



DIFFERENT TYPES OF MEDIA IN INDIA: A STUDY

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ABSTRACT :

In the day-to-day life of a busy journalist, publisher, announcer or media owner, it is easy to overlook the essential principles that are at stake when going about one's work. Newsroom or broadcasting studio constraints include deadlines, squeezed budgets, limited electronic and library resources, challenging managers, distribution difficulties and draconian media laws, to say nothing of news subjects who are often wary of journalists, if not overtly hostile. This makes for challenging work surroundings, and it is easy for journalists to lose sight of the big picture. The big picture is that the work of journalists reflects how we as humans work together with each other, and is a measure of how well our society is functioning. The principles of communication that apply to us as individuals are conventional through and apply to how spread-out social organisations, such as the media and government, interact with each other. You can tell a lot about the state of a country's governance, as well as its commitment to social equality and financial and social development, by looking at whether it respects its citizens and its media. Though social media began with blogs and has been in existence for more than a decade, it now also take account of social networking sites such as Facebook, Twitter, and Linked In, Internet forums, wikis, podcasts, and video. Social media really began to take hold with the inauguration of the social networking sites MySpace in 2003 and Facebook in 2004. Those sites were created for college students, but some believe social introduce yourself sites became part of the mainstream population during the 2008 presidential campaign, when Barack Obama and his supporters used social media and community organizing skills to "shape the appealing campaign" according to Caesar, Bush, & Pitney, 2009. At a time when it seems that most Americans have some sort of online interaction, dealers have to wonder how these audiences are by means of social media.

KEYWORDS : *squeezed budgets, limited electronic and library resources.*

INTRODUCTION:

The mass media in its not the same forms have subjective human life in the present century. They have first and foremost provided substantial and pleasurable to people across countries. Print media, being the leader over a significant period of time has now got opposition from Television, which is remodelling



many of the social comebacks. Radio apart from on circumstances that news and views have also developing a flair for accomplishment, thereby getting a lot of reception. There is also the different media with internet creature its flag porter. Internet has without a doubt made it possible to deal out information and ideas in real time across the globe. However, among all these amplifications there is a cause of concern. Is media really satisfying its social responsibility is a

booming global mass media posing threats to the self-governing way of thinking. In it conceit challenges to a nation like India where media has a better role to play relatively than merely so long as information and entertainment. The normative view of the press disputes that the conduct of the media has to take into understanding public interests. The main public concentration principles that the media need to consider take account of freedom of publication, plurality in media proprietorship, diversity in information, beliefs and opinion, support for the self-governing party-political system, maintenance for public order and safekeeping of the state, world-wide reach, quality of material and culture focussed to the public, high estimation for human rights and by-passing harm to behaviours and the social order.

TYPES OF MASS MEDIA

Mass media can be classified according to their physical form, the know-how involved and the nature of the statement process. The general classification on this basis is as follows.

- ❖ Traditional Media
- ❖ Print Media
- ❖ Electronic Media
- ❖ New Media

Traditional Media

Television, radio, newspapers, magazines, newsletters, tax press and other print publications.

Print Media

In the preceding module, you have learnt about different forms of mass media. Print media, as you know is one of them. Print media is one of the oldest and basic forms of mass announcement. It includes newspapers, weeklies, magazines, publications and other forms of printed journals. A basic thoughtful of the print media is essential in the study of mass communication. The involvement of print media in providing material and transfer of knowledge is outstanding. Even after the advent of electronic media, the print media has not lost its charm or relevance. Print media has the advantage of manufacture a longer impact on the minds of the reader, with more in-depth fourth estate.

Electronic Media

Quick communication through latest technology has simplified speedy information gathering and giving out and this has become an essential part of the modern society. Extraordinary evidence explosion have dramatically shrunk time and distance and have converted our world into a Global Village. Electronic media have converted announcement and our capability to share, store and gain information and knowledge. The far and wide available media services are changeless the ways in which we live and work and also changeless our observations and beliefs. It is essential that we recognise these changes and personal property in order to develop our microelectronic resources for the advantage of society.

