio advertising than to other advertising media, especially if they are driving alone.

The costs associated with purchasing radio advertising time reflect this emphasis on reaching the commuter audience. The four time slots, or "day parts," offered for advertisers by most radio stations are the morning drive, daytime, afternoon drive, and evening. The two most expensive—but also most effective advertising slots—are the morning and afternoon drive times.

Although radio advertising is effective, there are drawbacks to consider when deciding whether to create and place a radio spot. Aspects to consider include competitor clutter, the cumulative costs associated with long-term radio spots, and the fleeting nature of a radio message. In addition to these drawbacks, several other legal and procedural guidelines need to be considered. *Nation's Business* writer Phil Hill provided a rundown of some of these concerns in his article "Make Listeners Your Customers":

1. If celebrity sound-alike is used, make sure a clear disclaimer is included in the advertisement, saying that the sound-alike is not the actual celebrities.
2. If working with a station to create an advertisement, always work with a contract.
3. Treat the competition fairly. Federal law mandates that advertisers must accurately depict the competition.
4. Be prepared to run a radio advertisement often. Industry analysts indicate that an advertisement needs to be heard by a consumer on several occasions before it is likely to generate a response.
5. Be cautious about excessive reliance on one station. There may be some instances in which a business's products or services are compatible with only one station (i.e., a dealer in sports paraphernalia may want to limit his or her radio advertising to the lone sports-talk station in town), but small businesses that offer less niche-oriented services or products can dramatically expand the audience they reach if they use more than one station for their audio advertising.

TV

©Copyright Virtual University of Pakistan

The TV commercial is generally considered the most effective mass-market advertising format and this is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The annual Super Bowl football game in the United States is known as much for its commercial advertisements as for the game itself, and the average cost of a single thirty-second TV spot during this game has reached $2.5 million (as of 2006).

Virtual advertisements may be inserted into regular television programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are not relevant to the remote broadcast audience. More controversially, virtual billboards may be inserted into the background where none existing in real-life. Virtual product placement is also possible. Increasingly, other mediums such as those discussed below are overtaking television due to a shift towards consumer's usage of the Internet.

The vast majority of television commercials today consist of brief advertising spots, ranging in length from a few seconds to several minutes.
Commercials of this sort have been used to sell every product imaginable over the years, from household products to goods and services, to political campaigns. The effect of television commercials upon the viewing public has been so successful and so pervasive that it is considered impossible for a politician to wage a successful election campaign, in the United States, without airing a good television commerciale.

Characteristics of commercials

Many television commercials feature catchy jingles (songs or melodies) or catch-phrases that generate sustained appeal, which may remain in the minds of television viewers long after the span of the advertising campaign. These long-lasting advertising elements may therefore be said to have taken a place in the pop culture history of the demographic to which they have appeared.
Few examples,
Aiy Khuda meray abbu salamat rahain
Yey dil mangay aur
Aur sonao
Talk shawk

For catching attention of consumers, communication agencies make wide use of humour. In fact, many psychological studies tried to demonstrate the effect of humour and indicate the way to empower advertising persuasion.

Animation

Animation is often used in commercials. Techniques can vary from hand-drawn traditional animation to different forms of computer animation. By using animated characters, a commercial may have a certain appeal that is difficult to achieve with actors or mere product displays. For this reason, an animated commercial (or a series of such commercials) can be very long-running, several decades in many instances. An animated character talking to a real one, is a common sight these days.

Computer

Advertising on the World Wide Web is a recent phenomenon. Prices of Web-based advertising space are dependent on the "relevance" of the surrounding web content and the traffic that the website receives.
E-mail advertising is another recent phenomenon. Unsolicited bulk E-mail advertising is known as "spam".

Others

Some companies have proposed to place messages or corporate logos on the side of booster rockets and the International Space Station. Controversy exists on the effectiveness of subliminal advertising), and the pervasiveness of mass messages

Unpaid advertising (also called word of mouth advertising), can provide good exposure at minimal cost. Personal recommendations ("bring a friend", "sell it"), spreading buzz, or achieving the feat of equating a

brand with a common noun ("Xerox" = "photocopier", "Kleenex" = tissue, and "Vaseline" = petroleum jelly) -- these are the pinnacles of any advertising campaign. However, some companies oppose the use of their brand name to label an object.

Rating

The most common method for measuring the impact of mass media advertising is the use of the rating point (RP) or the more accurate target rating point (TRP). These two measures refer to the percentage of the universe of the existing base of audience members that can be reached by the use of each media outlet in a particular moment in time. The difference between the two is that the rating point refers to the percentage to the entire universe while the target rating point refers to the percentage to a particular segment or target. This becomes very useful when focusing advertising efforts on a particular group of people.

- For example, think of an advertising campaign targeting a female audience aged 25 to 45. While the overall rating of a TV show might be well over 10 rating points it might very well happen that the same show in the same moment of time is generating only 2.5 trps (being the target: women 25-45). This would mean that while the show has a large universe of viewers it is not necessarily reaching a large universe of women in the ages of 25 to 45 making it a less desirable location to place an ad for an advertiser looking for this particular demographic. Conversely, a TV show with a low overall rating point may be more successful at selling ads when its target rating points are high.

Advertising Evaluation

Once the advertising campaign is over, companies normally evaluate it compared to the established goals. An effective tactic in measuring the usefulness of the advertising campaign is to measure the pre-and post-sales of the company's product. In order to make this more effective, some companies divide up the country into regions and run the advertising campaigns only in some areas. The different geographic areas are then compared (advertising versus non-advertising), and a detailed analysis is performed to provide an evaluation of the campaign's effectiveness. Depending on the results, a company will modify future advertising efforts in order to maximize effectiveness.

Summary

Advertising is the paid, non-personal promotion of a cause, idea, product, or service by an identified sponsor attempting to inform or persuade a particular target audience. Advertising has evolved to take a variety of forms and has permeated nearly every aspect of modern society. The various delivery mechanisms for advertising include banners at sporting events, billboards, Internet Web sites, logos on clothing, magazines, newspapers, radio spots, and television commercials. While advertising can be successful at getting the message out, it does have several limitations, including its inability to (1) focus on an individual consumer's specific needs, (2) provide in-depth information about a product, and (3) be cost-effective for small companies. Other factors, such as objectives, budgets, approaches, and evaluation methods must all be considered.

The late 1980s and early 1990s saw the introduction of cable television and particularly MTV. Pioneering the concept of the music video, MTV ushered in a new type of advertising: the consumer tunes in *for* the advertisement, rather than it being a byproduct or afterthought. As cable (and later satellite) television became increasingly prevalent, "specialty" channels began to emerge, and eventually entire channels, such as QVC and Home Shopping Network and ShopTV, devoted to advertising merchandise, where again the consumer tuned in *for* the ads.

Marketing through the Internet opened new frontiers for advertisers and led to the "dot-com" boom of the 1990s. Entire corporations operated solely on advertising revenue, offering everything from coupons to free Internet access. At the turn of the 21st century, the search engine Google revolutionized online advertising by emphasizing contextually relevant, unobtrusive ads intended to help, rather than inundate, users. This has led to a plethora of similar efforts and an increasing trend of interactive advertising.

A recent advertising innovation is "guerrilla promotions", which involve unusual approaches such as staged encounters in public places, giveaways of products such as cars that are covered with brand messages, and interactive advertising where the viewer can respond to become part of the advertising message. This

©Copyright Virtual University of Pakistan

reflects an increasing trend of interactive and "embedded" ads, such as via product placement, having consumers vote through text messages, and various innovations utilizing social networking sites.

An **advertising campaign** is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication (IMC). Advertising campaigns appear in different media across a specific time frame.

The critical part of making an advertising campaign is determining a *campaign theme*, as it sets the tone for the individual advertisements and other forms of marketing communications that will be used. The campaign theme is the central message that will be communicated in the promotional activities. The campaign themes are usually developed with the intention of being used for a substantial period but many of them are short lived due to factors such as being ineffective or market conditions and/or competition in the marketplace.

Forms of Advertising

Advertising can take a number of forms, including advocacy, comparative, cooperative, and direct-mail, informational, institutional, outdoor, persuasive, product, reminder, point-of-purchase, and specialty advertising.

Advocacy Advertising

Advocacy advertising is normally thought of as any advertisement, message, or public communication regarding economic, political, or social issues. The advertising campaign is designed to persuade public opinion regarding a specific issue important in the public arena. The ultimate goal of advocacy advertising usually relates to the passage of pending state or federal legislation. Almost all nonprofit groups use some form of advocacy advertising to influence the public's attitude toward a particular issue. One of the largest and most powerful nonprofit advocacy groups is the American Association of Retired Persons (AARP). The AARP fights to protect social programs such as Medicare and Social Security for senior citizens by encouraging its members to write their legislators, using television advertisements to appeal to emotions, and publishing a monthly newsletter describing recent state and federal legislative action. Other major nonprofit advocacy groups include the environmental organization Green-peace, Mothers Against Drunk Driving (MADD), and the National Rifle Association (NRA).

Comparative Advertising

Comparative advertising compares one brand directly or indirectly with one or more competing brands. This advertising technique is very common and is used by nearly every major industry, including airlines and automobile manufacturers. One drawback of comparative advertising is that customers have become more skeptical about claims made by a company about its competitors because accurate information has not always been provided, thus making the effectiveness of comparison advertising questionable. In addition, companies that engage in comparative advertising must be careful not to misinform the public about a competitor's product. Incorrect or misleading information may trigger a lawsuit by the aggrieved company or regulatory action by a governmental agency such as the Federal Trade Commission (FTC).

