

Skill Based Elective : Journalism and Mass communication

Unit 1

What Is Mass Media?

Think about this for a second: whenever you want to hear your favorite song, watch your favorite show, or see the latest current events, where do you go? You more than likely turn on your television, radio, or computer. The source that the majority of the general public uses to get their news and information from is considered mass media.

Mass media means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. The most common platforms for mass media are newspapers, magazines, radio, television, and the Internet. The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment, and news in pop culture.

Types of Mass Media

The mass media has evolved significantly over time. Have you ever wondered how the latest news and information was communicated in the past? Well, before there was the Internet, television, or the radio, there was the newspaper. The newspaper was the original platform for mass media. For a long period of time, the public relied on writers and journalists for the local newspapers to provide them with the latest news in current events.

Centuries later, in the 1890s, came the invention of the radio. The radio would soon supersede the newspaper as the most pertinent source for mass media. Families would gather around the radio and listen to their favorite radio station programs to hear the latest news regarding politics, social issues, and entertainment.

Later on down the line came the invention of the television. The television would soon replace the radio for the most effective platform to reach the general public. Today, the Internet is the most relevant form of mass media and has become a major tool for news outlets. Since the evolution of the Internet, the general public is now able to access those same news outlets in an instant with just a click of a mouse, instead of having to wait for scheduled programs.

The Influence of Mass Media

Through mass media, news outlets have a major influence on the general public and a major impact on the public's opinion on certain topics. In many cases, the mass media is the only source that the general public relies on for news. For example, when Neil Armstrong landed on the moon in 1969, mass media made it possible for the public to witness this historical event. MASS MEDIA

Mass media are tools for the transfer of information, concepts, and ideas to both general and specific audiences. They are important tools in advancing public health goals. Communicating about health through mass media is complex, however, and challenges professionals in diverse

disciplines. In an article in the *Journal of Health Communication*, Liana Winett and Lawrence Wallack wrote that "using the mass media to improve public health can be like navigating a vast network of roads without any street signs—if you are not sure *where* you are going and *why*, chances are you will not reach your destination" (1996, p. 173).

Using mass media can be counterproductive if the channels used are not audience-appropriate, or if the message being delivered is too emotional, fear arousing, or controversial. Undesirable side effects usually can be avoided through proper formative research, knowledge of the audience, experience in linking media channels to audiences, and message testing.

Mass media refers to the technologies used as channels for a small group of people to communicate with a larger number of people. The concept was first addressed during the Progressive Era of the 1920s, as a response to new opportunities for elites to reach large audiences via the mass media of the time: newspapers, radio, and film. Indeed, the three forms of traditional mass media today are still the same: print (newspapers, books, magazines), broadcast (television, radio), and cinema (movies and documentaries)

But in the 1920s, mass media referred not just to the number of people such communication reached, but rather to the uniform consumption and anonymity of the audiences. Uniformity and anonymity are characteristics which no longer fit the way people seek out, consume, and manipulate information into their daily lives. Those new media are called "alternative media" or "mass self-communication."

Key Takeaways: Mass Media

- Mass media as an idea was created in the 1920s.
- There are three major forms of traditional mass media: print, broadcast, and cinema. New forms are being created constantly.
- The internet has changed the nature of mass media by creating consumers who control and even create media of their own, and producers who can more easily track consumer responses.
- Being a smart consumer of media means exposing yourself to a variety of points of view, so that you can become more adept at recognizing subtle and not subtle forms of propaganda and bias.

Mass Communication

Mass media are the transport forms of mass communication, which can be defined as the dissemination of messages widely, rapidly, and continuously to large and diverse audiences in an attempt to influence them in some way.

Five distinct stages of mass communication exist, according to American communication scholars Melvin DeFleur and Everette Dennis:

1. Professional communicators create various types of "messages" for presentation to individuals.

2. The messages are disseminated in a "quick and continuous" manner through some form of mechanical media.
3. The messages are received by a vast and diverse audience.
4. The audience interprets these messages and gives them meaning.
5. The audience is influenced or changed in some manner.

There are six widely acknowledged intended effects for mass media. The two best known are commercial advertising and political campaigns. Public service announcements have been developed to influence people on health issues such as smoking cessation or HIV testing. Mass media has been used (by the Nazi party in Germany in the 1920s, for example) to indoctrinate people in terms of government ideology. And mass media use sporting events such as the World Series, the World Cup Soccer, Wimbledon, and the Super Bowl, to act as a ritual event that users participate in.

Measuring the Effects of Mass Media

Research on the impacts of mass media began in the 1920s and 1930s, with the rise of muckraking journalism—elites became concerned about the effects of investigative reporting in magazines such as McClure's on political decision-making. Mass media became a prominent focus of study in the 1950s after television became widely available, and academic departments dedicated to communication studies were created. These early studies investigated the cognitive, emotional, attitudinal, and behavioral effects of media on both children and adults; in the 1990s, researchers began to use those earlier studies to draw up theories concerning the use of media today.

In the 1970s theorists such as Marshall McLuhan and Irving J. Rein warned that media critics needed to watch how media affects people. Today, this remains a key concern; much attention has been paid, for example, to the impact on the 2016 election of false messaging distributed on social media. But the myriad forms of mass communication available today have also encouraged some researchers to begin to investigate "what people do with media."