New Media

We live in an age of rapid industrial changes. Every day we are flooded with information from everywhere. The internet makes sure that we are not left behind in terms of material on any front. In the process of news gathering and writing, the advent of computers along with the sensation of the internet has introduced the concept of new media. Unlike the print media, the new media does not rely merely on the written word for announcement. Rather, it associations words with a lot of visual fundamentals, including moving picture, cartoons etc. Similarly, knowledge through new media is like proverb good bye to all our age-old textbooks. In this new learning occurrence, learning can be fun. We can play computer games and through games, puzzles and cartoons, also learn our history and maths lessons. This amazing arrangement of words with visuals and cartoons is acknowledged as new media.

Social Media

Terms used to describe the new group of digital, high-tech, or networked evidence and communication technologies. These can take many not the same forms, including internet environments, blogs, wikis and podcasts, and picture-, music- and video-sharing. Patterns of social media tenders are Google Groups, Wikipedia, MySpace, Facebook, you-Tube, Flickr and Twitter.

History of Social Media

Though societal media began with blogs and has been in way of life for more than a decade, it now also take account of social networking sites such as Facebook, Twitter, and Linked In, Internet opportunities, wikis, podcasts, and video. Those sites were created for college students, but some believe social networking sites became part of the mainstream population during the 2008 constitutional campaign, when Barack Obama and his followers used social media and communal organizing skills to “shape the winning campaign” according to Caesar, Bush and Pitney, 2009.

Meaning of Broadcasting

Broadcasting is the distribution of audio and or video content to a disseminated audience via any microelectronic mass transport network medium. Distribution is defined as the broadcasting of message through transmission over radio and TV set that provides for reception by the public. Broadcasting is commonly associated with radio and television, though in practice radio and television communications take place using both wires and radio waves. The acceptance events may take explanation of the overall public or a reasonably small subset; the point is that anyone with the applicable receiving technology can receive the pointer. The origination of the Telegraph, Telephone, Radio and Computer set the stage for this extraordinary integration of competences. In fact, the internet has soon become a universal communications capability, a mechanism for information dissemination, and a medium for relationship and interaction between personalities and their computers without regard for geographic location. The transport network revolution has arrived and in fact, radio, television and Internet are fruits of the advancement of communication technology. Daguerre devised a practical method of photography. The first film was screened in 1894. Already in 1904, the first photographs were communicated by photo telegraphic device, while the first representation was onscreen in 1923.

The first radio communications networks were put in the 1920s, television spreading began in the 1930s and regular communication of colour television began in 1954. Rapid intercontinental announcement was initiated with the underwater telegraph cable between America and Europe, laid in 1857. While the first transatlantic telephone cable entered into service only in 1957, the intercontinental radio telephone and telegraph systems were already operational regularly by the 1920s. Tele printing became functioning at the start of the 1930s. Finally Early Bird, School of Distance Education. Introduction to Electronic Media Page 19 the first commercial communication satellite was launched in 1962. The world's first domestic synchronous orbit satellite system for telecommunication purposes and for circulation and reception of TV software package through low-cost earth stations and low power transmitters was invested in 1973 in Canada. In 1977, the satellite system could carry voice reproduction and data directly to the end user

The earth station itself is usually a projection that includes a low noise loudspeaker, a down converter as well as an electronics receiver. The projection itself can vary in size from a little at 3 to 30 meters, contingent on its habit. Dedicated satellite earth stations are used to telecommunicate with satellites chiefly public services satellites. Other ground stations communicate with manned space stations or unmanned space probes. It is possible for a satellite to transfer with more than one ground station at a time. A pair of ground stations are said to have a satellite in mutual view when the stations share simultaneous, unobstructed, line-of-sight contact with the satellite. Communications port or, more on a regular basis, teleport is a satellite television processed station that meanings as a hub involving a satellite or geocentric orbital network with a extra-terrestrial televisions network, such as the Internet.