Cooperative Advertising

Cooperative advertising is a system that allows two parties to share advertising costs. Manufacturers and distributors, because of their shared interest in selling the product, usually use this cooperative advertising technique. An example might be when a soft-drink manufacturer and a local grocery store split the cost of advertising the manufacturer's soft drinks; both the manufacturer and the store benefit from increased store traffic and its associated sales. Cooperative advertising is especially appealing to small storeowners who, on their own, could not afford to advertise the product adequately.

Direct-Mail Advertising

Catalogues, flyers, letters, and postcards are just a few of the direct-mail advertising options. Direct-mail advertising has several advantages, including detail of information, personalization, selectivity, and

speed. But while direct mail has advantages, it carries an expensive per-head price, is dependent on the appropriateness of the mailing list, and is resented by some customers, who consider it "junk mail."

Informational Advertising

In informational advertising, which is used when a new product is first being introduced, the emphasis is on promoting the product name, benefits, and possible uses. Car manufacturers used this strategy when sport utility vehicles (SUVs) were first introduced.

Institutional Advertising

Institutional advertising takes a much broader approach, concentrating on the benefits, concept, idea, or philosophy of a particular industry. Companies often use it to promote image-building activities, such an environmentally friendly business practices or new community-based programs that it sponsors. Institutional advertising is closely related to public relations, since both are interested in promoting a positive image of the company to the public. As an example, a large lumber company may develop an advertising theme around its practice of planting trees in areas where they have just been harvested. A theme of this nature keeps the company's name in a positive light with the general public because the replanting of trees is viewed positively by most people.

Outdoor Advertising

Billboards and messages painted on the side of buildings are common forms of outdoor advertising, which is often used when quick, simple ideas are being promoted. Since repetition is the key to successful promotion, outdoor advertising is most effective when located along heavily traveled city streets and when the product being promoted can be purchased locally. Only about 1 percent of advertising is conducted in this manner.

Persuasive Advertising

Persuasive advertising is used after a product has been introduced to customers. The primary goal is for a company to build selective demand for its product. For example, automobile manufacturers often produce special advertisements promoting the safety features of their vehicles. This type of advertisement could allow automobile manufactures to charge more for their products because of the perceived higher quality the safety features afford.

Product Advertising

Product advertising pertains to non-personal selling of a specific product. An example is a regular television commercial promoting a soft drink. The primary purpose of the advertisement is to promote the specific soft drink, not the entire soft-drink line of a company.

Reminder Advertising

Reminder advertising is used for products that have entered the mature stage of the product life cycle. The advertisements are simply designed to remind customers about the product and to maintain awareness. For example, detergent producers spend a considerable amount of money each year promoting their products to remind customers that their products are still available and for sale.

Point-of-Purchase Advertising

Point-of-purchase advertising uses displays or other promotional items near the product that is being sold. The primary motivation is to attract customers to the display so that they will purchase the product. Stores are more likely to use point-of-purchase displays if they have help from the manufacturer in setting them up or if the manufacturer provides easy instructions on how to use the displays. Thus, promotional items from manufacturers who provide the best instructions or help are more likely to be used by the retail stores.

Specialty Advertising

Specialty advertising is a form of sales promotion designed to increase public recognition of a company's name. A company can have its name put on a variety of items, such as caps, glassware, gym bags, jackets, key chains, and pens. The value of specialty advertising varies depending on how long the items

©Copyright Virtual University of Pakistan

used in the effort last. Most companies are successful in achieving their goals for increasing public recognition and sales through these efforts.

©Copyright Virtual University of Pakistan

LESSON 38

IMPACT OF ADVERTISING

Advertising Objectives

Advertising objectives are the communication tasks to be accomplished with specific customers that a company is trying to reach during a particular time frame. A company that advertises usually strives to achieve one of four advertising objectives: trial, continuity, brand switching, and switchback. Which of the four advertising objectives is selected usually depends on where the product is in its life cycle.

Trial

The purpose of the trial objective is to encourage customers to make an initial purchase of a new product. Companies will typically employ creative advertising strategies in order to cut through other competing advertisements. The reason is simple: Without that first trial of a product by customers, there will not be any re peat purchases.

Continuity

Continuity advertising is a strategy to keep current customers using a particular product. Existing customers are targeted and are usually provided new and different information about a product that is designed to build consumer loyalty.

Brand Switching

Companies adopt brand switching as an objective when they want customers to switch from competitors' brands to their brands. A common strategy is for a company to compare product price or quality in order to convince customers to switch to its product brand.

Switchback

Companies subscribe to this advertising objective when they want to get back former users of their product brand. A company might highlight new product features, price reductions, or other important product information in order to get former customers of its product to switchback.

Advertising Budget

Once an advertising objective has been selected, companies must then set an advertising budget for each product. Developing such a budget can be a difficult process because brand managers want to receive a large resource allocation to promote their products. Overall, the advertising budget should be established so as to be congruent with overall company objectives. Before establishing an advertising budget, companies must take into consideration other market factors, such as advertising frequency, competition and clutter, market share, product differentiation, and stage in the product life cycle.

Advertising Frequency

Advertising frequency refers to the number of times an advertisement is repeated during a given time period to promote a product's name, message, and other important information. A larger advertising budget is required in order to achieve a high advertising frequency: Estimates have been put forward that a consumer needs to come in contact with an advertising message nine times before it will be remembered.

Competition and Clutter

Highly competitive product markets, such as the soft-drink industry, require higher advertising budgets just to stay even with competitors. If a company wants to be a leader in an industry, then a substantial advertising budget must be earmarked every year. Examples abound of companies that spend millions of dollars on advertising in order to be key players in their respective industries (e.g., Coca Cola and General Motors).

Market Share

Desired market share is also an important factor in establishing an advertising budget. Increasing market share normally requires a large advertising budget because a company's competitors counterattack

©Copyright Virtual University of Pakistan

with their own advertising blitz. Successfully increasing market share depends on advertisement quality, competitor responses, and product demand and quality.

Product Differentiation

How customers perceive products is also important to the budget-setting process. Product differentiation is often necessary in competitive markets where customers have a hard time differentiating between products. For example, product differentiation might be necessary when a new laundry detergent is advertised: Since so many brands of detergent already exist, an aggressive advertising campaign would be required. Without this aggressive advertising, customers would not be aware of the product's availability and how it differs from other products on the market. The advertising budget is higher in order to pay for the additional advertising.

Stage in the Product Life Cycle

New product offerings require considerably more advertising to make customers aware of their existence. As a product moves through the product life cycle, fewer and fewer advertising resources are needed because the product has become known and has developed an established buyer base. Advertising budgets are typically highest for a particular product during the introduction stage and gradually decline as the product matures.

Selecting the Right Advertising Approach

Once a company decides what type of specific advertising campaign it wants to use, it must decide what approach should carry the message. A company is interested in a number of areas regarding advertising, such as frequency, media impact, media timing, and reach.

Frequency

Frequency refers to the average number of times that an average consumer is exposed to the advertising campaign. A company usually establishes frequency goals, which can vary for each advertising campaign. For example, a company might want to have the average consumer exposed to the message at least six times during the advertising campaign. This number might seem high, but in a crowded and competitive market repetition is one of the best methods to increase the product's visibility and to increase company sales. The more exposure a company desires for its product, the more expensive the advertising campaign. Thus, often only large companies can afford to have high-frequency advertisements during a campaign.

Media Impact

Media impact generally refers to how effective advertising will be through the various media outlets (e.g., television, Internet, print). A company must decide, based on its product, the best method to maximize consumer interest and awareness. For example, a company promoting a new laundry detergent might fare better with television commercials rather than simple print ads because more consumers are likely to see the television commercial. Similarly, a company such as Mercedes-Benz, which markets expensive products, might advertise in specialty car magazines to reach a high percentage of its potential customers. Before any money is spent on any advertising media, a thorough analysis is done of each one's strengths and weaknesses in comparison to the cost. Once the analysis is done, the company will make the best decision possible and embark on its advertising campaign.

Media Timing

Another major consideration for any company engaging in an advertising campaign is when to run the advertisements. For example, some companies run ads during the holidays to promote season-specific products. The other major consideration for a company is whether it wants to employ a continuous or pulsing pattern of advertisements. Continuous refers to advertisements that are run on a scheduled basis for a given time period. The advantage of this tactic is that an advertising campaign can run longer and might provide more exposure over time. For example, a company could run an advertising campaign for a particular product that lasts years with the hope of keeping the product in the minds of customers. Pulsing indicates that advertisements will be scheduled in a disproportionate manner within a given time frame. Thus, a company could run thirty-two television commercials over a three-or six-month period to promote

©Copyright Virtual University of Pakistan

the specific product is wants to sell. The advantage with the pulsing strategy is twofold. The company could spend less money on advertising over a shorter time period but still gain the same recognition because the advertising campaign is more intense.

Reach

Reach refers to the percentage of customers in the target market who are exposed to the advertising campaign for a given time period. A company might have a goal of reaching at least 80 percent of its target audience during a given time frame. The goal is to be as close to 100 percent as possible, because the more the target audience is exposed to the message, the higher the chance of future sales.

