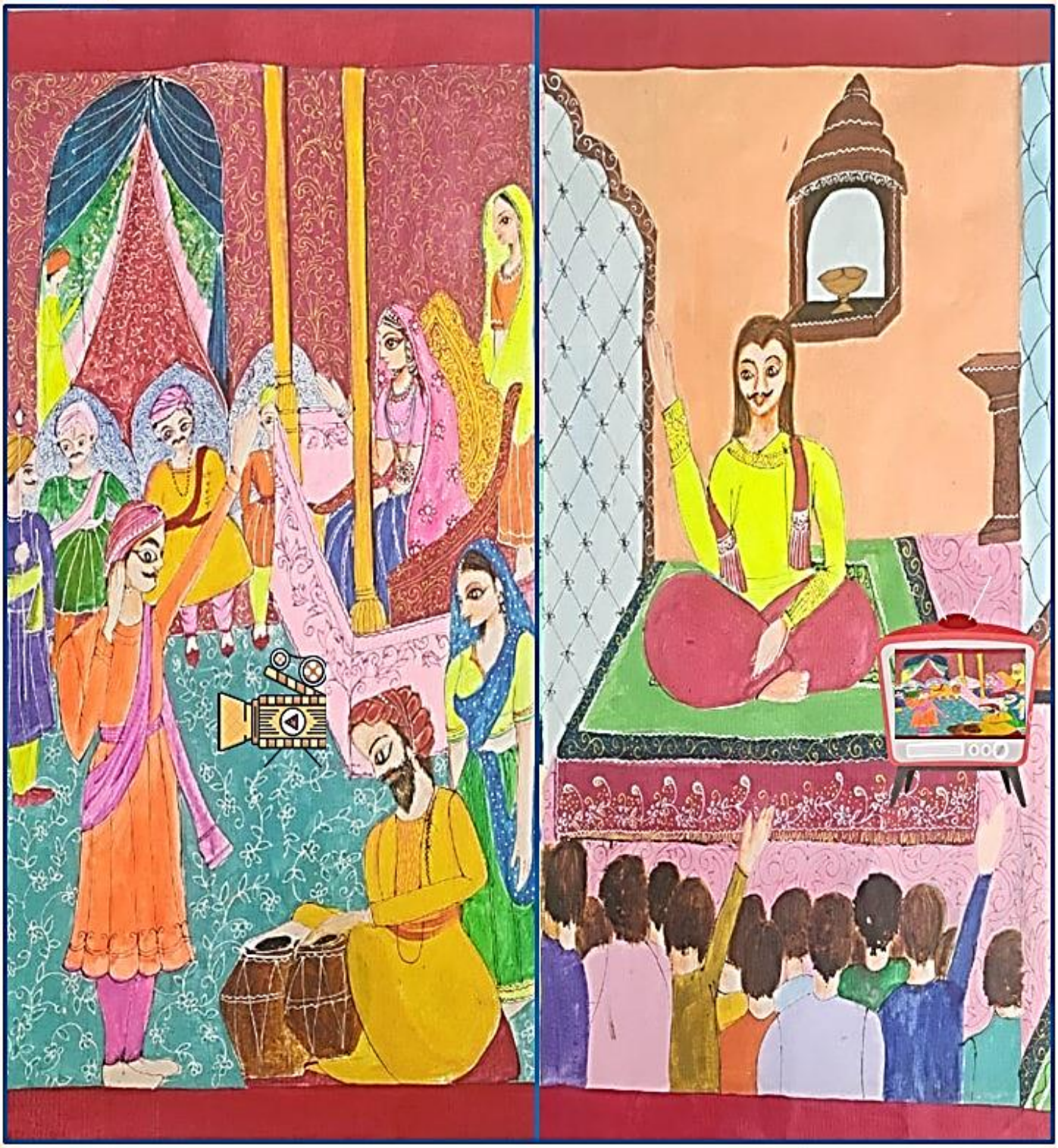
MASS MEDIA
SKILL MANUAL
GRADE : VIII



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FOREWORD

As we all are aware that the National Education Policy 2020 has clearly stated that there should be "no hard separation" between curricular, co-curricular and extra-curricular or academic and vocational (skill/physical education/art, etc. It is felt that mainstreaming all forms of learning and skills will integrate not just the hands-on skilling component but also the theoretical knowledge, attitudes and mindsets, and soft skills that are required for particular occupations, through a broad-based education that is necessary for students to be able to take on and thrive in a fast-changing world.

To keep pace with the objective of "no hard separation", CBSE has decided to offer students the flexibility of making a vocational choice of a short duration module on Mass Media (12 hours), at a stage in their early academic career (either at Class VI, VII or VIII). In this way they will be able to spend relevant time pursuing this choice as per convenience of the school. This would give them the necessary orientation early on, so that they are able to make a choice at a later stage to pursue Skill courses at Secondary and Senior secondary level, or choose a higher vocational degree.

In the present scenario, the children who are constantly bombarded with a variety of media interfaces are striving to understand the nuances of the various forms of media, and the ever-changing landscape of mass communication. They need to be wise consumers of media messages and at the same time they should also be responsible creators of media messages. It is important that they develop Media and Literacy competencies which will empower them to 'read', 'understand' and 'create' the various forms of media.

Through the various chapters of this book, children would be introduced to the concept of Media Literacy, why it is important in today's time, alongside helping them understand how media and society influence each other. Important aspects like team work and writing skills are also covered, which would help them become responsible content creators along-side content consumers. The book also endeavours to empower them with information on Cyber Safety for children, as well as inculcate the sensibilities of ethics and integrity in communication.

Since this is the time when students start thinking about their career path, efforts have been made to introduce them to the various career options in media. This book is the need of the hour and an attempt, as mentioned in National Education Policy 2020, to emphasize on the development of the creative potential of each student

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General Learning Objectives and Learning Outcomes

S. NO.	BLOOM'S TAXONOMY	LEARNING OBJECTIVES	LEARNING OUTCOMES
1.	Remember	To enable the students recall and recapitulate and also define various new terms related to media like – Mass Media, Print Media, Electronic Media, Traditional Media, News, reporting, editing etc.	Students will be able to define the technical terms used in Mass Media, Print Media, Electronic Media, Traditional Media, News, reporting, editing etc.
2.	Understand	• To enable the students to understand the various forms of Mass Media like – Newspaper, Radio, Television, New Media (Internet, Social Media etc.) • To enable the students to understand the evolution of Media	• Students will be able to understand the various forms of Mass Media and their functions and role and impact on society. • Uplifting the democratic sprits.
3.	Apply	To enable students to innovatively apply the learning in real life applications like article writing, creative comments, captioning the photographs, writing letters to editors.	Students will be able to apply various tools and techniques of communication and explore him/her at different task like – News Reading/Editing, Online Campaigning, Online Forum, Documentary Making, PPT Making etc.
4.	Analyze	To enable students to compare and contrast different types of Media, format of Radio/TV programs, news, information, quality and relevancy of contents.	Students will be able to filter information as per its relevancy, quality and impact on society.
5.	Evaluate	Learners will be able to evaluate the roles and responsibilities of creative, technical and Administrative people in media to familiarize with the career option in Media.	Students will be able to evaluate the positive and negative aspects of media. They will be able to understand the career opportunities like Radio Jockey, News Reader, TV Anchor, News Editor, Reporters, Cameraman etc.
6.	Create	To enable students to use their skills in expression, communication writing, designing etc. including elements of creativity.	Students will be able to make creatives as article, graphics, script writing for various events, advertisements, news stories both for print and electronic media.

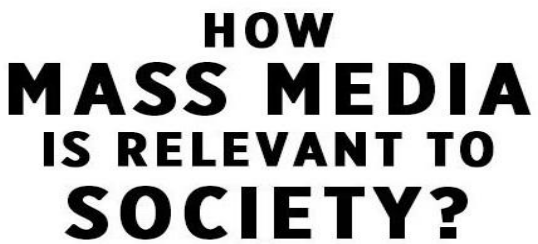
UNIT 1. MASS MEDIA AND DEMOCRACY

Learning Objectives:
To enable the Learners- • recognize the role of Media in a democratic country. • understand the Media Ethics. • enumerate the positive and negative effects of Media. • develop communication skills and critical thinking.
Learning Outcomes:
The Learners will be able to- • explain the role of Media in a democratic country and society. • Define the meaning of Media Ethics • enumerate the positive and negative effects of Media • explore their communication skills and critical thinking

Introduction

Mass media like newspapers, radio and television play the role of acting as a bridge between the government and the people. Let us consider an example. The government decides that the prices of petrol and diesel will either be increased or decreased. That decision needs to be conveyed to the people. This is done by the media. The media not only inform the people about it but also explain the effect of that decision taken by the government on the people.

For example. The agriculture department of your state or the Indian Agricultural Research Institute develops a new improved, high yielding strain of wheat or rice. Farmers should be given information about the new variety, how it has to be used or what benefits they would get if they use it. Here again, it is the media that does this. But how does the media do this? Different forms of mass media such as print media, radio, television, traditional media and the internet are used to disseminate information.



Source : https://i.pinimg.com/originals/29/6e/ef/296eef87cddd118d3a45b0f53a3a2304.jpg

1.1 FUNCTIONS AND RESPONSIBILITIES OF THE MEDIA

Mass media have a responsible role to play in fostering democracy, plurality, and communal harmony through the functions listed below.

- Socialization
- Entertainment
- Political Awareness
- Cultural Transmission
- Catalyst to Development
- Mass Media Can Help in Change
- Mass Media have made the World Smaller and Closer
- Mass Media Promotes Distribution of Goods

Source : https://image.slidesharecdn.com/theroleofmassmedia-140704171853-phpapp01/95/the-role-of-mass-media-in-education-5-638.jpg?cb=1404494404

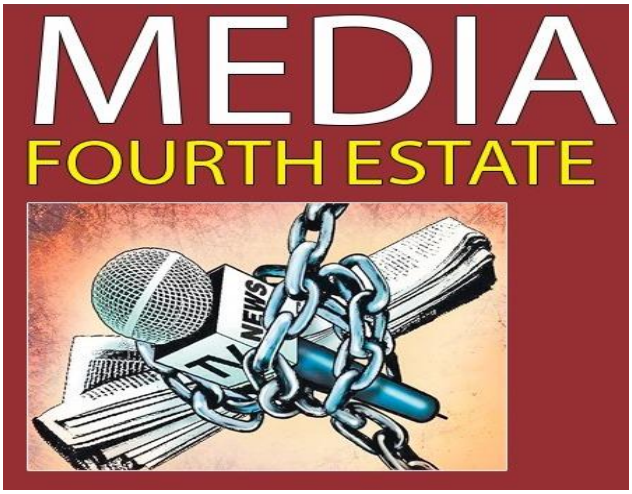
Activity 1.1 Ask Yourself

***Being a Monitor of the class, write your five functions and three responsibility.**

***Prepare a Questionnaire on Role of Media in Democracy. (This exercise will help children to think differently for creating questions.)**

1.2 MEDIA -The FOURTH ESTATE OF DEMOCRACY

The power and significance of media in democratic society is world renowned. Though media and press have a persuasive authority yet its' real ability is not a secret to the world. The existence of a free, independent and powerful media is the cornerstone of a democracy, especially of a highly mixed society like India. The pivotal role of the media is its ability to mobilize the thinking process of millions. Technically a democracy stands on the pillars of judiciary, executive and legislature. But with the rise of the press and its power to reach every nook and corner of the state it can also be considered as the fourth pillar of a democracy.