Radio

Physical characteristics Radio is the world over as its indications reach every nook and cranny. Radio is a different medium. Physically it is not the same from any other media. It is an extraordinary for ears not of eyes. Sequencers designed for radio is to hear. Discovery of portable radio transistors revolutionized the sector. After the discovery, radio became most popular confidant of radio consumers. This unique medium shares positive physical appearance.

- Radio is an economical moderate Radio sets are not at all an amenity now, unlike olden days, when radio sets were not within your means for common people. Improvement of technology made radio construction and communication less expensive. Unlike other media, production format is sound which can be manufactured at a smallest possible rate.
- Radio is a public medium Radio can be accessed by any number of people at the same time without much mechanical paraphernalia.
- Radio is a blind medium Radio is a blind medium. But this medium stimulates the thoughts. The listener tries to create in your mind the sound source in the mind of the radio listener. Any size pictures are created equivalent to the impassive context of the speaker. Being an audio moderate, radio is accessible for visually throw down the gauntlet.
- Radio is accessible for illiterates Literacy is not a pre indispensable for pin your ears back radio. In developing and less economically developed countries, it becomes a widespread medium because of these physical characteristics.

Middle-of-the-road of the population in these countries are illiterate. They show a special fellow feeling towards radio as they can overcome the insufficiency of illiteracy through radio platforms. Radio is a mobile medium Specialty of a background intermediate is that it can be used while doing supplementary jobs. Radio listeners can enjoy radio programs while they are at work. Convergent media surroundings helped radio to be more big hand free. We can listen to radio while we are moving. As Vivian explained previous, we can listen to radio while dynamic car, shaking, walking or doing several job. Radio is a transient medium Words uttered in radio have gone forever. It cannot be retaken. So the radio is considered to be as a highly temporary medium. Radio needs less get-up-and-go Radio put away very less energy. In that sense, it is a surroundings friendly medium. Since radio sets can also be operated with batteries, it became popular in remote villages where electricity is out-of-the-way. Radio is a speedy medium Radio is the profligate medium as it requires less time for preparation and announcement. Notwithstanding of social, economic and cultural backgrounds one and all can enjoy radio platforms.

No visuals. News stories go along with by visuals are well-thought-out more credible. Radio lacks it. It is also not suitable for visual art programmes like dance etc.

- ❖ Material cannot be recovered. We would not keep the record to radio programs. Although now-a-days this has become conceivable to record radio sequencers, but it is accessible with an unimportant number of addressees.
- ❖ One and only cannot go back and re-listen the communication radio programmes have lots of money-making in a row due to which the watchers member be defeated interest.
- ❖ Possibility of Misunderstanding in high. It solely depends upon the intellect and mind-set of the listeners that how they recognise the messages.
- ❖ Mixed-up information every now and then the audiences listen to messages on radio and get confused. Viewers need lot of resourcefulness and therefore appreciative of message depends largely on the characteristics of the receivers.
- ❖ Announcement is time limited and presents tiny trashes of topics in a haphazard mosaic. The medium has also limitations because of its audio nature.
- ❖ Receivers cannot put off listening parts of message for consequent listening at their suitability.

Television

Television is the audio-visual media of announcement. It offers a window to the outside world. In the midst of all the mass media, television attracts the largest number of viewers. It is the most popular and has the greatest potential. This is because it is able to attract the listeners of all age groups, literate and illiterate and of all the divisions of the society. It is becoming more and more available. They may take trips to faraway places or learn about many wonders of our creation. They may watch historical revolutions when they happen; the moon walk, successful and aborted space investigations, triumphal events or disastrous news speeded from one place to another place.