The impact of advertising has been a matter of considerable debate and many different claims have been made in different contexts. During debates about the banning of cigarette advertising, a common claim from cigarette manufacturers was that cigarette advertising does not encourage people to smoke who would not otherwise. The (eventually successful) opponents of advertising, on the other hand, claim that advertising does in fact increase consumption.

According to many media sources, the past experience and state of mind of the person subjected to advertising may determine the impact that advertising has. Children under the age of four may be unable to distinguish advertising from other television programs, whilst the ability to determine the truthfulness of the message may not be developed until the age of 8.

Public perception of the medium

As advertising and marketing efforts become increasingly ubiquitous in modern Western societies, the industry has come under criticism of culture jamming which criticizes the media and consumerism using advertising's own techniques. The industry is accused of being one of the engines powering a convoluted economic mass production system which promotes consumption. Recognizing the social impact of advertising, Media-watch-uk, a British special interest group, works to educate consumers about how they can register their concerns with advertisers and regulators. It has developed educational materials for use in schools. The award-winning book, Made You Look *How Advertising Works and Why You Should Know,* by former Media-watch (a feminist organisation founded by Ann Simonton not linked to media-watch-uk) president Shari Graydon, provides context for these issues for young readers.

Compensation demanded

Public interest groups are increasingly suggesting that access to the mental space targeted by advertisers should be taxed, in that at the present moment that space is being freely taken advantage of by advertisers with no compensation paid to the members of the public who are thus being intruded upon. This kind of tax would act to reduce what is now increasingly seen as a public nuisance.

Efforts to that end are gathering momentum, with Arkansas and Maine considering bills to implement such taxation. Florida enacted such a tax in 1987 but was forced to repeal it after six months, as a result of a concerted effort by national commercial interests, which withdrew planned conventions, causing major losses to the tourism industry, and cancelled advertising, causing a loss of 12 million dollars to the broadcast industry alone.

Negative effects on communication media

An extensively documented effect is the control and vetoing of free information by the advertisers. Any negative information on a company or its products or operations often results in pressures from the company to withdraw such information lines, threatening to cut their ads. This behavior makes the editors of the media self-censor content that might upset their ad payers. The bigger both companies are, the bigger their relation gets, maximizing control over single information.

Advertisers may try to minimize information about or from consumer groups, or consumer controlled purchasing initiatives or consumer controlled quality information systems.

Another indirect effect of advertising is to modify the very nature of the communication media where it is shown. Media that get most of their revenues from publicity try to make their medium a good place for

©Copyright Virtual University of Pakistan

communicating ads before anything else. The clearest example is television, where this means trying to make the public stay for a long time and in a mental state that encourages spectators not to switch the channel through the ads. Programs that are low in mental stimulus and require light concentration and are varied are best for long sitting times. These make for much easier emotional jumps to ads, which can become more entertaining than regular shows. A simple way to understand the objectives in television programming is to compare contents from channels paid and chosen by the viewer with channels that get their income mainly from advertisements.

Future

With the dawn of the Internet have come many new advertising opportunities. Pop-up, Flash, banner, adver-gaming, and email advertisements (the last often being a form of spam) abound.
Each year, greater sums are paid to obtain a commercial spot during super sporting events like cricket and football championships. Companies attempt to make these commercials sufficiently entertaining that members of the public will actually want to watch them.

Another problem is people recording shows on DVRs (ex. TiVo). These devices allow users to record the programs for later viewing enabling them to fast forward through commercials. Additionally, as more seasons or "Boxed Sets" come out of Television shows; fewer people are watching their shows on TV. However, the fact that these sets are **sold**, means that the company will additionally receive profits from the sales of these sets. To counter this effect, many advertisers have opted for product placement (prize during TV shows).

Particularly since the rise of "entertaining" advertising, some people may like an advert enough that they wish to watch it later or show a friend. In general, the advertising community has not yet made this easy, although some have used the Internet to widely distribute their adverts to anyone wishing to see or hear them.

©Copyright Virtual University of Pakistan

LESSON 39

MEDIA THEORIES

The term **media theory** refers to a model that explains the relationship between media and social reality. Media as an enterprise holds a unique status – from one way it is like an industry which gives its products and service and earn money but from another way media is supposed to talk about society, people, attitude, interaction, guidance and the most crucial and sensitive, criticism.

The criticism media does-on individuals, business sector and the governments, pinches many in many ways. If media does not perform this function, it is rendered redundant.

How media is seen, controlled and dealt with, will be outlined in the following paragraphs through the study of four distinct theories which generally command on media behaviour and its outlook in different societies.

Authoritarian Theory

Long before the democratic societies could think of matters pertaining to freedom of speech, there existed a thought that the emergence of media should not challenge the writ of the government which were more in dictatorial form and less they looked like democracies. The media was forced to remain under state control. It had following features which, in non democratic governments still rule on media.

- Direct governmental control of the media.
- Typical to pre-democratic societies, where the government consists of a very limited and small ruling-class.
- No printing that could undermine the established authority
- No offense to existing political set up
- The government may punish anyone who questions the state's ideology.
- Media professionals are not allowed to have any independence within the media organization.
- Registration of the media by the state.

This approach is designed to protect the established social order, setting clear limits to media freedom and ensure that it is not the media which must talk about people and their problems in any manner.

Libertarian Theory

This is just in contrast to the authoritarian approach to media. Here media enjoys an absolute freedom of expression. Its prominent features go like this:

- Competitive exposure of alternative viewpoints.
- Attacks on the government's policies are accepted and even encouraged: the media as a watchdog
- Journalists and media professionals ought to have full autonomy within the media organization.
- There is no explicit connection between the government and the media.
- The press is free from censorship
- It is accountable to the law for any consequences of its activities that infringe other individuals' rights or the legitimate claims of the society.
- The protection of dignity, reputation, property, privacy, moral development of individuals, groups, minorities, evens the security of the state no infringement accepted from media.

Such an extensive freedom is also a problem as all people have the right to speak and receive information freely, but no one takes responsibility of the wrong doings. The ethics in multicultural or pluralistic societies vary from place to place; hence there is always complaint against the media of each other's society.

Soviet Theory

With the revolution in Russia in 1917, and practice of Marxism, there appeared a very different approach to deal with media. The media was tied to overall communist ideas and defined in a very different way. The theory to control media possessed following features:

- Closely tied to the communist ideology.
- The media is collective agitator, propagandist and educator in the building of communism.
- No private ownership of the media.
- The government is superior to the media institutions.
- The media is supposed to be serious

The soviet theory does not favor free expression, but proposes a positive role for the media, the society and the world.

Social Responsibility Theory

This theory keeps certain areas free for the Press but at the same time puts lot of responsibility on media. As discussed in the beginning that the media is not just seen as an enterprise like others in the business sector of any society, but due to its unique nature, society expects a particular role which media must play in getting rid of social evils, educating people, criticizing government policies and exposing other wrong doings in a society. The sense of responsibility has been emphasized more in this theory as compared to any other.

- Media has certain obligations to society:
- It must show truth, accuracy, objectivity, and balance
- The media should be free but self-regulated (codes of conduct, and ethics)
- The media is pluralistic: diversity of society, various points of view, forum for ideas
- The media ownership is a public trust. The journalist is accountable to his audience / readers.

Theories and open debate on media

Not confined to the extent of theories, the media always faces (and is open to) criticism and social scientists always keep this debate open as how best media could be used to improve functioning of civil society and promotion of democratic sense and practices.

In their view If people's knowledge, understandings, capabilities, and actions are manufactured, it simultaneously follows that they can be developed, improved, and individualized in proper (ideal-democratic) circumstances.
Among these circumstances, proper communication networks are inevitable.

Because of new developments, the relationship among the state, private sectors, markets, and civil society profoundly changed during the 1980s.

In politically and economically advanced societies the change is based on new information and telecommunications technologies, which affected the media industries in terms of economic restructuring, and on a new social and political environment, as reflected by media contents.

A basic question is: Who gave media the right to do the things they do?
Like to investigate wrongdoings by public officials, to delve into the private lives of public figures and to report on the shortcomings of government and institutions are all forms of the criticism media face all over the world.

Purpose of talking on this topic is to make people linked with mass media to understand the relationship between media and society and how the media is understood by the scholars in the society.

©Copyright Virtual University of Pakistan

LESSON 41

NEW MEDIA IN MASS COMMUNICATION

New Media is a term that describes traditional forms of media that have been transformed by advancements in digital technology and digital computing.

The distinction between "New Media" and Old media is sometimes perceived to be a difficult one to make, because new media does not so much represent an entirely new creation, but the re-conceptualization of a current, an most likely popular source of information in a newly digital format. This relationship of old to new media is concerned with transformations of the apparatus (social machine) of language, from more basic forms of oral communication to the establishment of literacy, and from literacy to the digital adaptation of speech. New Media must therefore be understood within the context of not only established institutional practices, but also within the processes by which institutions establish their public and private identities as well.

What is classed as New Media?

- Web Sites including Blogs
- Email
- CD/DVD
- Electronic kiosks
- Virtual worlds
- Interactive Television
- Internet Telephony
- Mobile
- Pod-cast
- Hypertext Fiction

Technology forcing changes

Newspapers were settled in their own way of communication by the start of the 20th century. When came radio, and people were able to get news quicker than print media, the newspapers turned more interpretative. When TV tried to outplay radio by showing images of distant event, radio started working hard on new formats of music, light discussion and telling jokes (FM style). Now, to compete with internet TV is going for high-definition technology to display things in digital formats at the same time.