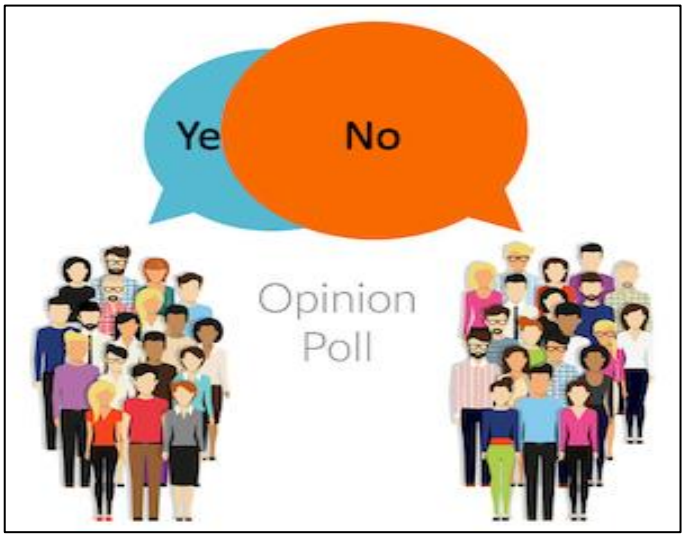
Source : https://thesecondangle.com/wp-content/uploads/2022/05/Media.jpg

Source : https://tse1.mm.bing.net/th?id=OIP._PeIndCKv93I-AruJ8ddMAHaFj&pid=Api&P=0&w=239&h=179

Democracy would, however, only remain a mirage until the freedom of the press is guaranteed since the media or press, usually referred to as the fourth estate of the realm, remain one of the most vital channels through which the provisions made for the freedom of expression and access to information, which are seen as fundamental human rights, are guaranteed. The mass media are often seen as fulfilling the vitally important role of fourth estate, the guardians of democracy and defenders of the public interest.

1.3 Media – The Influence of Public Opinion

The role of mass media in public opinion cannot be over emphasized. It plays a significant role in shaping the minds of the people. It is usually considered as the 4th pillar of the society apart from the judiciary, the executive, and the legislature. It plays a significant role in the societal welfare by shaping and promoting a healthy democracy. Media is considered as the backbone of democracy in several countries in the world. Media makes people aware of various political, social, environmental and political issues taking place in the world. Media is considered



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by many as the mirror that reflects the truth and realities about life. The media has evolved over the years and is more active. It reminds politicians about of the unfulfilled promises and enables the illiterate members of the society to elect the right people. This is made possible through excessive coverage especially during elections period.

Today, people rely on different media platforms for information. For instance, the internet has become more popular in the 21st century compared to other media platforms. It influences how people view the world. The internet has become part and parcel of most of us. It makes people view the world as a global village since they can get any information at the touch of a button. It tells us stories of things which are happening in the world. In this way, people will be motivated to make informed decisions on factors that affect their day to day activities. The media also plays a significant role in telling people

Source: https://www.bu.edu/hic/files/2019/07/public-opinion.jpg

what they are supposed to do. This is evident in the print media. In this context, the media decides what the readers should think about after reading the content. For instance, during campaign periods the print media publishes the profiles of the aspiring candidates. After reading such information, the electorate can be persuaded to change their opinion about the candidate whom they are supposed to elect to various elective positions.

Activity 1.3- Election Campaign (Election of students' Council /Class Monitor)

***Campaign for your friend who is a candidate for the Class Monitor or Student's Council.**

Students will be able to gain an opportunity of decision making and develop critical thinking and problem solving.

1.4 MEDIA ETHICS

The media people, journalists of the print media, radio and television are quite powerful. So, politicians, bureaucrats and the police look at them with apprehension. Generally, they do not want to be in the media if the reports are not in their favour. If the media people praise them, they are happy. So by and large people try to be friendly with the media. But for the media this power comes with tremendous responsibility. If they misuse that power to do wrong things or trouble others, people will stop trusting them. Like in any other profession, like law or medicine, the media also need to have a code of ethics or guidelines on what is right or wrong. In the case of lawyers and doctors, there are clear codes of ethics, and anyone who violates the code can be punished, or removed from the profession. But in the case of the mass media there are only a few guidelines and no strict code of conduct. The Press Council of India is one of the organizations which issues guidelines on media ethics. To keep the fair name of the profession, the media practitioners need to follow certain ethical codes which are listed below:

Source : http://2.bp.blogspot.com/-bAldb57v8zg/VA5zUcjq_iI/AAAAAAAAAF8/FnwLYE_Q7Yo/s1600/wordy_front.jpg

i. Seek truth and report it.
ii. Confidentiality
iii. Protection of sources
iv. Right to Privacy
v. No incitement to violence
vi. No vulgarity or obscenity
vii. No Communal writing
viii. Be accountable
ix. Act independently.

1.5 Activity - Poster Designing (Design a poster on Media Ethics)

Students will be able to learn by doing.

- visually represent the key points of events and facts.
- to use his/her imaginative and creative skills.

Let's Practice

1. Fill in the blanks.

i) …… play the important role of acting as a bridge between the government and the people.

ii) Media can be considered as the ……. ……estate of democracy.

iii) Media informed the people about the actions taken by the ……. ….

iv) The …….. of India issues guidelines on media ethics.

v) Using mass media, ... and ..... of people can be changed.

2. Answer these questions.

i) How does media influence the opinions of the people living in the society? Mention in two lines.

ii) Choose the media ethics out of the following:

- Be accountable
- Provoking violence
- Right to privacy
- Confidentiality
- Communal writing
- Work under influence
- Making stories

Unit 2: What Makes A News

Learning Objectives:
To enable the Learners- • know the difference between the news and information. • understand the relevancy of news. • categories different types of news. • develop communication skills and critical thinking.

Learning Outcomes:
• The Learners will be able to- • differentiate between news and information. • discuss the importance and the credibility of news. • identify the different types of news. • explore their communication skills and critical thinking.

Every day we come across thousands of events. All these events are jumbled mixed up and piled over another makes it uneasy to segregate. Such news is unworthy for the readers until it is classified into category. Here comes the role of a journalist. Journalists each day structure this chaos, so that the public receives it sorted out and neatly packaged into stories, the same day on radio, television or online and the next day in newspapers. It will have been evaluated. The biggest news will be given first in the bulletin or on Page One of the paper, in detail; lesser news will be given in less detail later in the bulletin or on an inside page; and the rubbish will have been thrown away.

2.1 Meaning of News

We all read newspaper. Why it is called a Newspaper? Because it contains news. Have you ever thought about how we get news? There are various sources of news. You can hear it on the radio, view it on a television channel. News is something that you come across everyday in your life.

According to Carrel Warren, “News is usually a report which is not known to layman before its presentation. This report deals with such activities of man as are a source of interest, entertainment or information to the readers.

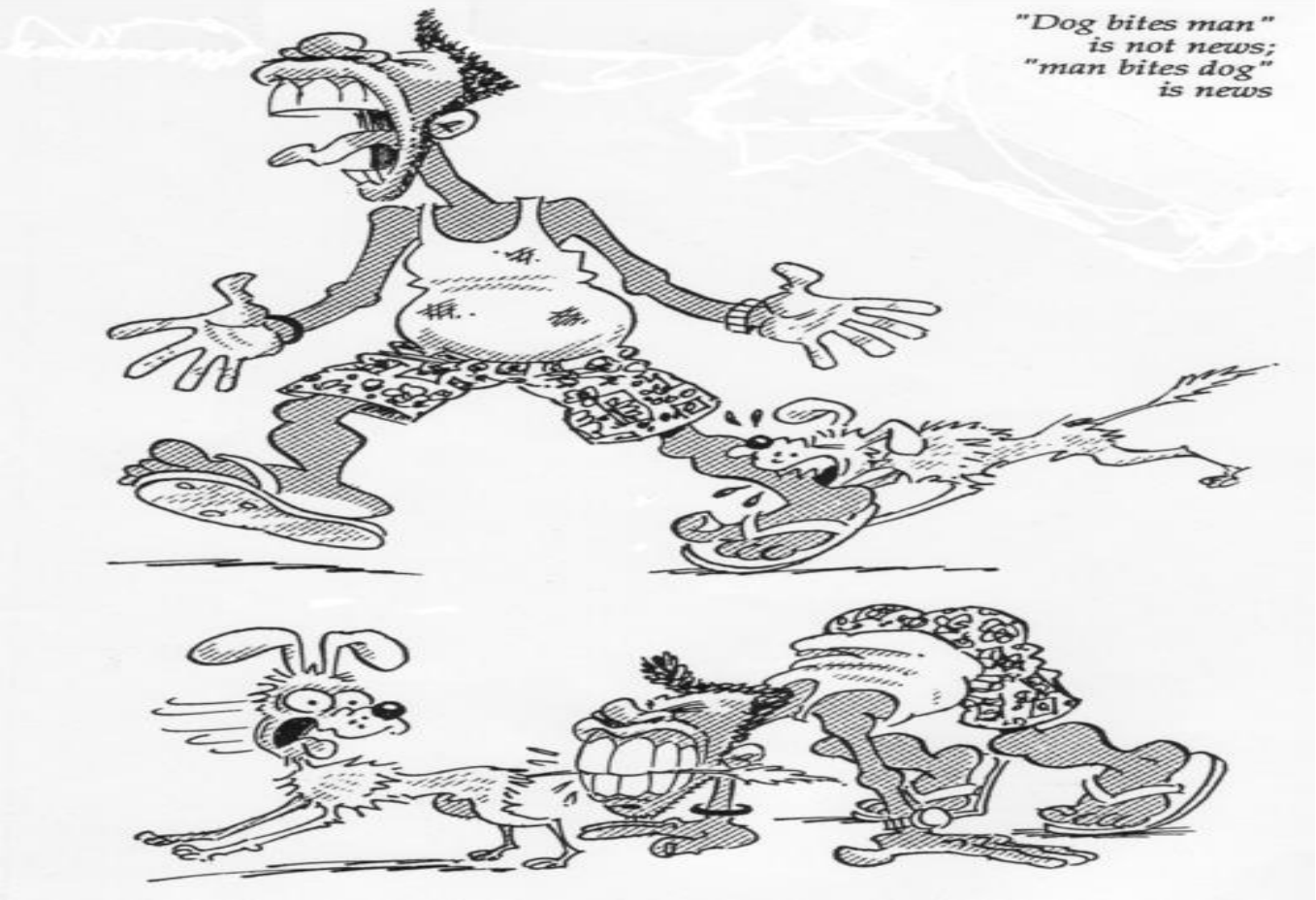
How do journalists decide what is news and what is not? How do they distinguish

between a big news story and a small one? The answer is that they do it in

exactly the same way as everybody else. Everybody makes those same judgments

whenever they decide to talk about one event rather than another.