Characteristics of Television

- Good-looking content Television platforms are audial visual and nice-looking to lookout.
- Audio photographic medium take account of both sound and visuals.
- National medium we can watch television in the well-being of our home with our family.
- Live medium it is accomplished of being a live standard.
- Transitory medium: May be practically unmanageable to record every programme which gives the impression on the television.
- Wide reach through satellite linkage satellite communication makes it conceivable to reach for a wide topographical area.
- Gradual reach Television communication is proximately presented to viewers.
- That can communicate with illiterates and deaf people who are unable to read, write or make out can watch television sequencers.
- Facilitate live optical coverage live visual coverage makes it more challenging.
- High approachability of message content its visual appeal empowers the viewers to hark back to things well.
- Informs, keep amused and educates Television curriculum gives evidence, show business and also teaches us.

Scope and Limitations of Television

- ❖ It has the familiarity of radio and believability of individual involvement
- ❖ The aforementioned can be used to show appointments.
- ❖ That one can be used by those not there reading skills.
- ❖ It can be used to make teaching and learning more attractive.
- ❖ It can be used as a meet people agent.
- ❖ It can be used for persuasion.
- ❖ It reaches a wide range of viewers more effectively. Limitations
- ❖ It lacks instant response.
- ❖ It is a costly medium of statement.
- ❖ The manufacturing process is very drawn-out.
- ❖ The construction and broadcast of programmes are costly.

Television in India

Television Broadcasting had a slow start in India where, to begin with it was regarded as an exclusive toy for a developing country. On 15th September 1959 the television emerged in India. The first investigational communication began at Delhi. The objective of the first show was to analyse as to what can be achieved with this tool of communal development. The initial funding for the equipment was come from the United States. Within the range of 40 Kilometres of the transmitter 180 tele-clubs were set up. The television sets were provided by the UNESCO. The professional and business staffs were provided by the All India Radio.

The Akashwani auditorium served as the studio from where regular programmes were put on air. Television programmes for lecturers were started on 1961. In 1961 rural programmes like KrishiDarshan was on-going for the framers of the 80 tele-clubs in Delhi and Hariyana. The TV services were extended to Mumbai in 1972. By 1975 the services were further extended to the cities of Calcutta, Chennai, Srinagar, Amritsar and Lucknow. Satellite Instructional Television Experiment (SITE- 1975-1976). The usage of satellite television technology in India started with world's first techno-social research, SITE. This experiment beamed satellite TV programmes for 4 hours daily, based on education, health, family arrangement and agriculture to 2400 villages scattered around six states in India. The satellite broadcasting was loaned to ISRO by NASA for one year. The UNESCO expert assembly along with the India Government experimental the usefulness of satellite broadcasting TV for the nation-wide and educational development in the country. The analysis not compulsory that such an experiment should be conducted for the betterment of announcement. In 1969, the Department of Atomic Energy of Indian Government had entered into an agreement with National Aeronautics and Space Administration to use the satellite television for this objective. The main purpose of this agreement was to confer a satellite free of cost for a year. SITE came into operation during the mid-seventies. It was sprung with the assistance of American satellite. But the SITE experiment was considered as a disappointment. It was observed that there was high viewership in the early months, but gradually it deteriorated. This decline was the result of various glitches in evolving suitable programmes for television, poor electricity supply, hardware defects, poor looking after of TV sets and villagers more interested in agricultural and domestic chores. Also one year is considered a very short period to bring about a social conversion. However it is an important milestone in the development of TV. Doordarshan Television was disconnected from All India Radio on 1976 April 1st and constituted under a new body named as Doordarshan. It is one of the media units of the Ministry of Information and Broadcasting, Government of India. Fixed satellite link between Delhi and other School of Distance Education Introduction to Electronic Media whisperers were established to facilitate the introduction of nation-wide programme. Doordarshan was well-known with the motive of public service broadcasting. Its aim was to inform, educate and entertain the masses.

News

News has different measurements and perspectives according to time, place and natural surroundings of publication and interests of the listeners. News is an account of a recent event or estimation which is important and interesting. It gives speedy reward and delayed reward. Tomorrow's history done up in today's neat pages. News is something discovered and something suppressed. News is anything you did not know the recent past. It has three elements; event, report and audience. According to Harold Evans, News is people News can be designated from different perspectives. In the surroundings of the Global village, focusing on the present day flea market driven media, Rupert Murdoch ironically described news as the article of trade used to fill up space in between advertisements.