On-line communication

Since the Internet was transformed into a mass medium, around the mid-90s, journalists and media theoreticians have tried to define what online journalism is. One thing is for sure; internet is the new media of modern times.

Unlike other media, which are greatly defined by their form (paper, sound, picture), online media are not clear about their form. Very conditionally we can say that their form is limited by the computer screen or speakers, since they also have a category of speed, unknown to the *old* media which extend in real time and space. This means that the instrument we use to receive information considerably affects how it is imparted.

From end users' perspective

A television program is the same regardless of the size of your TV screen, just as a radio program does not change depending on whether you are listening to it on a transistor radio or an expensive stereo. Newspapers are defined in the printing house and are such regardless of who reads them and where. *But an Internet site must take into account both those who access it through a high density network with screens 15 inches and larger, as well as those who view it on the screens of their mobile phones with a modest access speed of 9,600 bps.*

The fact that more and more people are using mobile phones (how many people do you know that do not have them and for what reason do they not have them) means that the information market is moving to this side and that it is only a question of technological and social compromise how quickly these devices will surpass short text messages in favor of audio/video contents broadcast in real time.

©Copyright Virtual University of Pakistan

Blogs are not formal media

Internet blogs are not journalism since they do not require any journalistic knowledge or experience to write (create) them. Even the fact that behind the blogs stand a journalist does not mean that the product of his observations posted on the Internet is journalism. Journalism is not a profession that can be done in the privacy of one's room; it requires a newsroom. Experience teaches us that no good result comes out of something which, with the exception of the author, is not read/seen/heard before it is published/broadcast by anyone else, or at least no one with the power to stop or delay it being published/broadcast if necessary. The *new* media, unfortunately, offer this possibility. With the wholehearted help of legislation, or lack of it, new media cultivate this jungle.

Is it really new?

An article taken from a newspaper must take into account printing technology, which means that it cannot be transformed, without major editorial changes, into a form acceptable, for example, for the Internet. This would entail significant shortening of the article, emphasizing key words, breaking it up into sections connected with hyperlinks (which would not have to be written all over if they already exist on the net). Therefore, this is a task for which there is usually not enough time or people or resources. The result is that what we see on the net and what we call online journalism is actually only a projection of the old media, with the only contribution being a technological one. Now we can read our favorite newspapers at the other end of the world, at almost no charge, simultaneously with readers in the city they are published in. The content is the same.

Old wine in new bottle

Any form of transfer of information can be used to distribute news reports. After all, at the beginning of the 90s major media outlets had their own Tele-fax editions, for subscribers living far away who had no patience for air distribution. Tele-faxes were replaced several years ago by e-mail since they are much more suitable and rather less expensive.

These changes in distribution have not been accompanied sufficiently by changes in journalistic expression. Mostly because the limitations of new technologies have not been restraining. A long newsletter that you receive by electronic mail is not "comfortable" to read, but nothing prevents the author from creating it that way and sending it out. Quite the opposite, in contrast to the old media, the new media practically have no spatial or time limitations, except the mentioned transfer speed. This, instead of being an advantage, becomes their disadvantage.

Disadvantages in the Use of New Media

While most advertising and marketing agencies have cited the use of New Media as a positive force in reaching new and old customers alike, a prevalent concern amongst companies that wish to remain competitive in today's digital markets is the rapid rate at which new media changes, and can be changed from any number of sources. While the new level of communication between customers and those providing any kind of service is generally beneficial, it also allows for more methods by which unhappy consumers may disproportionately voice their concerns, in relation to their actual overall sampling size amongst consumers as a whole.

Another negative result of the implementation of new media advertising and marketing is generally regarded as being cost-related. As New Media forms are almost exclusively digital in nature, the cost of initial establishment and then the upkeep of the equipment, resources, and manpower needed may pose a significant problem for smaller businesses. It has been said that in this way, the worldwide trend towards reliance on New Media for such means may very well be a move towards further corporate globalization, and the downfall of smaller businesses that can't compete with such new technological means.

©Copyright Virtual University of Pakistan

LESSON 41

GLOBALIZATION OF MEDIA

Globalization is a buzz word these days. It is more heard in the arena of economics where transnational corporations are widening their scope of activities and earning massively. So strong is the thrust for expansionism by the world corporate sectors that governments and other international organizations like the UNO etc also at times seem to be only working for the cause of this sector. The wave of globalization is not without criticism such as it is designed to make a few rich and the rest poor not only in the financial sense but also culturally. The debate is raging high.

Media as an international entity – both as a corporate sector and as a tool to represent culture of the region it belongs to – is also caught in the globalization campaign as many fear the new trend may prove to be much horrific for the developing countries and regional cultures.

Here below we will examine various aspects of the globalization of media.

Media and consumerism

The media and communication industries are a leading sector in facilitating overall globalization. In the first place, the role of telecommunication is critical to globalize production strategies. It is inconceivable that the pace and depth of globalization could have been sustained over the past decades in the absence of sophisticated telecommunications networking. Furthermore, content (or "copyright") industries, such as television, music, video, film and the Internet, directly through advertising and indirectly through the promotion of consumerist and individualistic lifestyles, are at the forefront of cultural preparation for consumerism, an essential precondition and accompaniment to the opening up of new markets for a huge variety of products, and to the breaking down of cultural and other barriers.

Another factor in the globalization of the media and communication sector is as a *powerful agent* in the transformation of social, cultural and political structures. This is, of course, partly the flip side of media and communications as a means of opening new markets and softening up cultures for consumerism, although there is more to it than that. It is this set of (often unintended) side effects of the globalization of media that have the most impact of all, namely the evolving cumulative impact of the gradual commercialization of media and communications on critical social functions, such as the formation of individual and community identity, cultural and language diversity, the capacity to participate in the political process and the integrity of the public sphere, the availability of information and knowledge in the public domain, and the use of media for development, educational and human rights purposes.

Dominance of TNCs backed by governments

Analyzing the effects of many historic, economic and political factors to have influenced the most important characteristics of globalization of media systems in the last 15 years, and that what can be observed is a domination of large countries and powerful transnational companies (TNC) which, according to the effects of market laws, also affect the sphere of media industry and media systems.

Media centralization

Global Media experts maintain that these processes directly influence general commercialization of media in the world and thereby most certainly democracy, both as an idea and system of governance. Although, in their opinion, global media systems do not develop linearly in this direction, their trend is, gradually and more or less, to become a part of the process of media **centralization** spearheaded by some 30 TNCs with the aim of taking control over the media. In this regard, economic interests unreservedly help the political structures in large countries, which thus watch over the information and ideological orientation inside nations, and in regions and on continents as well.

After providing a short historic overview of the appearance and development of the first massive medium – press – and its historic predecessors, from early times gazettes, pamphlets, annals, to the first newspaper editions in today's meaning, all the way to the appearance of the first electronic medium and development of television and internet experts analyze the dynamics of the global media market and explain the strategy

©Copyright Virtual University of Pakistan

and funding of major media corporations, such as Time Warner, Disney, Bertelsmann, Viacom, and News Corporation, which primarily have big film and television productions.

These TNCs are top players on the global media market, as one can see have imposing data indicating these companies' clear profile, first of all their financial wealth measured in billions of dollars in annual income. (For example, Time Warner, the biggest media corporation, had an income of close to $25 billion, Disney had $24 billion, and News Corporation had $10 billion).
Their economic power is primarily thanks to a broad range of production and publishing activities, i.e. internal growth, but also thanks to acquisitions and mergers.

(The biggest media corporation, Time Warner, was created in 1989 as a result of a merger between Time Incorporated and Warner Communications Incorporated).

Media freedom and objectivity declining

The slogans under which the first media appeared, freedom of expression, freedom of writing, principles of truthfulness, accuracy, objectivity or, even better, fair reporting, are today thrown into question by the fact that commercial values in the media have taken root with primacy.

It is precisely *economic market relations* – which guide transnational companies, after integrating with one another in the above two ways, to ruthlessly enter national and international arenas –that have a fatal affect on the character and structure of media programs. As a result, the general trend of media insistence on entertainment and light contents is a consequence of the almost completed commercialization of the media.

The famous saying that the media create the culture of entertainment is now at work. This has a negative effect on program quality and the demands of public opinion which is under its influence, and it promotes an elitist consumer culture within the broader society.

Poor and less developed regions in terms of information and communications experience a particularly big effect on this character of the modern media. The local cultural and political media landscape of these countries is strongly affected by the operation of political and media systems of wealthy countries.

IMF blamed

Edward S. Herman and Robert W. McChesney, the two American university professors, say all these processes in media systems, along with countries which TNC and their influences originate from, are also supported by economic giants such as the International Monetary Fund (IMF) which, through some of its programs, facilitates media penetration of the great powers into underdeveloped countries.

The marketing – media – TNC – IMF scheme operates throughout the global system, stimulating application of neo-liberal rules based on penetration of private investments and reduced social appropriations that can be a very dangerous combination in a system of extreme inequality.

Hapless media standardization

Standardization of media, first of all through the structure and content of programs in all types of media, may influence the particularity and sustainability of authentic characteristics of national cultures which succumb to the consumer spirit of the media industry conglomerate. But these processes may result, and are already resulting in a loss of public journalism and criticism of journalists, who often face the dilemma of whether to write truthfully and accurately (?) or not to allow themselves to be neutral in writing for the sake of – higher interests of the media giants they work for. Instead of civil journalism, what is present is new journalism with products which constitute commodities, with journalists who balance among neutrality, hushing up truth and a media system insensitive to the local and the regional needs.