For example, which do you think is more interesting:



Source : https://thenewsmanual.net/Manuals%20Volume%201/02%20man%20bites%20dog%20web%20ready.jpg

Activity 2.1: Suppose you are a cartoonist. Make a comic strip for your school magazine depicting the following:

*** Difference between news and information**

*** Categories of news**

2.2 Difference Between News and Information

NEWS	INFORMATION
*News is presentation of facts about an event or incident that has just taken place or is taking place. * News is meant to make people aware of their surroundings, people, and events taking place.	* Information is general and is not that urgent. *information is regular pieces of facts that do not change with time.

At the railway station, you might have noticed the board displaying the train timings. That is not news. That is information. But information becomes news when news value is added to it. For example, if a new train time table is issued by the railways replacing the existing one with changes in train timings that becomes news.

You might have seen weather reports in the newspapers. It gives the day's temperature or rainfall. It does not make news. It becomes news when there is a sudden change in weather, or

when heavy rains lead to floods or when continuous absence of rain leads to drought. So information is different from news. News should give something new to the readers, viewers or listeners.

Activity 2.2: Read the daily newspaper that comes at your home for a week. Everyday find out at least one piece of writing that is news and one piece that is information.

2.3 TYPES OF NEWS

We can categorise these into four:

In addition to the above, in any day's newspaper, you will find a variety of news items such as reports about politics, about sports, about economy, about entertainment, about crime etc. News can further be classified as hard news and soft news. "India and Pakistan to have bilateral talks on the Kashmir issue" is hard news. Similarly, the Prime Minister making a statement in parliament about the Indo-US nuclear deal is also hard news. But there are soft news items also. The wedding celebration of a film star is soft news. A popular cricketer visiting an orphanage and taking lunch along with the inmates is another heart-warming soft story.

Activity 2.4: Take any day's paper and identify news items coming under these categories. You may find them interesting.

2.4 Language Press in India

Newspapers in India can broadly be classified into two groups - English newspapers and language newspapers. As the name indicates, English newspapers are published in English language. They are mainly published from big cities and towns.

Hicky's Bengal Gazette was the first English-language newspaper published on the Indian subcontinent. It was founded in Calcutta, capital of British India at the time, by Irishman James Augustus Hicky in 1779. The front-page news stories are written in British English. Elsewhere in the paper, however, Anglo-Indian expressions are used freely and without translation.

The first newspaper in an Indian language was **the Samachar Darpan in Bengali.** The first issue of this daily was published from the Serampore Mission Press on May 23, 1818. In the same year, Ganga Kishore Bhattacharya started publishing another newspaper in Bengali, the Bengal Gazetti. On July 1, 1822 the first Gujarati newspaper the Bombay Samachar was published from Bombay, which is still extant. The first Hindi newspaper, the Samachar Sudha Varshan began in 1854. Since then, the prominent Indian languages in which papers have grown over the years are Hindi, Marathi, Malayalam, Kannada, Tamil, Telugu, Urdu and Bengali.

In India, language papers are published in more than 100 languages. But the main papers are published in 16 principal languages. Language papers vary from English papers in their style, presentation and approach.

Source : https://s01.sgp1.digitaloceanspaces.com/large/655103-1c016c37-f6a5-4d91-9aef-9e056ac9d447.jpg

Activity 2.5: Visit to A Printing Press

A Visit to a Printing Press can be organised to get the students familiar to the working and environment of a Printing Press and understand the use of various tools and techniques.

2.5 GROWTH OF LANGUAGE NEWSPAPERS IN INDIA

At the time when India became independent, the country had only 3533 publications. Among them 330 were daily newspapers and 3203 were periodicals. After 50 years, there has been a 12fold increase in the number of publications. In 1997, according to the data published by the Registrar of News Papers of India, there were 41705 publications among which the number of newspapers was 4719. In 2006, this has gone up to 45600 publications, in which 5600 are newspapers. At present, India has 398 major newspapers with an overall circulation of 30,772,000 copies.

India has the world's largest newspaper market after China.

Growth of newspapers is calculated in two ways; one is by circulation and the other is by readership. One copy of a newspaper may be read by several people. If a family subscribes to a

newspaper it is likely to be read by four of six members. So, if a newspaper has a circulation of one lakh, its readership may be four or five lakhs.

A close study of newspaper readership in India shows that there are more readers for language newspapers. This is mainly because English newspapers are confined to cities and towns whereas language newspapers are widely circulated in the rural areas.

The Registrar of Newspapers of India (RNI), the National Readership Council of India (NRCI) and the Audit Bureau of Circulation (ABC) are some of the organizations which regularly conduct studies on newspapers in India. They do it as an annual exercise and publish reports. The Government of India appointed two press commissions and they have also submitted reports on the Indian media.

Activity2.6: Go through the websites of RNI, ABC and NRSC and find out ten largest circulated newspapers in the country. You may also find out newspapers with the largest readership as well as the ten largest circulated weeklies in the country. Prepare a chart with all these details for future reference.

2.6 Recent Trends in The Circulation in the News Paper

Trend # 1: Changing Formats

In the mid-1980's print newspaper circulation was at its peak, but as the time progressed the format of newspapers has acquired a new shape. Tablets and computers have provided a broad platform for the News to travel faster, reliable and transferable option to the reader which brought a drastic change in format of newspapers.

Trend # 2: Changing Sources

The growth in digital newspapers does not make up for the gap between digital growth and print declines. So where are readers turning? More than two third of people get the news from social media websites such as Twitter, YouTube, Snapchat, and through Google searches. Mobile devices like smartphones and tablets are quickly becoming the preferred method for getting news online, enabling consumers of news to access their favourite sources anywhere, anytime.

Trend # 3: Changing Demographics

Traditionally, print newspaper readers have tended to be older, more affluent, and more educated than non-newspaper readers. That remains true around the globe for education and income levels even when looking at use of digital news sources. With the advent of digital news media, however, digital news consumption is preferred, worldwide, by younger readers.

Trend # 4: Changing Financial Models

In today's digital world, advertisers are more likely to place ads on social media sites than in digital newspapers. So, newspapers, in order to fund their operations, are having to look at adapting subscription models to the digital world. In addition to offering digital-only subscriptions.

Trend # 5: Changing Reporting

Newspapers are also experimenting with new technologies such as **chatbots** that can provide readers with personalized news feeds and headlines based on the key terms that an individual use. And technology has enabled digital newspapers to become interactive, with readers able to comment in real time on stories. Readers can now become part of the reporting and editorial process.

Trend # 6: Changing Trust in Social Media

The trust of people on newspapers have gone down to a certain extent. People nowadays try to verify the news by comparing with different sources which led the print media circulation go down to a limit. The trust on any one media is completely vanished. People constantly look for several media sources to verify the news.

Activity 2.7 Make a presentation on recent trends in the circulation in the newspaper. Also find out the largest circulated daily- What it has that others don't.

Let's Practice

1. Fill in the blanks with appropriate word/s:

i) Two countries with highest circulation of newspapers are……,and …….

ii) The growth of newspapers is calculated in two ways: …… and ……

iii) In India, readership is more for …… newspapers.

iv) Circulation of the newspapers is certified by the……..

2. Answer these Questions.

i) What do you think are the reasons for the growth of language newspapers in India? Write any three reasons.

ii) Name the organisations which regularly conduct studies on newspapers in India.

iii) Write four different categories of news giving an example of each.

Project: Prepare a Manual Newspaper

How to do: create a Newspaper of your own about 4 pages. Give a title. Create various sections:

a. National and International News
b. Sports
c. Entertainment
d. Facts and figures
e. Fun/ puzzles
f. Creative corner featuring poems, stories,drawings.etc.

The Learners will be able to -

- identifies critical thinking as an intellectual and practical skills.
- improves writing skills, language and expression.
- enhances the creativity.
- develop skill in understanding and use of quantitative information, graphics, presentation and layout.

Unit 3: Role of Television as A Mass Medium in Society

Learning Objectives

To enable the Learners:

- get acquainted with the evolution of the television.
- analyse the impact of television in daily life.
- understand how television differs from other medium of Mass Communication.
- know about various types of television programs.

Learning Outcomes

The Learners will be able to:

- know about the characteristics of television.
- explain the strength and limitation of television.
- describe how television differs from other medium of Mass Communication like print, radio and new media.
- enlist various program formats available on television.

Introduction

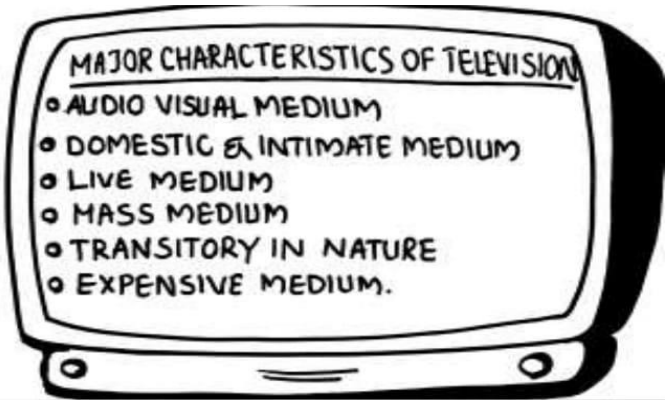
How often do you watch television? Most of us cannot imagine a world without television. It is undoubtedly one of the most popular inventions. Amongst all the mass media today, television attracts the largest number of viewers. Its audience is greater in size than any of the other media audiences. This is because television is able to attract the audiences of all age groups.

There is no doubt about the fact that the technology has given us a major tool in the television. It is very Powerful persuasive mass communication medium. How and why we make use of this tool will determine the effectiveness of this tool to enhance the development process.

Source : https://nios.ac.in/online-course-material/sr-secondary-courses/mass-communications-(335).aspx

Activity 3.1: Identify three television programmes which have increased your awareness about social issues.

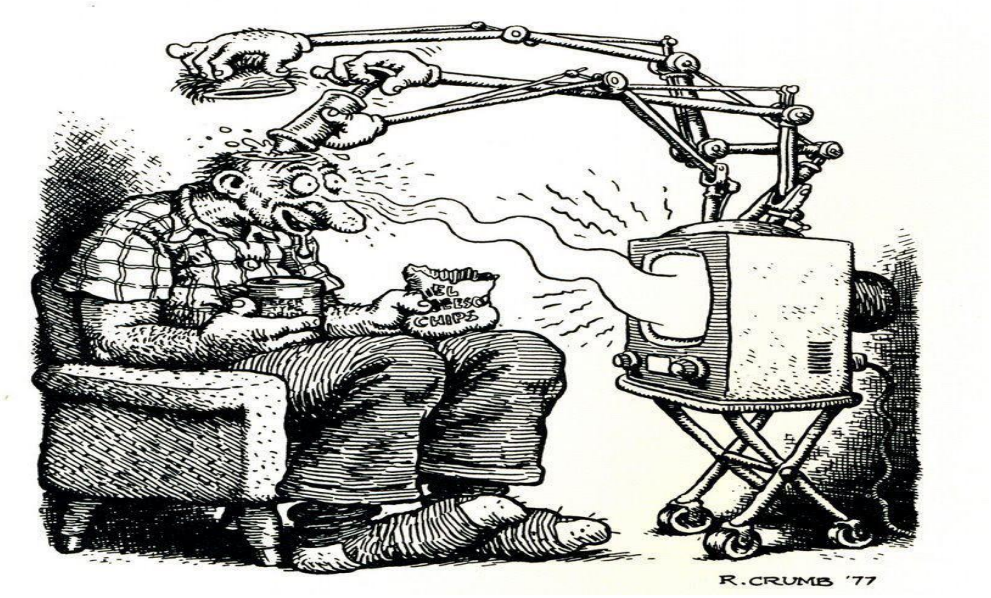
3.1 CHARACTERISTICS OF TELEVISION AS A MEDIUM



Source : https://nios.ac.in/online-course-material/sr-secondary-courses/mass-communications-(335).aspx

- **An audio-visual medium**

  TV has both sound and sight. A TV broadcast is conceived and produced and received in audio-visual terms. As eyes absorbs and retain much more than the ear so, TV broadcasts have greater influence on viewers than radio's audience.