Types of News

There are different types of news. We can broadly classify news into the following categories

- ❖ Hard news and soft news
- ❖ Expected news and unexpected news
- ❖ Negative news and positive news
- ❖ Hot news and spot news

Hard news and soft news

Stories of primary crucial importance rate the "hard" news arrangement. Examples would take account of a key vote in India, police department contravention a crime ring, political issues, policies and programmes of government, calamity etc. these situations would provide "must" stories that person who reads would expect to see. Timeliness is important in hard news stories. Usually the language will be natural

and direct. These may be timely or timeless stories. The special correspondent may employ direct and plain language or flowery language provisional on the content or angle of the story. Nowadays the prominence of soft news is increasing. While hard news gives emphasis to the news value 'importance', the focus of soft news is on 'interest'.

Expected news and unexpected news

A news level about the incidents or events that readers have anticipated is known as expected news. News about budget, election, sports proceedings are examples. These are significant or appropriate stories, the readers would not want to miss. Such news may have high news value. Expected and unanticipated things are bang up-to-date around us in this world. News stories about the surprising incidents fall in the category of unpredicted news. Accidents, terrorist attack, disaster etc. can be considered as examples. Unexpected news stories usually have high news value. The news value will be high conditional on the intensity of the incident and the number of people affected by it.

Negative and Positive news

News about something that is unpleasant or unwanted falls in the category of undesirable news. News about monetary crisis, misfortunes, disaster, crime etc. is the examples. Undesirable news is also known as bad news. It may be expected or unexpected news. Usually negative news is timely and will create a kind of fear and anxiety in the minds of readers. But according to the recent exploration people are more involved in negative news. News about big name or something that is positive, encouraging, inspiring, desirable or the like is known as the encouraging or good news. News about rain water bring in, sustainable development, new programmes and programmes of government, various schemes, people who shined in many fields, developments, discoveries etc. can be considered as examples. The nature of the event or the occurrence determines the news value. Now a days, many news websites and community radio set are boosting positive news.

Hot news and spot news

The extremely new and stimulating news is known as hot news. It may be the fashionable stories or scoop. The news value of hot news divisions will be high. These will be timely sections and are also known as breaking news in visual media. The stories may be about a scandal, exploratory news, politically aware news etc. Spot news is the latest news that is reported proximately from the spot or place of action. Spot news are usually unexpected news like an accident, riots, sudden strike etc. spot news is well-timed stories that the readers do not want to miss. That the number of people precious or complicated in the occurrences determines the news values. On the foundation of subject news can also be not speaking as science news, sport news, political news, farming news, commercial news, motion picture news, nation-wide news, worldwide news, regional news.

CONCLUSION

The normative view of the press argues that the behaviour of the media has to take into account public happiness. The main public interest conditions that the media need to consider include lack of restrictions of publication, plurality in media proprietorship, diversity in evidence, culture and opinion, support for the democratic political system, support for public instruction and security of the state, world-wide reach, quality of information and culture distributed to the public, respect for human rights and avoiding harm to personalities and the society. Teleports may make available various communications services among other broadcasting's purposes, such as uploading computer programs or issuing commands over an uplink to a satellite. This link may be an actual corporeal link or it may be a logical link that uses one or more actual animal links. A telephones link is generally one of several types of evidencecommunication paths such as those on circumstance that by communication satellites, extra-terrestrial radio transports network arrangement and computer networks to connect two or more points. The term link is widely used in

computer networking to refer to the public services facilities that connect nodes of a network. Such news may have high news value. That can be well-thought-out as examples. Unexpected news sections usually have high news value. Usually undesirable news is timely and will create a kind of fear and concern in the minds of readers. But according to the recent research people are more interested in harmful news. News about someone or something that is positive, encouraging, educational and looked-for or the like is known as the encouraging or virtuous newscast.

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