How to combat the alternate media?

A solution to preserving national and media authenticity and pluralism is in **alternative** non-profit media which would form a non-profit public sphere. Consequently, decentralization of global media and economic giants is possible through concentration of alternative media markets.

Alternate media could be developed at local level, and after that at a higher level.

©Copyright Virtual University of Pakistan

LESSON 42

MEDIA MERGENCE

Every time a new technology is introduced in the sphere of mass media and a new media organ is created, there appears a situation where new form of mass communication gets its source material from the media organs already in vogue.

The mediated communication which is always based on certain technology also needs contents which must be made the main area of mass communication. Hardly there has been a situation when a new technology has also brought altogether new topics to be talked about with the help of new science. Here we will see how the advent of various technologies has led to media combination.

From Print to Electronic Amalgamation

Print media had been enjoying a unique distinction in the society for almost four hundred years when in the first quarter of the 20th century radio was introduced on the basis of electromagnetic waves technology. It was first time that the people experienced a wireless communication at massive scale.

Radio brought with it listening pleasure – music, talks and news etc. But the nature of contents in news, talk shows, discussions, educational programmes and comments was not new. More or less it was dealing with the same content people had been familiar with over the years because of print media. The only change was the new technology. Contents were the same. So one can say that radio was a mergence of print and electronic media as far content were concerned.

Radio, TV mergence

Although TV was also based on radio wave technology, the carrying of images through electromagnetic waves gave it a unique distinction and in the eyes of common people TV has been a different entity.

But on the content side, TV picked many ideas from radio formats like group discussions, musical programmes, and commentary on sporting events, and presentation of news. The changes were only due to presence of images.

TV and computer getting one - IPT (Internet protocol TV)

In the third quarter of the 20th century scientists were successful in using the digital technology for carrying contents which were earlier carried only through analog techniques. This led to a marriage between the analog and digital technologies and it is here that the subject of mergence of media has emerged.

This new combination is exclusive in the sense that it not only brings the contents of sound and images together and all the formats of programme remain intact, it at the same time brings the two technologies at one point.

In coming years you would be able to use your computer as TV and if you desire, TV set could also be used as computer because most TV sets manufactured after 2006, or so, would carry a chip which would enable decoding of messages transmitted through digital technology.

So, when we say that the media will converge, we mean that current television shows will merge into a hybrid with World Wide Web style content. Television shows will have other types of media like text merged into them, and World Wide Web pages will begin to be temporal entities that tell a story. Another way of looking at this is that both your television and your computer will be running a similar super browser which will allow the same content to be viewed on both devices. Also, to say that the two converge it is not enough to say that you will be able to watch television on your computer-- that merely means that television content is a sub-set of computer content and is already possible today. For the two to truly converge the content that can be received by both devices should be the same.

When we say that the media will not converge, we mean that television shows and world wide web content will remain distinct media forms, and that you will use your television for watching television shows, and

your computer to view and browse web content. While both media types may have evolved, they will remain different from one another.

People will cease distinguishing between computers and televisions:

The second topic for the debate will be that the computers and televisions as devices will merge. In this case the argument is that sometime in the future there won't be "televisions" and "computers", but some new device that encapsulates the behavior of both. This "viewer" will come in different sizes and shapes, but will be thought of as one item, just like little TVs and big TVs in people's minds are considered one type of device. While you may be more inclined to use the "viewer" on your desk to browse the web, and the "viewer" in the home theater to watch movies, you would be willing to do either task on either device. In other words, if you were at your desk working on a "viewer" and a friend called up telling you to check out a show, you would just switch the "viewer" to that show, rather than going into another room to find a "TV viewer".

Non-convergence in this case is the argument that, while TVs may take on some computer-like functionality and vice versa, fundamentally the two will be thought of as different devices. Doing research and browsing the web will be done on a computer, and watching shows and movies will be done on a television.
Finally, it is important to make one final point on the debate framework. There are always extreme points in the adoption of technology. Since there is no technical reason why a television can't have the same functionality as a computer, or vice versa, it is quite likely that both computer powered TVs and computers that can display television will be around in the future.

Nature of program remains a question

On account of this, the debate will center on what functionality the majority of televisions and computers will have, and what types of media will be broadcast for a majority of broadcast hours. The main question we consider is whether televisions and computers will come to be more similar on average as time goes on, or whether they will evolve along mostly independent paths.

Economic reasons

Media convergence is an economic strategy in which communications companies seek financial benefit by making the various media properties they own work together. The strategy is a product of three elements: 1) corporate concentration, whereby fewer large companies own more and more media properties; 2) digitization, whereby media content produced in a universal computer language can be easily adapted for use in any medium; and 3) government deregulation, which has increasingly allowed media conglomerates to own different kinds of media (e.g., television and radio stations and newspapers) in the same markets, and which has permitted content carriage companies (e.g., cable TV suppliers) to own content producers (e.g., specialty TV channels). The strategy allows companies to reduce labour, administrative and material costs, to use the same media content across several media outlets, to attract increased advertising by providing advertisers with package deals and one-stop shopping for a number of media platforms, and to increase brand recognition and brand loyalty among audiences through cross-promotion and cross-selling. At the same time, it raises significantly the barriers to newcomers seeking to enter media markets, thus limiting competition for converged companies.

DI
Digital Cinemas
CINEMA

People have become increasingly interested in studying new aesthetic forms that have emerged in response to the potentials of digital media. One such area of interest is digital cinema. Digital cinema can refer to many different things, ranging from the use of digital cameras in film production or digital projection in film exhibition to the use of the web as a delivery system for films. The Digital Cinema conference explored many different aspects of this topic.

SDTV

Standard digital television

HDTV

High definition television

©Copyright Virtual University of Pakistan

LESSON 43

MASS MEDIA IN PRESENT AGE

Books
Newspapers
Magazines
Radio
Film
Television
Internet

All organs are surviving, no one wiped out, everyone has a role and its own audience/readers/users. Common man is getting an overall impact of all of these.

Books – still a charm

- Fiction
- Science
- Poetry
- Children / women
- Travelogue
- Albums / stamp collections
- Text books
- Politics
- Economics
- Medicine
- History
- Dictionaries
- E-books

In descending order of number of new titles per year, as of 1996.

1. United Kingdom (1996) 107,263, (2005) 206,000
2. China (1994) 100,951 (close second)
3. United States (1996) 68,175, (2005) 172,000
4. Germany (1996) 71,515
5. Japan (1996) 56,221
6. Spain (1996) 46,330
7. Russian Federation (1996) 36,237
8. Italy (1996) 35,236
9. France (1995) 34,766
10. Netherlands (1993) 34,067 [

Magazine
Types of magazines:

- Academic journals
- Architecture magazines
- Art magazines
- Business magazines
- Car magazines
- Children's magazines
- Computer magazines
- Health and fitness magazines
- History magazines
- Home and furniture magazines
- Humor magazines

©Copyright Virtual University of Pakistan

- Inspirational magazines
- Literacy
- Literary magazines
- Luxury magazines
- Men's magazines
- Music magazines
- News magazines
- Online magazines
- Pet magazines
- Politics magazines
- Pornographic magazines
- Pulp magazines
- Railroad magazines
- Regional magazines
- Religion magazines
- Satirical magazines
- Sport magazines
- Science magazines and scientific journals
- Teen magazines
- Wildlife magazines
- Women's magazines

Radio

More demographic, specific, weather, trains, flights services more, entertaining, talk style more attractive, interactive – telephone calls, free on mobile phones, FM popular on the increase, also on internet.

TV

Flat screen, LDCs, Plazma,digital, IPT, channels increasing. People get a media mix, influenced by every category according to age, education etc. All mass com organs intact only fluctuation none died.

Mass media – overall impact on people

Having an over all impact on politics, democracy, people's rights, economics, culture, globalization, conflict resolving, bringing people closer.

©Copyright Virtual University of Pakistan

LESSON 44

CRITICISM ON MEDIA

Mass media has been having its influence on societies in a number of ways. Due to its colossal impact in shaping up the society it at the same time faces severe criticism from all around. People who resist change in lifestyle and social norms are not seeing the mass media as doing more service to society as it is proving destructive.

In previous chapters we have studied how the media has been beneficial in pushing up economic activities, boosting literacy and bringing about political awareness and democracy. Here below we will examine what areas of mass communication are target of general criticism.

Conceals more than it reveals

The foremost charge on the media, especially the news media, is that it only tells people half-truth. Better part of a story is falling victim to gate-keepers or those who filter facts before passing them on to common people. At crisis times like wars or political chaos media only tells facts which the interest groups want to appear before masses. Media hardly believe, or make an effort, to tell the whole truth about any matter of general interest. Leaving people guessing about the untold part of the story is tantamount to serious offense.

Exaggerates

It has become a habit of media to blow up out of proportion some issues of sensitive nature which creates so much panic among the people (authorities) who than instead finding a lasting solution of those issues just try to hush up the matters. Government departments and many other agencies which counter these situations frequently are finding no way out to stop media from doing so.