Source : https://nios.ac.in/online-course-material/sr-secondary-courses/mass-communications-(335).aspx

- **Wide reach and high credibility**

  It's a supreme medium of mass communication which has turned world into a global village. It has turned our society into an information society. It has widen the mental horizon of man by humanizes knowledge and make them feel as a citizen of world. Its credibility lies in the fact that seeing is believing.

  Because of its reach and believability, it becomes a powerful medium for projecting the world of politics, sports, arts, personalities, events and ideas.

Source : https://437856.fs1.hubspotusercontent-na1.net/hub/437856/hubfs/Blog_images/blog-virtual-meeting-video-conferencing.png?width=1240&name=blog-virtual-meeting-video-conferencing.png

- **A living room medium**

  TV is a medium of and for the family. TV watching brings the family together.

Source : https://www.howtoisolve.com/wp-content/uploads/2017/04/Best-Apple-TV-Alternatives-2017-800x505.jpg

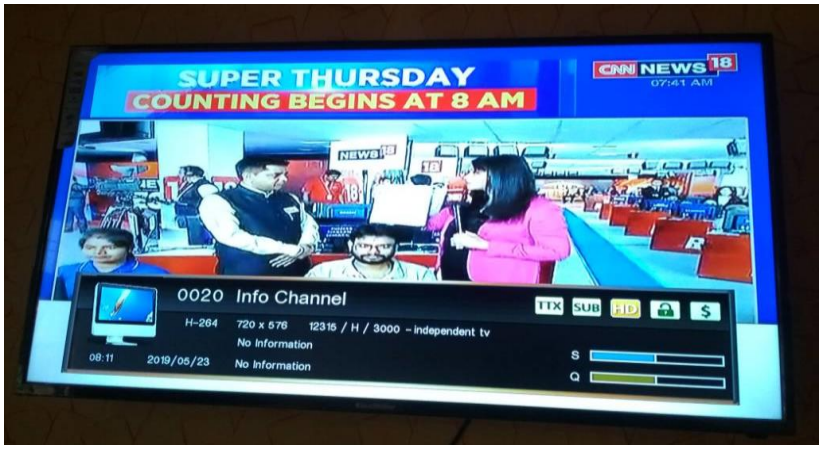
- **A democratizing medium**

  It is a democratizing medium as it is available to all the people. It democratizes information, informal education and literature etc. by catering to all sections of society. Most of the TV programs are for the common man.

Source : www.google.com

- **A medium of Immediacy**

  TV is a supreme reporter and it captures the events as they are happening. TV operates in fixed time units which makes performers, writers of the scripts and producer to be disciplined.



Source : https://uploads.tapatalk-cdn.com/20190523/3f41d8f6e809f37164d421ce0880da24.jpg

- **Advertisers Influence**

  TV is a great salesman of modern times. The businessman sells his product and services through TV and it allows them to reach out to a vast no. of potential and actual costumers.

Activity 3.2: Conduct a survey to find out how many hours people in your neighbourhood watch television. Write a short report of 100-120 words showing analysing the data you received.

Activity 3.3 My Creative Space- You recently started making chocolates and appreciated by all. Your friend suggested you for selling. Design a creative advertisement for your newly launched chocolate brand.

3.2 Television and Other Mediums of Mass Communication

We have gone through the unique characteristics of television. Now let us explore how television is different from other mediums of mass communication like radio, print and new media. Each of these mediums has their own strengths and imitations. How do you get your daily newspaper? Your newspaper boy delivers it to your doorstep, right? Otherwise you will have to go to a shop and buy the newspaper. In other words, print medium needs physical distribution of its limited products. If there is too much demand, the newspaper stand can run out of newspapers. Compare this with television. Anyone with a television set can have access to it. Too many people tuning in to a particular programme does not affect its availability

On the other hand, we have already learnt that television is a transitory medium. Contrast it with the comparative "permanence" of print. You can easily make cuttings out of your favourite articles from your newspaper. Contrast it with recording your favourite television news for a month. Which will be easier to do?

How would you like to watch world cup cricket? Will you wait for the morning newspaper to know what happened in the last day's match? Or will you listen to the radio commentary? If you have a television set, most probably you would prefer to be in front of it to catch the latest action. This is because the audio- visual nature of television gives it an edge over both radio and print.

Radio is an aural medium whereas print relies just on visual content. The tremendous success of television as a mass medium has its roots in its ability to incorporate both visual and aural content. It combines compelling visuals with the personal immediacy of radio. This audio- visual character gives it great power in conveying realism and this keeps the viewer emotionally involved. Do you own a television set as well as a radio? What kind of programmes do you listen to in your radio set? Does your favourite radio channel broadcast more music- oriented programmes? This is because the aural nature of radio makes it an excellent medium for transmitting music and speech.

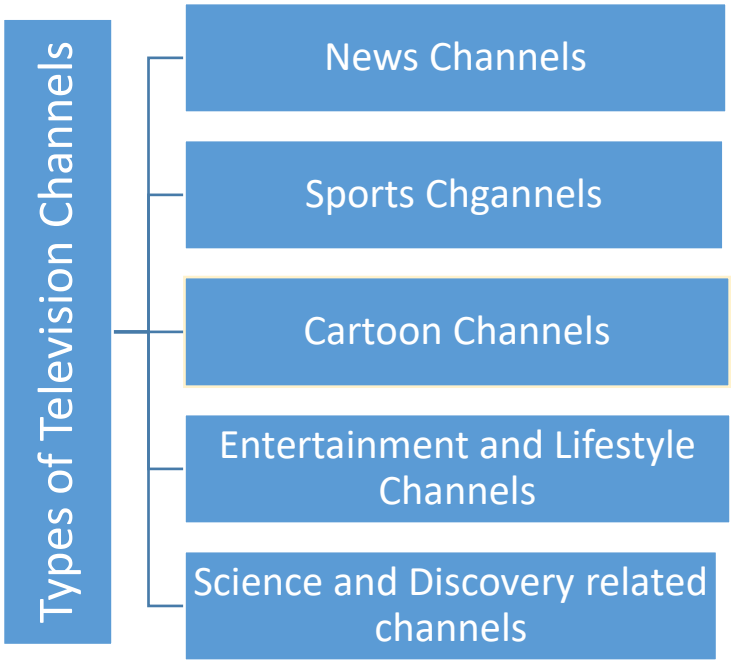
Television, on the other hand is a better medium for conveying documentary information. Would you prefer watching news on television or listening to it on radio? The visual content of television news makes it more appealing than radio news. This is because radio cannot outsmart television in providing the experience of physical reality. Imagine watching a tennis match between Sania Mirza and Venus Williams on your TV set. Wouldn't it convey a more "real" experience of the match than hearing a radio commentary?

You can listen to radio while doing your household work. You can listen and drive or shave while hearing the news. However, watching television demands more undivided attention. You can play your radio in the living room and hear it from the kitchen. However, if you try to do the same with television, you are sure to miss most of the action. Many people keep their radios switched on in the background while they go about with their daily activities. This trait of radio has helped it to survive the onslaught of television. Radio stations have realized this advantage and have included more musical content in their programming Imagine hearing the commentary of the republic day

parade on radio. How different will it be from watching it on television? You will notice that the radio commentary tries to paint the picture of the republic day parade through words. On the other hand, audio content in television is used to support the visuals. This is because television is an audio-visual medium, while radio relies solely on audio content. This fundamental difference between the two influences the way in which news or other programmes are presented in the two media.

Activity 3.4: Record news for radio and television. Note down which one you preferred and the reason for it. Have a discussion in class on the difference and similarity in both.

3.3 Types of Television Channels



Activity 3.5: Classify the different channels offered by different DTH setups into various categories like news channels, movie channels, educational channels, religious channels etc.

3.4 Educational Channels and Programmes by Government

In India, since the inception of TV network, television has been perceived as an efficient force of education and development. With its large audience it has attracted educators as being an efficient tool for imparting education to primary, secondary and university level students. Some of the major educational television projects are discussed as here:

Secondary School television project (1961): This project was designed for the secondary school students of Delhi. With an aim to improve the standard of teaching in view of shortage of laboratories, space, equipment and dearth of qualified teachers.

Delhi Agriculture Television (DATV) Project (Krishi Darshan) (1966): The project named Krishi Darshan was initiated on January 26, 1966 for communicating Educational Television in India.

Satellite Instructional Television Experiment (SITE) (1975): This project, one of the largest techno-social experiments in human communication, was commissioned for the villagers and their Primary School going children of selected 2330 villages in six states of India.

GYAN DARSHAN

Gyan Darshan (GD) channel is a major milestone in the field of Educational Television in India. It is a joint venture of the Ministry of Human Resource Development (MHRD), Ministry of Information & Broadcasting (I & B Ministry), Prasar Bharati and IGNOU serving as the nodal agency. Launched in the year 2000, GD is a 24-hour educational channel which offers the best of educational programmes covering a variety of subjects and catering to a wide range of viewers. These include pre-school, primary, secondary and higher secondary students, college/university students, youth seeking career opportunities, homemakers and working professionals.

Source :
1.https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.abplive.com%2Feducation%2Fignou-january-2022-re-registration-deadline-extended-again-to-january-31-on-ignou-ac-in-2040764&psig=AOvVaw2FglYXH3arHc7sG1R2spgN&ust=1666425918051000&source=images&cd=vfe&ved=0CA0QjRxqFwoTCKjoorTu8PoCFQAAAAAdAAAAABAN
2.https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.indianetzone.com%2F3%2Findian_dd_gyandarshan.htm&psig=AOvVaw2pyqXujmAlAZa6nTMku4s7&ust=1666426258722000&source=images&cd=vfe&ved=0CA0QjRxqFwoTCPiR0tbv8PoCFQAAAAAdAAAAABAd

The DIGISHALA

The DigiShala is an education and non-commercial TV channel on DD Free Dish with aim to:

- Impart education related to the digital payment ecosystem, its tools, benefits and processes
- Inform and educate citizens about Digital India - cashless, faceless and paperless
- Encourage citizens especially in rural and semi urban areas to use digital payments as well as other products and services offered by Digital India

Source :
https://cdn.gadgets360.com/content/assets/channels/digishala.jpg

SWAYAM and SWAYAM PRABHA

Study Webs of Active Learning for Young Aspiring Minds'(SWAYAM) is a programme initiated by the Ministry of HRD, Govt. of India and designed to achieve the three cardinal principles of Education Policy viz., access, equip and quality. The objective of this effort is to take the best teaching learning resources to all, including the most disadvantaged.