Sensationalize

Perhaps the most commonly leveled charge against media is its chronic approach to sensationalize matters of routine life. In a murder story the media would go to find some juicy thing out of nothing. A small tip from any person around may make a media person to build a spicy story which may attract common people. More than often, the facts on which media build story prove wrong by later investigations. Film world and leading sportspersons are always worried as media would quickly fabricate a story on finding a small bit of something like shaking hands with certain people by a film star; - think if a top police officer inviting a noted film personality over a cup of tea – a storm is likely to be made in the media.

Damages cultural and family traditions

The way certain things appear in the mass media is seen a direct attack on peoples' lifestyle, belief and normal social life. Bold pictures of women in the name of esthetics, out of proportion images of sportspersons – again women especially, behaviour of characters in a radio or TV drama, dances in films and smoking and drinking actions – all have invited severe disapproval of common people who strongly argue that such an attitude of media is hurting the cultural norms and the family set up. As a result people do not allow certain TV channels be tuned, or some magazines to be dropped at their homes. Certain music is not liked to be played at family gatherings and there is always uproar when an offensive or bold billboard appears on a busy thoroughfare.

Biasness

Media bias at times is too clear to be ignored. Siding with political parties, or showing despise to certain government functionaries, at times persons like ministers – is a common sight. But it works both sides; the government controlled media in all the countries show a visible tilt towards the government while giving a bashing to the opposition and on the other hand private sector media – newspapers and TV channels, remain occupies to lash out at the government actions and allowing the opposition to drag matters in the public which should have been talked about in the parliament. The media bias some time is visible on regional, ethnic and linguistic grounds only damaging a society rather than bringing people closer.

Sold to interest groups

©Copyright Virtual University of Pakistan

This is generally done covertly. Media is under fire all across the world for selling space to interest groups-political people in the developing countries and the economic interests in the advanced countries.

Commercialism-trend is to mislead people

Although it is little modern phenomenon, media is largely considering its commercial interest more than what common people expect from it on pure professional ground. With huge money given to media by way of, generally speaking, advertisements are one way of molding media in the favour of rich. Media can't openly say against individuals and corporate sector even if a scam of billions of rupees (and dollars) takes place. Land grabbers, tax evaders and the ones misappropriating authority can easily gag media with currency wads.

Pictures of killings – unethical

True it may be but sometime revealing a fact in an ugly manners leave a bad taste in the mouth of many. Large part of media blatantly refutes to follow ethics which may cause intense pain to common people. At the time of breakfast when you are starting the day, if you find body of a slain person dipped in a pool of blood is enough to haunt you all day at your working place. Not only this, some headlines which describe a crime in most horrible way also leave a mark on your mind which remains occupied by the ugly side of the event which could have been easily avoided had media followed professional way of putting forward the matter.

Private life, obscenity

All people, including the ones living in hall-of-fame have a private life. Media for its personal interest keep peeping into the private life affairs of famous people and report matters to public which may ruin life of the stars. Female coming at the top of show biz are the most-hunted target. Media does not hesitate in playing up their images which look highly offensive if put on newspapers or magazines pages, no matter those poses were meant for a momentary demand for certain actions during a shoot of feature films or even a commercial camerawork.

Blackmails governments

Media is blamed for blackmailing even strongest of governments. At times autocratic governments find no way but get blackmailed by popular media. Little wonder if there is a general perception that media stand for arm-twisting of people who are at the helm of political or financial authority.

©Copyright Virtual University of Pakistan

LESSON 45

RECAP

What is photography?

Method of recording permanent images by light on to a chemically sensitive material is called photography. It was developed in the 19th century through the artistic aspirations of two Frenchmen, Nicéphore Niepce and Louis-Jacques-Mandé Daguerre, whose combined discoveries led to the invention of the first commercially successful process, the daguerreotype in 1837.

Stop-Action Photography

E. J. Marey, the painter Thomas Eakins, and Eadweard Muybridge all devised means for making stop-action photographs that demonstrated the gap between what the mind thinks it sees and what the eye actually perceives.

1881

- Halftone

1888

- George Eastman
- Introduction of roll film

Motion Pictures – A New Way in Mass Communication

Definition

Motion picture means movie-making as an art and an industry, including its production techniques, its creative artists and the distribution and exhibition of its products.

Start in unbelievable fashion

It started with a $25,000 bet, in 1877 that was a lot of money. Edward Muybridge, an Englishman tuned American, needed to settle a bet. Some people argued that a galloping horse had all four feet off of the ground at the same time at some point; others said this would be impossible. No feet touching the ground; how could that be?

The problem was that galloping hooves move too fast for the eye to see. Or, maybe, depending on your belief, just fast enough that you could see what you wanted to. To settle the bet definitive proof was needed.

In an effort to settle the issue once and for all an experiment was set up in which a rapid sequence of photos was taken of a running horse. When the pictures were developed it was found that the horse did indeed have all four feet off the ground during brief moments, thus, settling the bet. But, in doing this experiment they found out something else — something that becomes obvious from the illustrations below. When a series of still photos are presented sequentially, an illusion of motion is created. That discovery would soon make that $25,000 look like pocket change.

1889

Thomas Edison and his staff developed the kinetograph, a camera using rolls of coated celluloid film, and the Kinetoscope, a device for peep-show viewing using photographs that flipped in sequence.

1895

Lumière brothers, France, created the first projection device, the Cinematograph.

1905

The first movie theater, complete with luxurious accessories and a piano, was built in Pittsburgh. A nickel was charged for admission, and the theater was called the nickelodeon.

©Copyright Virtual University of Pakistan

Films had slowly been edging past the 20 minute mark, but the drive to feature-length works began with the Italian **Spectacle** (1913), running nine reels or about two hours.

The American Edwin S. Porter realized and demonstrated that scenes photographed in widely separate locales could be cut/ edited, together yet still not be confusing to the audience. His subject matter tended toward depictions of modern life; his *Life of an American Fireman* (1902) and *The Great Train Robbery* (1903) are among the first works to use editing as well as acting and stagecraft to tell their stories.

1926

Successful experiments in sound effects and music.

1927

- Spoken dialogue was successfully introduced in *The Jazz Singer*.
- *Lights of New York* got more popular among public.

1927

- The Motion Picture Academy of Arts and Sciences was formed and began an annual awards ceremony.
- Oscar Award.

Measures taken by the Film industry to beat Television

- Stereophonic sound system was introduced.
- Cinemascope film.
- Introduction of glamour in movies.
- Diverse topics/ subjects.

Motion Picture/Film in South Asia

- The Lumier Brothers of France exhibited their short films in December 1895 at Grande Cafe, Paris. The following year, they brought the show to India and held its premiere at the Watson Hotel in Bombay on 7th July 1896.
- A package of 6 films.
- **Raja Harishchandra** (1913) – first silent feature film of subcontinent, made by **Dadasaheb Phalke**.
- **1913-1930s**
  - 200 films were produced.
- **Ardeshir Irani's Alam Ara** (1931) – first talky film.

In Calcutta, **Hira lal Sen** photographed scenes from some of the plays at the Classic Theatre. Such films were shown as added attractions after the stage performances.
Mohini Bhasmasur (1914), significant for introducing the first woman to act before the cameras – Kamala bai Gokhale.
Madan Theatres of Calcutta produced **Shirin Farhad** and **Laila Majnu** (1931).

Legends of South Asian Film Industry

V. Shantaram
- Ayodhya ka Raja (1932)
- Admi (1939)
- Duniya Na Mane (1937)

Mehboob Khan
- Roti (early 1940s)
- Aurat (1940)

- Mother India (1957)

Bimal Roy
- Udayer Pathey (1944)
- Do Bigha Zamin (1953)

Raj Kapoor
- Aag
- Awara (1951)

Pakistan film industry's shared-history from 1896-1947

First silent film from Lahore was **The Daughter of Today** released in 1924 and the inaugural Punjabi talkie film from Lahore was **Heer Ranjha** in 1932.

The Daughter of Today
- Premier Film Company
- Released in: 1924
- The first ever silent film from Punjab
- Actors: A.K.Kardar, Wilayat Begum, M. Ismael, Vijay Kumar, Heera Lal, Master Ghulam Qadir, G.K. Mehta.

Alam Ara
- Inaugural Urdu/Hindi Indo-Pak feature film
- Imperial Film Company
- Urdu/Hindi (124 minutes; black & white)
- Released on: Saturday, March 14, 1931 (Capital cinema Lahore)
- Actors: Zubaida (Alam Ara), Master Vitthal (Adil), J. Sushila (as Sushila), Jillo Bai, Prithviraj Kapoor, Elizer, Wazir Mohammed Khan, Jagdish Sethi and L.V. Prasad
- Music: Ferozshah and B. Irani **Heer Ranjha**
- First ever Punjabi feature film
- Realesed in: 1932
- Actors: Anwari Begum, Rafiq Ghazniv, Gul Hameed, Lala Yaqoob, M. Ismael, Fazal Shah, Walait Begum.

Khazanchi
- Pancholi Art Pictures
- Released in: 1941
- Music director: **Master Ghulam Haidar**
- Introduced baby Noor Jehan as playback singer.

Anmol Gharri
- Mehboob Production Ltd. (Bombay-Lahore)
- Urdu/Hindi
- Realesed in: 1946
- Actors: Noor Jehan, Surender, Surayya, Zahoor Raja, Leela Mishra, Anwari Begum, Bhudo Anvari, Murad.
- Music: Naushad Ali
- Lyrics: Tanvir Naqvi

Shamshad Begum (born in Lahore) was the first generation of top Punjabi film singers. (followed by Zubaida Khanum (in the 50s) and Madam Noor Jehan (from 40s-90s), respectively).
Mohammad Rafi, famous singer of Indian film industry, was from Punjab, Lahore.