Source :
http://www.suksn.edu.in/img/logo/swayam%20prabha%20logo.png

Massive Open Online Courses (MO s) courses in 14 subjects at the Secondary, 25 subjects at Senior Secondary and 6 subjects at the Vocational level being delivered through SWAYAM for learners.

The SWAYAM PRABHA is a group of 32 DTH Channels devoted to telecast high- quality educational programmes on 24X7 basis using the GSAT-I5 Satellite. Every day, programme with new content for

four hours which is repeated five times in a day is being telecast, allowing learners to choose the time of their convenience to watch the programme.

DIKSHA

Diksha serves as National Digital Infrastructure for Teachers. All teachers across nation can be equipped with advanced digital technology.

This portal enables, accelerate and amplify solutions in realm of teacher education. It helps teachers to create training content, profile, in-class resources, assessment aids, news and announcement and connect with teacher community. It aids teachers to learn and train themselves for which assessment resource will be available.

Source : https://www.india.gov.in/sites/upload_files/npi/files/spotlights/diksha-01.jpg

e-PG Pathshala

e-PG Pathshala is an initiative of the MHRD under its National Mission on Education through ICT (NME-ICT) being executed by the UGC.

Source : https://pscprep.com/wp-content/uploads/2020/10/epathshala.jpg

The content and its quality being the key component of education system, high quality, curriculum-based, interactive e-content in 70 subjects across all disciplines of social sciences, arts, fine arts and humanities, natural & mathematical sciences, linguistics and languages have been developed by the subject experts working in Indian universities and other R & D institutes across the country. Every subject had a team of principal investigator, paper coordinators, content writers, content reviewers, Language editors and multimedia team.

Activity 3.6: I am an Anchor- Anchor any program that is being conducted in the school.

Let's Practice

1. Tick mark (√) the appropriate answer:

(i) Which character of television makes it an intimate medium?

(a) live nature

(b) domestic nature

(c) audio visual character

(d) transitory nature

(ii) Which of the following mediums transmits messages faster?

(a) newspaper

(b) manuscript magazine

(c) television

(d) cinema

(iii) The most popular category of television channels among children :

a) news channels

b) sports channels

c) cartoon channels

d) lifestyle channels

(iv) Gyan Darshan is:

(a)an entertainment channel

(b) an educational channel

(c) a sports channel

(d) news channel

2. Answer these questions.

1.List any two types of television channels. Give one example of each.

2. Give three examples of informative programmes which you like to watch on television.

Unit 4: The Radio Station

Learning Objectives:

To enable the Learners-

- acquire the knowledge and understanding working of a radio station.
- identify the different types of radio stations.
- know about functioning of All India Radio.
- get acquainted with various equipment used at radio station.

Learning Outcomes

The Learners will be able to-

- describe the working of a radio station.
- classify the different types of radio stations.
- explain the role played by different functionaries of a radio station.
- understand the functions of different equipment.

INTRODUCTION

You probably know the story of Sanjay in the Mahabharata who described the war to Dritharasthtra who could not see. Sanjay could 'see' the war with his divya drishti or his divine eye. Probably you can call Sanjay as the first 'radio broadcaster'. Suppose you are in a far-flung area near the Himalayas on 26th January. You have a radio with you and you tune into the running commentary of the Republic Day Parade. You would know exactly what is happening in Rajpath in Delhi. The commentator (like Sanjay in the Mahabharata) will describe the details of the parade and as you listen, your imagination takes you to the Republic Day Parade. So that is radio for you. Wherever you are, you can listen to the near by radio station. You can listen to music, news and other programmes. Now that you have commercial radio stations, you can listen to round the clock chatting and music. And if you tune into All India Radio, almost every hour, you can listen to news and other programmes.

4.1 Working of A Radio Station

In a radio station, there are basically three different wings.

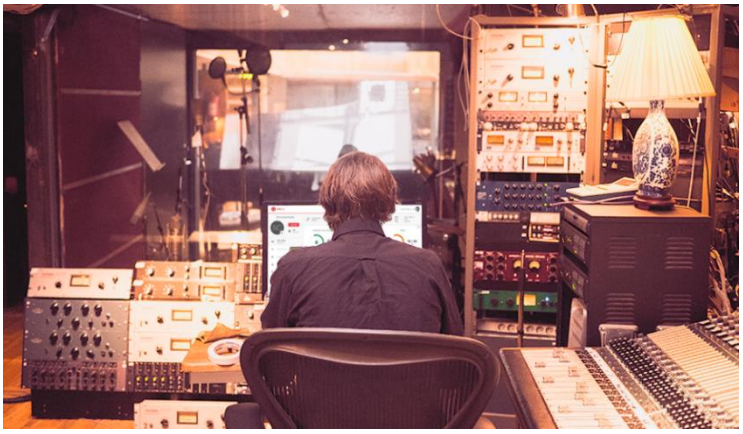
They are:

(i) Programme Wing

(ii) Engineering Wing and

(iii) Administration Wing.

While the first two wings are responsible for running a radio station's broadcasts, the administrative wing provides all the support that is required for the functioning of the station.



Source : https://tse2.mm.bing.net/th?id=OIP.Is7H7QjCiflbTgk2tqzpegHaFj&pid=Api&P=0&w=208&h=15601.jpg

Let's understand the working of a Radio Station.

Studio → Control Room (CR) → Transmitter (XTR) → Listener

Radio Studio: A radio studio is a place to live broadcast or record audio professionally. Often, it's a soundproofed room which gets rid of unwanted noises that would often get mixed into broadcasts. However, studios vary depending on location and use.

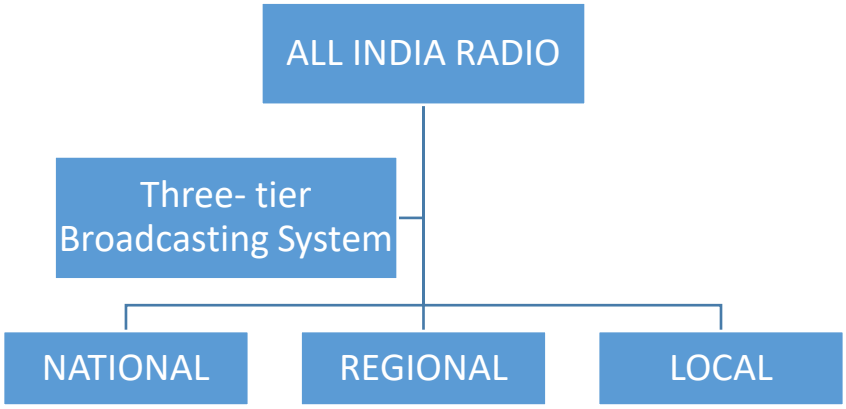
Control Room: The main technical area of the radio station is called a control room. Whatever is spoken in the studio or played from a CD player or computer is sent to this control room. All the programmes are sent from here to the transmitter.

Transmitter: A transmitter is the equipment through which we receive the radio broadcast on our sets. This is a big equipment in comparison to other equipment installed in the studio or control room. The strength and type of the transmitter determines the coverage area of broadcast.

Source :
https://c.pxhere.com/photos/da/04/transmission_tower_send_radio_reception_antenna_telecommunications_masts_radio_antenna_wireless_technology-1061351.jpg!d

Activity 4.1: Visit to a Radio Station
A visit can be organised to understand the functioning of a radio station.

4.2 All India Radio



All India Radio (AIR), officially known since 1957 as Akashvani (literary meaning "Voice from the Sky"), is the national public radio broadcaster of India and is a division of Prasar Bharati. It was established in 1936. It is the sister service of Prasar Bharati's Doordarshan, an Indian television broadcaster. Headquartered in the Akashvani Bhavan building in New Delhi,

Source :
https://www.devdiscourse.com/remote.axd?https://devdiscourse.blob.core.windows.net/devnews/03_07_2020_18_16_59_9103642.jpg?width=920&format=jpeg

it houses the Drama Section, the FM Section, the National Service, and is also home to the Indian television station Doordarshan Kendra, (Delhi).

All India Radio is the largest radio network in the world, and one of the largest broadcasting organisations in the world in terms of the number of languages broadcast and the spectrum of socio-economic and cultural diversity it serves. AIR's home service comprises 420 stations located across the country, reaching nearly 92% of the country's area and 99.19% of the total population. AIR originates programming in 23 languages and 179 dialects.

Activity 4.2: Tune into your favourite radio station. Listen to the programmes over a period of two or three days. Make a list of them and find out if they were a source of information, entertainment or education.

4.3 Types of Radio Stations/ FM/AM

AM (or **Amplitude Modulation**) and **FM** (or **Frequency Modulation**) are ways of broadcasting radio signals. Both transmit the information in the form of electromagnetic waves. AM works by modulating (varying) the amplitude of the signal or carrier transmitted according to the information being sent, while the frequency remains constant. This differs from FM technology in which information (sound) is encoded by varying the frequency of the wave and the amplitude is kept constant.

	AM	**FM**
Stands for	AM stands for Amplitude Modulation	FM stands for Frequency Modulation
Origin	AM method of audio transmission was first successfully carried out in the mid-1870s.	FM radio was developed in the United states in the 1930s, mainly by Edwin Armstrong.
Modulating differences	In AM, a radio wave known as the "carrier" or "carrier wave" is modulated in amplitude by the signal that is to be transmitted. The frequency and phase remain the same.	In FM, a radio wave known as the "carrier" or "carrier wave" is modulated in frequency by the signal that is to be transmitted. The amplitude and phase remain the same.
Pros and cons	AM has poorer sound quality compared with FM, but is cheaper and can be transmitted over long distances. It has a lower bandwidth so it can have more stations available in any frequency range.	FM is less prone to interference than AM. However, FM signals are impacted by physical barriers. FM has better sound quality due to higher bandwidth.
Frequency Range	AM radio ranges from 535 to 1705 KHz (OR) Up to 1200 bits per second.	FM radio ranges in a higher spectrum from 88 to 108 MHz. (OR) 1200 to 2400 bits per second.
Noise	AM is more susceptible to noise because noise affects amplitude, which is where information is "stored" in an AM signal.	FM is less susceptible to noise because information in an FM signal is transmitted through varying the frequency, and not the amplitude.

Activity 4.3: Workshop by an RJ can be conducted in the school.

4.4 Regional and Local Radio Channels/Regional & Local FM Channels

Source : https://www.indianetzone.com/photos_gallery/42/IndianRegional_1200.jpg

Indian Regional Channels broadcast programmes on various state dominant languages. The private regional channels are neither completely entertainment channel nor exclusively news channel. To some extent, these channels follow the format of **Doordarshan**. Rising advertising revenues and increasing viewership have provided the drive for many big players to enter into the business. Some regional media leaders like ETV, Sun TV, Asianet have a strong grip over the regional market. Moreover, major national networks, like Star Network, Zee Network have also realised the importance of such channels, and thus have launched many regional channels under their banner, showcasing well planned and produced programmes. Other than these, numerous individual local channels have also come up trying to get a piece of the market share.

Zee network has a number of regional channels in Marathi, Punjabi, Bengali, Kannada, Tamil, **Urdu**, Telugu along with a number of music and movie channels. Star Network entered into **Tamil Nadu**by launching Star Vijay, one of the most popular regional channels.

ETV network is the source of rich entertainment of 8 different languages, which include Telugu, Bengali, Marathi, Kannada, Oriya, Gujarati, Urdu and Hindi.

ETV caters to viewers in **Uttar Pradesh**, **Rajasthan**, **Bihar** and **Madhya Pradesh** in their local languages.

Moreover, there are lot more Indian Regional Channels that are available on the DTH (Direct-To-Home) platform. Lately, some of these channels have started

showing programmes in HD (High Definition), providing utmost picture clarity and clearer sound. More channels are in provision to provide more HD content and improve the condition of regional language channels in India.

FM broadcasting began on 23 July 1977 in Chennai, then Madras, and was expanded during the 1990s, nearly 50 years after it mushroomed in the US.

Until 1993, All India Radio, a government undertaking, was the only radio broadcaster in India. The government then decided to privatize the radio broadcasting sector The Times Group operated its brand, Times FM, till June 1998. After that, the government decided not to renew contracts given to private operators. Instead, in 2000, the government announced the auction of 108 FM frequencies across India, opening up the FM broadcasting industry to private competition.

Radio City Bangalore, started on July 3, 2001, is India's first private FM radio station. The Times Group rebranded their radio operations, establishing the Radio Mirchi brand. The first Radio Mirchi station began broadcasting on October 4, 2001 in Indore.

Activity 4.4: Which is your favourite FM channel? Make a list of the programs you listen on these channels. Find out the other Radio Stations in India and the cities in which they are located.

Activity 4.5 Aao Sune Kahani (Story Telling). Tell a moral story in the class.

Let's Practice

A. State whether the following statements are true or false:

i) Radio makes pictures.

ii) FM broadcasting began on 23 July 1977 in Chennai.

iii) All India Radio was established in 1936.

iv) One has to be literate to listen to radio.

v) Radio is not a portable medium.

B. Match the following:

i) Station Director	a) presents programmes
ii) Station Engineer	b) three-tier broadcasting
iii) Radio Announcer	c) FM Gold
iv) All India Radio	d) Head of Programme wing
v) FM Channel	e) Head of engineering wing

C. Answer these questions.

i) Name three different wings in a radio station.

ii) What prevents unnecessary outside sounds from entering the studio?

Unit 5: Traditional and New Media

Learning Objectives:

To enable the Learners -

- define the traditional and new media.
- identify the different forms of Traditional Media.
- illustrate the characteristics of New Media.
- study the transition from earlier forms of Mass-communication to New Media.
- analyse the limitations of New Media.

Learning Outcomes:

The Learners will be able to-

- describe the traditional and new media and their use in communication.
- understand different forms traditional media in communication like dance, drama, theatre, storytelling etc.
- explain the characteristics of new media.
- appreciate the creativity factor of new media used to attract the youth.
- find out the strength and weaknesses of New Media with Traditional Media.

Can you recall having seen a dance performance, a magic show or a festival mela? Do you realize that all these forms communicate some messages of entertainment, education or information through them? Have you ever thought of how people used to share or exchange their joy, sorrow or information with each other before the existence of electronic media? What were the mediums that helped them to communicate with each other?

Activity 5.1 Survey - Conduct a survey to find out how many hours people in your neighbourhood watch television. Which type of programmes they watch? Show your data through a Bar Graph or Pie-chart digitally.

5.1 Traditional Media

Source : https://tse1.mm.bing.net/th?id=OIP.OV7jTPNtBZzIU3_32ULNXgHaE3&pid=Api&P=0&w=267&h=175

You may have heard many stories from your parents or grand parents about the Ramayana, Mahabharata, about kings and queens who ruled the country several years ago. Similarly, there are stories about festivals and rituals and how to become good human beings. Information in this way has been handed over from one generation to another and constitute different forms of traditional media.

So, let us now define traditional media.

The non- electronic mediums which works as part of our culture and as vehicles of transmitting tradition from one generation to another generation is called traditional media.

Traditional media comes in different forms and is known by different names in different regions of the country. For instance, in Andhra Pradesh, 'Janapadam' indicates a village and 'Janapadulu' means villagers. The folk-art forms of villages, on the whole are known as 'Janapada Kalalu'. Similarly, Lok Natya or Lok Geet means 'people's dance' or 'people's song'. There are many other forms of folk arts in other states of India. These are used as 'Jan Madhyamas'i.e 'people's media'. These forms represent the conjured people by giving a glimpse of their style, speech, music, dance, dress, behaviour, etc.

Traditional media thus represents a form of communication employing vocal, verbal, musical and visual folk-art forms, transmitted to a society or group of societies from one generation to another. They are indigenous modes and have served the society as tools/medium of communication for ages. Do these traditional forms of communication exist today? Yes, they do. The context, culture and form may be different but the purpose is served. Some common examples are Rangoli, storytelling, drama and puppetry.

5.2 Forms of Traditional Media – Drama & Street Theatre, Puppetry-Music and Dance, Traditional Motifs and Symbols, Painting and Storytelling

A traditional media form can be anything which does the purpose of communication in your family, friends and as a whole in society. All the forms may not be popular but they help to communicate. You have already seen that these forms are different in different regions and communities. But for your understanding, these can be divided into the following:

- traditional dance
- drama
- painting
- sculpture
- song
- music
- motifs and symbols

Source : www.google.com

It will be interesting to note that in some forms of traditional media, all the above can be used. For example, 'Ramleela' which is a folk play telling the story of Lord Rama in a traditional style is popular in north India and uses all the above traditional mediums.

- One of the popular traditional forms of communication is the announcement made by **beating a 'Nagada' or drum** with a stick and used for communicating messages from one village to another through its beats.
- **Puppetry** is a popular form of traditional media which exists in rural areas of India. Shadow puppetry and string puppetry are popular forms.

- **Patachitra katha** refers to stories that have been told through the medium of palm leaf paintings.
- **Story telling** is another interesting format of traditional media which existed at a time when advanced forms of communication such as the written word did not exist. For example, historical stories of various local heroes who fought battles and participated in the freedom struggle were performed through song and drama. These were not written or documented. Instead they were orally communicated from one house to another or one village to another. They kept the stories alive.
- **Nautanki** is a famous form of folk arts involving a mix of music and dance and popular in northern India. It was the most popular form of entertainment before the advent of television.
- **Fairs and festivals** including social, ritual and ceremonial gatherings created a platform to meet and exchange views among people.
- **Folk dances** vary from one place to another. For example, you will find a variety of tribal dances in the north eastern region, Orissa and Gujarat. Every tribe has a different dance form and dress, accessories, symbols and motifs.
- **Traditional paintings**, wall paintings, inscriptions, statues and stupas played a vital role in communicating ideas and culture from one generation to another.
- Forms of traditional media also include the house barn and fence types. Ven the traditional conventional sounds used to summon animals or give them commands are considered as different modes of communication. You must understand that these are only broad categorizations. There are many regional variations.

Activity 5.2: Take any mythological or historical legend or any social issue to create awareness among people. Depict your message through role play or Puppet show.

5.3 New Media – An Introduction

We live in an age of rapid technological changes. Every day we are flooded with information from everywhere. The internet makes sure that we are not left behind in terms of information on any front. In the process of news gathering and writing, the advent of computers along with the phenomenon of the internet has introduced the concept of new media.

The internet is an interconnection of several thousands of computers of different types belonging to various networks across the globe. Any computer user on the internet can contact any other computer on internet in any part of the world. The internet is an integral part of new media.

The term new media particularly relates to **digital media.** What might reasonably be considered "new" is always changing. For our purposes, new media is best understood as media that uses digital technology and the internet.

This includes (but is not restricted to):

- Social media sites, such as Facebook, Twitter, SnapChat and Instagram etc.
- The streaming of video and audio files, including both commercial film and music and user-generated media content (such as the videos on YouTube).
- Digital/satellite and "smart" television (especially those that facilitate some interactivity).

- Computer games and particularly online gaming.
- Apps for mobile telephones and tablets.

Source : https://blog.iese.edu/expatriatus/files/2011/06/SocialMediaVennDiagram.jpg

5.4 New Media – As a form of Communication

Media and communication work together in powerful ways. New technologies develop and diffuse into regular usage by large numbers of people, which in turn shapes how we communicate and how we view our society and ourselves. The transition over the past twenty or so years from "old media" to "new media" marks a significant change in how we use technology to communicate, as devices and the messages carried on them move from "mass" to "micro" and our relationship with new media becomes much more personal and social than it was with old media.

The rise of New Media has increased communication between people all over the world and the internet. It has allowed people to express themselves through blogs, websites, pictures and other user-generated media.

- **New media serve to shape outlooks more directly**

  The internet has radically changed the way in which people communicate and connect with each other. As a means of social interaction, the web brings people together – friends, family, young people, or complete strangers that share interests or objectives – and this can foster a sense of belonging and identity.

- **Media messages convey important influences**

  Mass media and other forms of communication technology have an enormous influence in helping to shape public opinion and underlying sentiment. Newspapers, TV and radio are all important sources of basic information about other people and other places and this can itself help to engender understanding if presented in a fair, even-handed and non-inflammatory way.

- **The media is also an important accountability mechanism**: It raises important issues, corruption for example, that might otherwise never be publicly debated or addressed. The media also has an important role in stimulating governments to take action on social policy: although stories about migrants or refugees might reinforce prejudice in some quarters, they also expose problems that need to be addressed, for example poor living conditions or lack of access to services, the citizenship status of migrants, the response of local communities to their settlement and so on.

- **The media can have innovative roles in breaking down conflict**

  Other media initiatives have been successful at increasing the inclusion of previously marginalized groups by providing them with a means of expressing their views. Positive results have also resulted from the creation of channels through which older, familiar binary disputes can be broken down and re-imagined in ways that highlight common interests that transcend warring boundaries.

5.5 Limitations of New Media

Just as all other forms of media have their own limitations, new media also has certain disadvantages. The most important issue here is that if anybody can write a blog and it is put up without any editing on the internet, then someone who wants to play mischief can always put up something on the internet that may have adverse effects. This has happened earlier also and media houses are therefore trying to take necessary precautions to prevent this.

Misinformation spreads like wildfire

Without traditional gatekeepers of knowledge such as editors and publishing houses, there is nobody controlling which information is disseminated.

We can live in an ideological bubble

New media often allow us to 'subscribe' to our own news networks and favorite information producers. Without the need to have widespread mass appeal, new media target dispersed niche and ideological markets.

There is fierce media competition.

While in the past there were three or four major news organizations, now there are diverse and numerous sources for news. Small news websites with fresh takes for niche audiences popped up, crowding the market with information. In this crowded media market, there is competition in all niches, and brands need to have a fresh take to get attention.