Shukat Hussain Rizvi, Director
- **J U G N U**, last Big "Pakistani" film before partition

©Copyright Virtual University of Pakistan

- Shoukat Arts Productions
- Urdu/Hindi
- Released in: 1946
- Actors: Yousaf Khan (Dilip Kumar), Noor Jahan
- Singers: Madam Noor Jehan, Mohammad Rafi

Teri Yaad
- Released on: Saturday, August 7, 1948

Phairay
- Producer and Director: Nazir
- Music: G. A. Chishti

Changes Introduced by Films

- Entertainment.
- Cinema houses - a new business.
- Jobs in thousands for acting, direction, music, sets, lighting, recording, cinematography etc.
- Billboards all over in so much color - landscape changed.
- Manifested culture and in return influenced culture – dresses, languages, living style, harmony etc.
- Strong expression against hated figures in society, oppressors - at least can see on screen.
- Boldness, vulgarity, obscenity – the dark side of films.

Propaganda

Message conveyed in order to support and spread a particular opinion or point of view, engaging the emotions of the audience. In another manner it could be said as the planned dissemination of news, information, special arguments, and appeals designed to influence the beliefs, thoughts, and actions of a specific group."

The term propaganda carries many definitions. Harold Lasswell, a pioneer of propaganda studies, defines it as "the management of collective attitudes by the manipulation of significant symbols." Like other social scientists, he emphasizes its psychological elements: propaganda was a subconscious manipulation of psychological symbols to accomplish secret objectives. Subsequent analysts stressed that propaganda was a planned and deliberate act of opinion management.

Types of Propaganda

Modern practitioners of propaganda utilize various schemes to classify different types of propaganda activities. One such categorization classifies propaganda as:

- White Propaganda
- Grey Propaganda
- Black Propaganda

Radio

Marconi recognized as radio inventor

In 1896 Guglielmo Marconi was awarded what is sometimes recognized as the world's first patent for radio with British Patent 12039, *Improvements in transmitting electrical impulses and signals and in apparatus there-for.* In 1897 he established the world's first Radio Station on the Isle of Wight, England. The same year in the USA, some key developments in radio's early history were created and patented by Nikola Tesla. The US Patent Office reversed its decision in 1904, awarding Guglielmo Marconi a patent for the invention of radio, possibly influenced by Marconi's financial backers in the States, who included Thomas Edison and Andrew Carnegie. Some believe this was done to allow the US Government to avoid having to pay the royalties that were being claimed by Nikola Tesla for use of his patents.

Effects of Radio on society

Radio proved far more effective in mass communication as compared to the print media. The property of radio which did not require transportation of the message drew immense attention of common

people and investors in the field of mass media. Once the radio technology was recognized as an effective mean of communication, there was a race among companies and individuals to have their own radio facility.

- Peace time
- War time

Television

Television is the process of capturing photographic images, converting them into electrical impulses, and then transmitting the signal to a decoding receiver. Conventional transmission is by means of electromagnetic radiation, using the methods of radio.

Among the technical developments that have come to dominate our lives, television is surely one of the top few. In the developed world, the average household watches television for seven hours per day, which helps to explain why news, sports, and educational entities, as well as advertisers, value the device for communication.

TV changes some basic concepts

TV is largely responsible for bringing about so many social, cultural and economic changes- and that too with rapid speed, and is considered as one major factor to help globalize human thinking and understanding on various matters by fully exploiting all the elements possible in visual communication, or say broadcasting. More on this aspect will be discussed in a coming lecture.

By 1935, mechanical systems for transmitting black-and-white images were replaced completely by electronic methods that could generate hundreds of horizontal bands at 30 frames per second. Vladimir K. Zworykin, a Russian immigrant who first worked for Westinghouse, patented an electronic camera tube based on the cathode tube. Philo T. Farnsworth and Allen B. Dumont, both Americans, developed a pickup tube that became the home television receiver by 1939.

There are currently 3 **main television transmission standards** used throughout the world:

NTSC - National Television Standards Committee. The oldest existing standard, developed in the USA. First used in 1954. Consists of 525 horizontal lines of display and 60 vertical lines.

SECAM - Système Électronique pour Couleur avec Mémoire. Developed in France. First used in 1967. A 625-line vertical, 50-line horizontal display.

PAL - Phase Alternating Line. Developed by German engineer Walter Bruch who patented his invention 1963 and the first commercial application of the PAL system was in August 1967. Also a 625/50-line display and alternative of NTSC. Proponents call it *"*P*erfection* A*t* L*ast."*

Television in Pakistan

Evening Transmission only

TV broadcast was limit to five hours, from 6 pm to 11 pm with one weekly holiday on Monday. People would sit in front of the set from the signature tune, women would finish household errands, children doing their homework much before the first images of the day, usually recitation from the holy Quran. Hardly a person would move away till the national anthem was played to mark end of the day's transmission. Due to the immense interest for watching the moving images and the restricted timings of the transmission, the work-schedule of many was now changed.

Live Broadcast

The most prominent feature of PTV's early years was the live transmission for it did not have the recording facilities. It was not the news to be read in real time only, but the talks, plays and music was also broadcast live. It was a unique experience for all the directors, producers, performers and the technical staff. Hardly one can imagine now that there had been such an exceptional time in PTV's life.

Many radio artists seemed moving to and fro between radio station and the PTV building next door to accomplish the task of live transmission and rehearsals.

©Copyright Virtual University of Pakistan

PTV and the unforgettable War of Sept. 1965

The September 1965 war with India was a testing time for the whole nation. Nothing was above the country's defense. The PTV Lahore station did the heroics it still gets credit for. Its OB teams went to the borders and captured some incredible images of the battlefield. Nothing more could have excited people seeing with their own eyes Pakistan Army's jawans invading Indian posts, destroying them and capturing enemy's land across the border. With madam Noor Jahan's spirited national songs in the backdrop, the PTV's showings worked as a catalyst to fuel the passion for national defense.

PTV goes colored

Though the Islamic conference coverage was very successful, many thought it would have been far better had it been a colored transmission. Another reason to do away with the black and white broadcast was that in most part of the world the TV transmission was getting colored and companies were now not making parts for the equipment used in the B/W transmission. The day came soon when in 1976 COLOUR TRANSMISSION STARTED on experimental basis. Regular Color transmission started from Feb 18, 1982.

Effects of television on society

Television broadcast has broad effects on the society all around the world. The strong verbal and non verbal combination and the facility to highlight different subject matters created one of the most important impressions in mass media.

There are so many angles to see as to what extent TV has brought about changes in daily life of people and the nations as well.

Here we will see some of the key changes affected by TV transmissions in general.

- Seeing is believing
- Changes in timings
- Fashion
- Household entity and change in habits
- Increasing general know-how
- Cultural changes and influences
- Institutional transformation

Public Relations

Definition

- Aspect of communications that involves promoting a desirable image for a person or group seeking public attention.

- Public relations (PR) is the art of managing communication between an organization and its key publics to build, manage and sustain a positive image.

- One of the earliest definitions of PR was coined by Edward Bernays. According to him, "Public Relations is a management function which tabulates public attitudes, defines the policies, procedures and interest of an organization followed by executing a program of action to earn public understanding and acceptance. "

- According to two American PR professionals Scott M. Cutlips and Allen H. Center, "PR is a planned effort to influence opinion through good character and responsible performance based upon mutual satisfactory two-way communication".

Methodology

Public relations describes the various methods a company uses to disseminate messages about its products, services, or overall image to its customers, employees, stockholders, suppliers, or other interested members of the community. The point of public relations is to make the public think favorably about the company and its offerings.

©Copyright Virtual University of Pakistan

Tools employed for PR

Commonly used tools of public relations include:

- News releases
- Press conferences
- Speaking engagements
- Community service programs

Public relations involves

- Evaluation of public attitudes and opinions.
- Formulation and implementation of an organization's procedures and policy regarding communication with its publics.
- Coordination of communications programs.
- Developing rapport and good-will through a two way communication process.
- Fostering a positive relationship between an organization and its public constituents.

Specializations

- Property development & real estate PR
- Retail sector PR
- Agricultural PR
- Food service PR
- Health care PR
- Technology/IT PR
- Public affairs PR
- On-line PR
- Financial/investor relations
- Not-for-profit PR
- Crisis communication PR

Lobby groups

Lobby groups are established to influence government policy, corporate policy, or public opinion. These groups purport to represent a particular interest. When a lobby group hides its true purpose and support base it is known as a front group.

Astroturfing

Creating an artificial "grassroots" movement is known as astroturfing. A typical example would be the writing of letters to multiple newspaper editors under different names to express an opinion on an issue, creating the impression of widespread public feeling but being controlled by one central entity.

Spin

In public relations, **spin** is a, sometimes critical term signifying a heavily biased portrayal in one's own favor of an event or situation. While traditional public relations may also rely on creative presentation of the facts, "spin" often, though not always, implies, deceptive and/or highly manipulative tactics. Politicians are often accused of spin by commentators and political opponents, when they produce a counter argument or position.