Children can access inappropriate information more easily

New media gives on-demand access to information. While in the past adult content was broadcast late at night, today it can be accessed day and night. Scholars like Neil Postman (1985) argue that there is a "disappearance of childhood" as a result of how media is changing. As children have greater access to adult information, the innocence of childhood is being decayed earlier than ever.

People who lack required knowledge, skill and capital are not easily access to the Internet.

The extensive use of new media technologies by extreme groups would incite criminal activities and distorts democracy.

Activity Time 5.3: Due to easy access to the internet, t**he use of social media has increased a lot. Children are also not away from it. They are lured by it without much knowledge and skills to use.**

Prepare a leaflet to be distributed among the students to create awareness on Cyber Security.

5.6 Comparison and Integration of Traditional Media with Electronic Media

The mediascape has been witnessing massive changes in the last 20 years or so. From being dependent on 'Traditional or Old Media', we've shifted to the use of 'New Media'. Whereas the traditional forms like print, films, TV, and radio constitute Old Media, New Media primarily includes computer technology, the Internet and smart phones.

Source : https://static.wixstatic.com/media/dfa148_1cb1925f7d4444d08102bb4902ed1d7e~mv2.png/v1/fit/w_1000%2Ch_576%2Cal_c/file.png

Here are the key differences between the two:

- **From Consumer to "Prosumer"**

The older forms of media forced the audiences to be passive consumers of the content provided to them, in the sense that there was only so much that they could do.

The new forms of media allow the audiences to not only consume content, but also produce content. Therefore, we're becoming Prosumers: producers+consumers. Earlier the audiences could only read or watch news. Today they can produce news through blogs, social media or Citizen Journalism portals.

- **The Use of Multimedia**

Print media for example, only uses text and still images. Electronic media uses a number of codes, still and moving images etc., but New Media (online medium) trumps both of these with its use of multimedia. Text, images, hyperlinks, videos a single page online can make use all of it.

- **Multiplicity of Delivery Platforms**

Unlike old media, new media can be delivered on flexible formats – smartphones, tablets, laptops, PC etc.

- **Interactivity**

New media allows for greater interactivity among both producers & consumers- audiences can give instant feedback to reporters, news channels through their Facebook page, twitter etc; and consumers & consumers- through comment feeds, social media interactions.

- **Scope and Reach**

Newspaper circulation is bound to a certain physical space, and TV content, unless uploaded on the internet, remains within the viewership of their country's audience. Therefore, older forms of media are limited in their scope and reach.

New media on the other hand, is far wider in its reach and scope. Once, anything goes on the net, it becomes accessible for almost anyone with a computer and net connection.

INTEGRATION OF TRADITIONAL MEDIA WITH ELECTRONIC MEDIA

Traditional media continue to play an important role in our society. Ingredients of traditional media are given special projection in the mass media and as such traditional media are being used in development communication.

Messages on issues like agricultural development, primary health care and nutrition, education, women and child rights are projected through the traditional media. A great majority in the rural areas enjoy performances of traditional artists as a relief from the burdens of everyday life. Many of them still do not have access to modern forms of entertainment.

Over the years they have been increasingly recognized as workable tools to impart development messages both through live performances and also in a form integrated with electronic mass media. Electronic media like radio and television have extended the area of coverage of a traditional performance, while traditional media with their inspiring color and costume, dance and music have enriched the content of the electronic media channels.

It has been suggested that traditional media must be integrated with electronic media for quicker transmission of information as it can motivate the rural audience. Traditional media productions should be in tune with the needs of the society and related to the customs and beliefs of the local communities.

Efforts should be made to preserve the originality of form; adaptation need not alter or destroy the form. Similarly, collaboration between the folk artists and the producers is absolutely essential for the successful use of folk media and electronic media together for development purposes.

It is this integrated approach which will strengthen the efficiency of both technology based and folk media. A healthy combination of the modern and the traditional makes for a practical approach. But care must be taken to retain the originality of traditional media. It is however, unlikely that the electronic media will completely replace the traditional media just like television viewing has not affected newspaper reading.

Activity 5.4: Make a collage on the essential features of print, television and new media.

Let's Practice

A. Fill in the blanks with appropriate word/s:

i) We share ——————— and ——————— when we communicate.
ii) New media uses a ——————— style.
iii) Audio-visuals, voiceovers, animation and graphics which are combined with text is called ———————.
iv) Internet is an ——————— medium.

B. State whether the following statements are true or false.

i) Blog writers are not bound by the rules of journalism.
ii) In Indian villages, people don't accept technology.
iii) There is no credibility issue in new media.
iv) The internet has become very popular among young people because it is fast and it uses multimedia.

C. Answer these Questions.

i) Explain the importance of new media as a form of communication.
ii) Assess the importance of computers in your daily lives. Give good examples to support your answer.
iii) Discuss the advantages of new media with print and television. What are the limitations of new media?

Unit 6: The Camera

Learning Objectives:

To enable the Learners-

- define the term photography
- know about the history of photography
- understand the functions of a camera and different types of Cameras
- get to know about the professional scope of photography
- study the important equipment in photography.

Learning Outcomes:

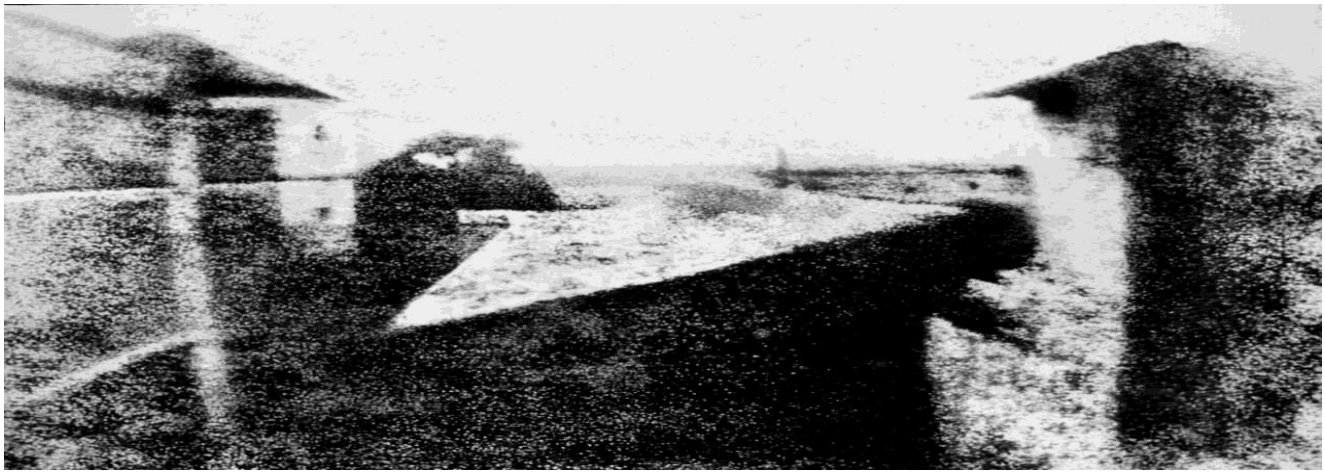
- The Learners will be able to-
- define the term photography
- explain the evolution and history of photography
- illustrate the working of a camera and different types of cameras like Film camera, digital camera, DSLR etc.
- discuss the scope and significance of photography
- recognize the other important equipment which are added to camera to make it's functioning better like – flash, tripod etc.

6.1 Introduction to Photography

Photography is the art of capturing an image using light and electronic device and lens, with the proper composition and correct exposer. Photography is a combination of two different words photo and graphy. According to the Greek photo means light and graphy means painting or drawing. Which in short , drawing with light. The first permanent photograph was captured in 1826 (some sources say 1827) by Joseph Nicéphore Niépce in France.

Source : https://upload.wikimedia.org/wikipedia/commons/9/94/Nic%C3%A9phore_Ni%C3%A9pce_-_Mus%C3%A9e_Nic%C3%A9phore_Ni%C3%A9pce_-_DSC06022.JPG

It shows the roof of a building lit by the sun. You can see it reproduced below:



Source :https://photographylife.com/wp-content/uploads/2018/12/First-Photo-Ever-Taken.jpg

Activity 6.1: Image Talk- 'A picture is worth a thousand words.' It conveys its meaning or essence more effectively than a verbal description. Take any photo and write a composition expressing your opinion about it.

6.2 Evolution and History of Photography

Photography has come a long way in its relatively short history. In almost 200 years, the camera developed from a plain box that took blurry photos to the high-tech mini computers found in today's DSLRs and smartphones.

The First Cameras and Permanent Images

The basic concept of photography has been around since about the 5th century B.C.E.
The first camera obscura used a pinhole in a tent to project an image from outside the tent into the darkened area was used by Nicéphore Niépce. This is the first recorded image that did not fade quickly.

Cameras for Everyone

Photography was only for professionals and the very rich until George Eastman started a company called Kodak in the 1880s. Later Eastman developed a self-contained box camera that held 100 film exposures. By the late 1940s that 35mm film became cheap enough for the majority of consumers to use.

Source : https://www.eastman.org/sites/default/files/styles/full_width_slider/public/GE-849-04.jpg.webp?itok=0uUjKyrF

The Wonder of Instant Images

At the same time that 35mm cameras were becoming popular, Polaroid introduced the Model 95. Model 95 used a secret chemical process to develop film inside the camera in less than a minute. This new camera was fairly expensive but the novelty of instant images caught the public's attention.

Source : https://franchisebatao.com/wp-content/uploads/2021/08/kodak-failure_startuptalky.jpg

Advanced Image Control

While the French introduced the permanent image, the Japanese brought easier image control to the photographer.
In the 1950s, Asahi (which later became Pentax) introduced the Asahiflex and Nikon introduced its Nikon F camera. These were both SLR-type cameras and the Nikon F allowed for interchangeable lenses and other accessories.

Source : https://e0.pxfuel.com/wallpapers/67/482/desktop-wallpaper-canon-eos-80d-review-best-lenses-sample-videos-canon-70d.jpg

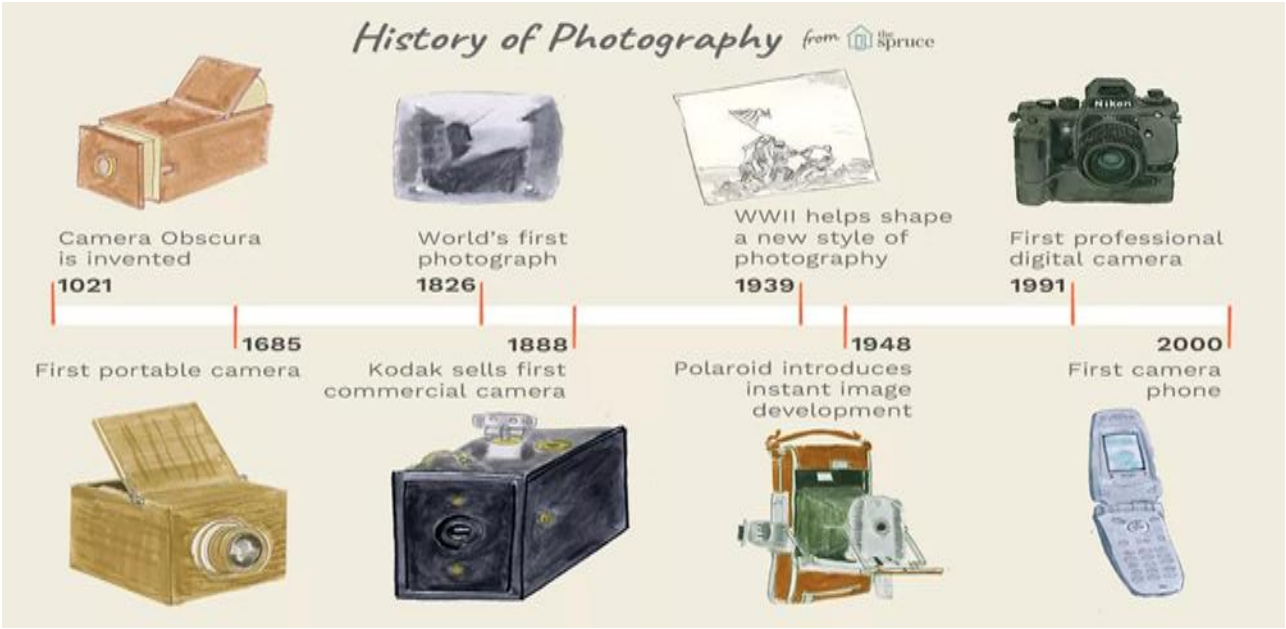
Introducing Smart Cameras

The automatic cameras became immensely popular with casual photographers. Professionals and serious amateurs continued to prefer to make their own adjustments and enjoyed the image control available with SLR cameras.

The Digital Age

By 1991, Kodak had produced the first digital camera that was advanced enough to be used successfully by professionals. Other manufacturers quickly followed and today Canon, Nikon, Pentax, and other manufacturers offer advanced digital SLR (DSLR) cameras.

Even the most basic point-and-shoot camera now takes higher quality images than Niépce's pewter plate, and smartphones can easily pull off a high-quality printed photograph.



Source : https://www.thesprucecrafts.com/thmb/yPXHp8zqqwJ1z7pzL-Gwy1N-bCA=/941x0/filters:no_upscale():max_bytes(150000):strip_icc():format(webp)/brief-history-of-photography-2688527-FINAL-5bef134d46e0fb0026cda5f9.png

Activity 6.2: Let's Click- Walk in your surroundings or neighbourhood. Click photographs with different angles and give catchy captions to your pics.

6.3 Working of a Camera

Let us peep inside a camera and try to understand how it works and what its essential components are. A camera is a box which is black inside and allows the right amount of light to fall on the surface that is to record the photograph. This surface varies in the two types of cameras. If it is a film camera then the light falls on the surface of a film and if it is a digital camera then it is an image sensor that registers the light. If the amount of light is more than required then the picture will appear white and details will be missing due to over exposure and if the light is less than required then the photo will appear dark, again taking away the details from the picture. So, the main parts of a camera are supposed to control the entry of light.

This is done by two components:

- The shutter
- The aperture

Both these act as controllers of light. The shutter is like a door that opens and closes for a given period of time. This time ranges from a small fraction of a second to a few seconds. This is the

time when light enters the camera. If the light in the area where we are taking the photograph is weak then we shall open the shutter for a longer period of time. If the light is very bright then we shall open the shutter for a fraction of a second.

Similarly, the aperture is of great significance. The aperture is another opening to control the amount of light coming into the camera. You can compare this to a tap. When you open the tap fully, a lot of water rushes out but if you open it a little then only a little amount of water comes out. Likewise, you can open the aperture for more light and close the aperture to reduce the amount of light entering the camera.

So, while taking a photo you have to set the shutter speed and control the aperture on the camera. When you press the release button, the shutter is opened and closed instantly. It is in the intervening period that the exposure takes place on the film/ sensor. This is indicated by a CLICK noise which can be heard.

6.4 Different types of Cameras

DSLR

Mirror Less

Point and Shoot

Smartphone Camera

360 Degree

Medium Format

Film Camera

Polaroid

Digital Cine

Action / GoPro

Source : www.google.com

Activity 6.3: Visit a neighbourhood photo studio and familiarise yourself with the different types of lenses and types of Cameras used in photography. Make a collage of your research.

6.5 Significance of Photography

Photographers can find a variety of jobs in different sectors. They can also start their own studio by providing a varied range of services in photography. Some of the top sectors that hire photographers including the following:

- Newspaper
- Magazines
- Advertising Agencies
- Studios
- Press and Publishing Houses
- NGO's
- Industries and Medical Institutes
- Freelancers

Source : https://img.collegedekhocdn.com/media/img/careers/photographer.jpg

6.6 Other Important Equipment in Photography

Though the camera is an essential part of a photographer's equipment there are a few other equipment which are added to a camera to make its functioning better.

• **One is the flash**. This is a high intensity light which bursts out for that fraction of a second when the shutter is released. This is useful when you are in situations where light is not enough for the picture to be taken. A flash makes it possible to take a photograph in complete darkness. Again in some cameras you may have seen the flash to be a part of the camera, but in more advanced cameras the flash is put separately and a separate flash is more powerful than the one that is a part of the camera.

Source : https://image.similarpng.com/very-thumbnail/2022/01/Camera-flash-on-transparent-background-PNG.png

• **The other important part** of a photographer's equipment is called a tripod which as the name implies is a three -legged support for the camera. Sometimes one needs to fix the camera onto a stand because the lens that is being used is heavy. When a slow shutter speed is used, the camera must be mounted on a stand to avoid a hazy picture which may happen if the camera is hand held.

Source : https://c.pxhere.com/photos/ae/92/sony_slt_a58_camera_sony_digital_camera_photography_technology_photo_camera_photograph-1191993.jpg!d

Activity 6.4 : Make a Simple Pin-hole camera using different some waste material. (Integration with Science subject)

Let's Practice

A. Answer these questions:

1. What will happen to the picture if more than the required amount of light enters the camera?
2. What is the function of a lens in a camera?
3. Give at least two situations in which it is useful to use a tripod while taking a picture.
4. Draw a flow Chart showing the working of a Camera.
5. What happens when we hear a click sound on the camera?

GLOSSARY

Disseminate- to saw and scatter principles, ideas, opinions etc. for growth and propagation

Pivotal- being of crucial importance

Realm- the domain of a certain abstraction

Campaign-a series of operations under taken a set goal

Ethics- principles

Trends- an inclination in a particular direction

Credibility- reputation impacting one's ability to be believed

Linguistic- of or relating to language

Anchor- a person who present and coordinate (a television or radio programme)

Equipment- the things that are needed to do a particular activity

Amplitude- the greatest distance that a wave specially a sound or radio wave moves up and down

Conjured- to do tricks by clever, quick hand movements that appear to be magical

Glimpses- a very quick view of something or somebody

Motifs- a picture or pattern on something

Pantomime- a form of dram in which performers communicate through movements and expressions of their face, not words, to tell a story

Prosumer- a consumer who becomes involved with designing or customising products for their own needs

Evolution- the gradual process of change and development of something

Freelancer- an individual who earns money on a per-job or per-task basis usually for short-term work

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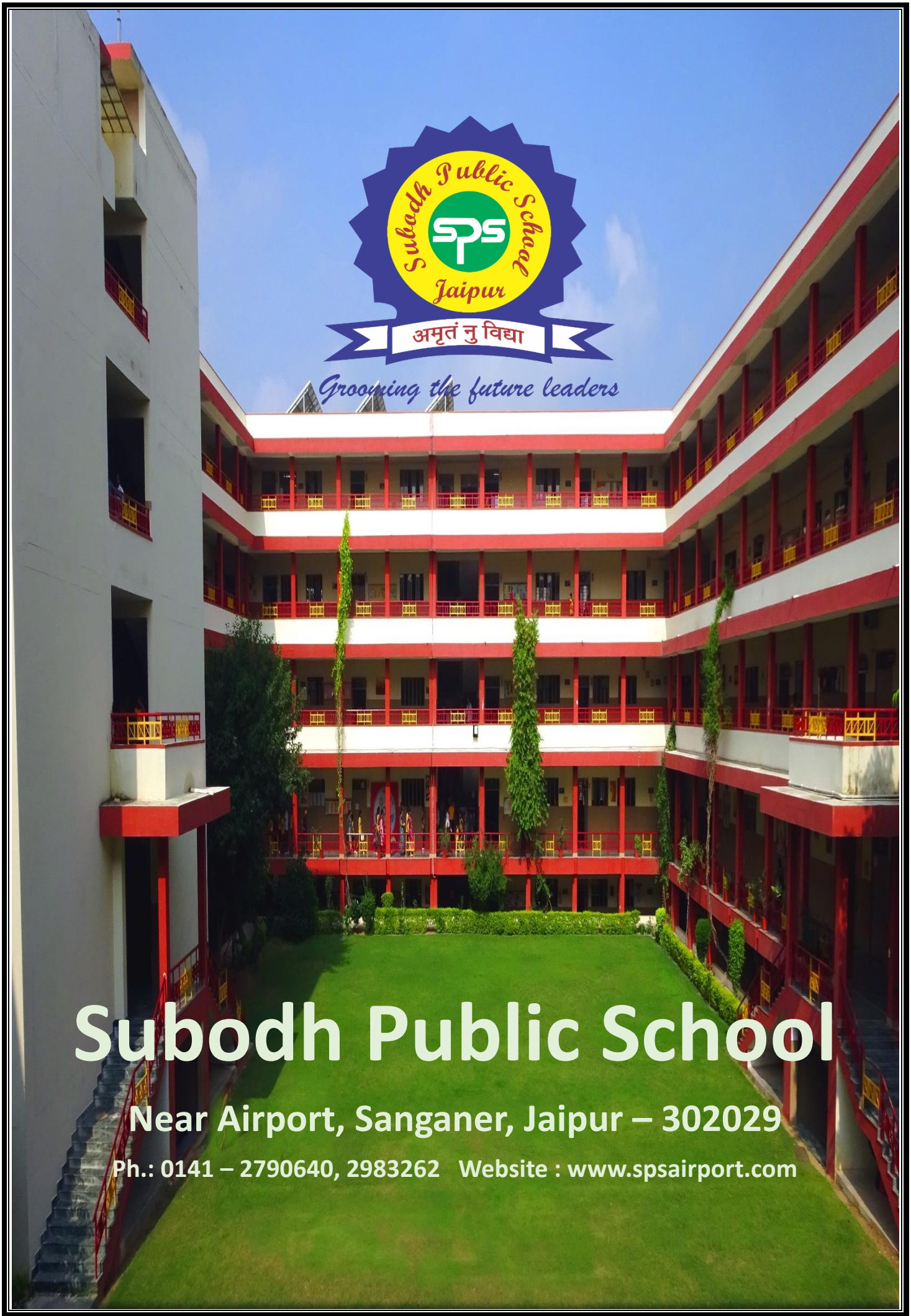
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