Advertising beyond Print Media

Covert advertising

It is embedded in other entertainment media is known as product placement.

A more recent version of this is advertising in film, by having a main character use an item or other of a definite brand - an example is in the movie *Minority Report*, where Tom Cruise's character Tom Anderton owns a computer with the *Nokia* logo clearly written in the top corner, or his watch engraved with the *Bulgari* logo. Another example of advertising in film is in *I, Robot*, where main character played by Will Smith

mentions his *Converse* shoes several times, calling them "classics," because the film is set far in the future. Cadillac chose to advertise in the movie The Matrix Reloaded, which as a result contained many scenes in which Cadillac cars were used. Similarly, product placement for Omega Watches, BMW and Aston-Martin cars are featured in recent James Bond films, most notably, *Casino Royale*.

Advertising Media—Audio

The most common audio advertising media is FM radio. Placement of an advertisement on FM radio costs about as much as an advertisement placed in a metropolitan newspaper. However, radio is more dynamic than print alternatives because it allows the advertiser essentially to talk with the consumer. Indeed, many small business consultants believe that an entertaining and informative radio advertising campaign can be a major asset. Nonetheless, some analysts contend that small business owners should proceed cautiously before deciding to rely exclusively on radio advertising. Indeed, most businesses incorporate a media mix when attempting to sell their products or services, utilizing radio advertising in concert with print and other advertising media. The key for small business owners is to study what types of advertising best suits their products and services and to use that media to spearhead their advertising campaign.

TV

The TV commercial is generally considered the most effective mass-market advertising format and this is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The annual Super Bowl football game in the United States is known as much for its commercial advertisements as for the game itself, and the average cost of a single thirty-second TV spot during this game has reached $2.5 million (as of 2006).

Virtual advertisements may be inserted into regular television programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are not relevant to the remote broadcast audience. More controversially, virtual billboards may be inserted into the background where none existing in real-life. Virtual product placement is also possible. Increasingly, other mediums such as those discussed below are overtaking television due to a shift towards consumer's usage of the Internet.

Advertising Evaluation

Once the advertising campaign is over, companies normally evaluate it compared to the established goals. An effective tactic in measuring the usefulness of the advertising campaign is to measure the pre-and post-sales of the company's product. In order to make this more effective, some companies divide up the country into regions and run the advertising campaigns only in some areas. The different geographic areas are then compared (advertising versus non-advertising), and a detailed analysis is performed to provide an evaluation of the campaign's effectiveness. Depending on the results, a company will modify future advertising efforts in order to maximize effectiveness.

Advertising Campaign

An **advertising campaign** is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication (IMC). Advertising campaigns appear in different media across a specific time frame.

The critical part of making an advertising campaign is determining a *campaign theme*, as it sets the tone for the individual advertisements and other forms of marketing communications that will be used. The campaign theme is the central message that will be communicated in the promotional activities. The campaign themes are usually developed with the intention of being used for a substantial period but many of them are short lived due to factors such as being ineffective or market conditions and/or competition in the marketplace.

Forms of Advertising

Advertising can take a number of forms, including advocacy, comparative, cooperative, and direct-mail, informational, institutional, outdoor, persuasive, product, reminder, point-of-purchase, and specialty advertising.

- Advocacy Advertising
- Comparative Advertising

- Cooperative Advertising
- Direct-Mail Advertising
- Informational Advertising
- Institutional Advertising
- Outdoor Advertising
- Persuasive Advertising
- Product Advertising
- Reminder Advertising
- Point-of-Purchase Advertising
- Specialty Advertising

Advertising Objectives

Advertising objectives are the communication tasks to be accomplished with specific customers that a company is trying to reach during a particular time frame. A company that advertises usually strives to achieve one of four advertising objectives: trial, continuity, brand switching, and switchback. Which of the four advertising objectives is selected usually depends on where the product is in its life cycle.

Public perception of the medium

As advertising and marketing efforts become increasingly ubiquitous in modern Western societies, the industry has come under criticism of culture jamming which criticizes the media and consumerism using advertising's own techniques. The industry is accused of being one of the engines powering a convoluted economic mass production system which promotes consumption. Recognizing the social impact of advertising, Media-watch-uk, a British special interest group, works to educate consumers about how they can register their concerns with advertisers and regulators. It has developed educational materials for use in schools. The award-winning book, Made You Look *How Advertising Works and Why You Should Know,* by former Media-watch (a feminist organisation founded by Ann Simonton not linked to media-watch-uk) president Shari Graydon, provides context for these issues for young readers.

Media Theories

The term **media theory** refers to a model that explains the relationship between media and social reality. Media as an enterprise holds a unique status – from one way it is like an industry which gives its products and service and earn money but from another way media is supposed to talk about society, people, attitude, interaction, guidance and the most crucial and sensitive, criticism.

The criticism media does-on individuals, business sector and the governments, pinches many in many ways. If media does not perform this function, it is rendered redundant.

- Authoritarian Theory
- Libertarian Theory
- Soviet Theory
- Social Responsibility Theory

New Media

New Media is a term that describes traditional forms of media that have been transformed by advancements in digital technology and digital computing.

What is classed as New Media?

- Web Sites including Blogs
- Email
- CD/DVD
- Electronic kiosks
- Virtual worlds

- Interactive Television
- Internet Telephony
- Mobile
- Pod-cast
- Hypertext Fiction

Disadvantages in the Use of New Media

While most advertising and marketing agencies have cited the use of New Media as a positive force in reaching new and old customers alike, a prevalent concern amongst companies that wish to remain competitive in today's digital markets is the rapid rate at which new media changes, and can be changed from any number of sources. While the new level of communication between customers and those providing any kind of service is generally beneficial, it also allows for more methods by which unhappy consumers may disproportionately voice their concerns, in relation to their actual overall sampling size amongst consumers as a whole.

Another negative result of the implementation of new media advertising and marketing is generally regarded as being cost-related. As New Media forms are almost exclusively digital in nature, the cost of initial establishment and then the upkeep of the equipment, resources, and manpower needed may pose a significant problem for smaller businesses. It has been said that in this way, the worldwide trend towards reliance on New Media for such means may very well be a move towards further corporate globalization, and the downfall of smaller businesses that can't compete with such new technological means.

Globalization of Media

Globalization is a buzz word these days. It is more heard in the arena of economics where transnational corporations are widening their scope of activities and earning massively. So strong is the thrust for expansionism by the world corporate sectors that governments and other international organizations like the UNO etc also at times seem to be only working for the cause of this sector. The wave of globalization is not without criticism such as it is designed to make a few rich and the rest poor not only in the financial sense but also culturally. The debate is raging high.

Media Mergence

Every time a new technology is introduced in the sphere of mass media and a new media organ is created, there appears a situation where new form of mass communication gets its source material from the media organs already in vogue.

The mediated communication which is always based on certain technology also needs contents which must be made the main area of mass communication. Hardly there has been a situation when a new technology has also brought altogether new topics to be talked about with the help of new science.

From Print to Electronic Amalgamation

Print media had been enjoying a unique distinction in the society for almost four hundred years when in the first quarter of the 20th century radio was introduced on the basis of electromagnetic waves technology. It was first time that the people experienced a wireless communication at massive scale.
Radio brought with it listening pleasure – music, talks and news etc. But the nature of contents in news, talk shows, discussions, educational programmes and comments was not new. More or less it was dealing with the same content people had been familiar with over the years because of print media. The only change was the new technology. Contents were the same. So one can say that radio was a mergence of print and electronic media as far content were concerned.

Radio, TV mergence

Although TV was also based on radio wave technology, the carrying of images through electromagnetic waves gave it a unique distinction and in the eyes of common people TV has been a different entity.

But on the content side, TV picked many ideas from radio formats like group discussions, musical programmes, and commentary on sporting events, and presentation of news. The changes were only due to presence of images.

TV and computer getting one - IPT (Internet protocol TV)

In the third quarter of the 20th century scientists were successful in using the digital technology for carrying contents which were earlier carried only through analog techniques. This led to a marriage between the analog and digital technologies and it is here that the subject of mergence of media has emerged.

This new combination is exclusive in the sense that it not only brings the contents of sound and images together and all the formats of programme remain intact, it at the same time brings the two technologies at one point.

In coming years you would be able to use your computer as TV and if you desire, TV set could also be used as computer because most TV sets manufactured after 2006, or so, would carry a chip which would enable decoding of messages transmitted through digital technology.

So, when we say that the media will converge, we mean that current television shows will merge into a hybrid with World Wide Web style content. Television shows will have other types of media like text merged into them, and World Wide Web pages will begin to be temporal entities that tell a story. Another way of looking at this is that both your television and your computer will be running a similar super browser which will allow the same content to be viewed on both devices. Also, to say that the two converge it is not enough to say that you will be able to watch television on your computer-- that merely means that television content is a sub-set of computer content and is already possible today. For the two to truly converge the content that can be received by both devices should be the same.

When we say that the media will not converge, we mean that television shows and world wide web content will remain distinct media forms, and that you will use your television for watching television shows, and your computer to view and browse web content. While both media types may have evolved, they will remain different from one another.

Criticism on Media

- Conceals more than it reveals
- Exaggerates
- Sensationalize
- Damages cultural and family traditions
- Biasness
- Sold to interest groups
- Commercialism-trend is to mislead people
- Pictures of killings – unethical
- Private life, obscenity
- Blackmails governments

©Copyright Virtual University of Pakistan