The Move to Mass Self-Communication

Traditional mass media are "push technologies:" that is to say, producers create the objects and distribute them (push it) to consumers who are largely anonymous to the producer. The only input consumers have in traditional mass media is to decide whether to consume it—if they should buy the book or go to the movie: undoubtedly those decisions have always been significant to what got published or aired.

However, in the 1980s, consumers began to transition to "pull technology:" while the content may still be created by (elite) producers, users are now free to select what they wish to consume. Further, users can now repackage and create new content (such as mashups on YouTube or reviews on personal blog sites). The users are often explicitly identified in the process, and their choices may have immediate, if not necessarily conscious, impact on what information and advertising they are presented with going forward.

With the widespread availability of the internet and the development of social media, communication consumption has a decidedly personal character, which the Spanish sociologist Manuel Castells calls mass self-communication. Mass self-communication means that the content is still created by the producers, and the distribution is made available to a large number of people, those who choose to read or consume the information. Today, users pick and choose media content to suit their needs, whether those needs were the intent of the producers or not.

Computer-Mediated Communication

The study of mass media is a fast-moving target. People have studied computer-mediated communication since the technology first became available in the 1970s. Early studies focused on teleconferencing, and how interactions between large groups of strangers differ from interactions with known partners. Other studies were concerned with whether communication methods lacking nonverbal cues could influence the meaning and quality of social interactions. Today, people have access to both text-based and visual information, so those studies are no longer useful.

The immense growth in social applications since the start of Web 2.0 (also known as Participatory or Social Web) has made huge changes. Information is now distributed in many directions and methods, and audiences can vary from one person to many thousands. In addition, everyone with an internet connection can be a content creator and media source.

Blurring the Lines Between Producers and Consumers

Mass self-communication can potentially reach a global audience, but it is self-generated in content, self-directed in its mission, and typically focuses on self-related information. Sociologist Alvin Toffler created the now-obsolete term of "prosumers" to describe users who are almost simultaneously consumers and producers—for example, reading and commenting on online content, or reading and replying to Twitter posts. The increases in the number of transactions that now occur between consumer and producer create what some have called an "expression effect."

Interactions also now cross-media streams, such as "Social TV," where people use hashtags while watching a sports game or a television program in order to simultaneously read and converse with hundreds of other viewers on social media.

Politics and the Media

One focus of mass communication research has been on the role that media plays in the democratic process. On the one hand, media provides a way for predominantly rational voters to obtain information about their political choices. That likely introduces some systematic biases, in that not every voter is interested in social media, and politicians may choose to work on the wrong issues and perhaps pander to an active set of users who may not be in their constituencies. But by and large, the fact that voters can learn about candidates independently is predominantly positive.

On the other hand, media can be leveraged for propaganda, which exploits cognitive errors that people are prone to make. By using the techniques of agenda-setting, priming, and framing, the producers of media can manipulate voters to act against their own best interests.

Propaganda Techniques in Mass Media

Some types of propaganda that have been recognized in mass media include:

- **Agenda-Setting:** Aggressive media coverage of an issue can make people believe an insignificant issue is important. Similarly, media coverage may underplay an important issue.
- **Priming:** People evaluate politicians based on the issues covered in the press.
- **Framing:** How an issue is characterized in news reports can influence how it is understood by the receivers; involves the selective inclusion or omission of facts ("bias")

Types of Media

- **For example,**
- Television, radio, and the newspaper are different types of media.
- **What is Society?**
- Society is defined as a group of people living as a community or an organized group of people for a common purpose.
- **Role of Media in society:**
- The word '**media**' is derived from the word **medium, signifying mode or carrier.** Media is intended to reach and address a large target group or audience. The word was first used in respect of books and newspapers

Social Media are not to impress people but to impact people

- Print media and with the advent of technology, media now encompasses television, movies, radio and internet. In today's world, media becomes as essential as our daily needs. Media

of today is playing an outstanding role in creating and shaping of public opinion and strengthening of society.

- Media is the sword arm of democracy. Media acts as watchdog to protect public interest against malpractice and create public awareness. Today when politicians are taking full advantage of their positions, an evil nexus of mafia and crime syndicate is making the life of the common man miserable, taxpayer's money is siphoned out for the personal gain of the influential and ordinary people are a most spectator media has a grater responsibility.
- As the fourth pillar of democracy along with judiciary, executive and legislature, media of today has an all embracing role to act against the injustice, oppression, misdeeds and partiality of our society.

From the days abode, media has remained an integral part of human civilization. From the days of Vedas and Upanishads to edicts of kings and emperors like Chandragupta, Asoka to the medieval Indian mass gatherings to the modern day's audio video and print media, media has always taken a pivotal role in shaping our society. During the days of freedom struggle newspapers like Tilak's Maratha, Mahatmaji's young India acted as a platform to place the demands of common Indian and to express solitude with freedom fighters. Indian media in post independence era has grown up phenomenally and today comprises of more than 50,000 newspapers, hundreds of television and radio channels.

Positive Impacts of Media

- People come to know about the latest happenings
- Brings awareness among Mass people, Educate about health, food, Employment, Agriculture, Technology, Modernization
- Voice of common people reflects and surfaces
- Mirror of society
- Hub of information
- Connects people of all over the world

In this era of liberalisation, privatisation and globalisation(LPG) the world has reached our drawing room thanks to media. Since the introduction of television in our country in late 70's visual media becomes a very potential tool in informing the current news to the society, entertaining the people and shaping up of public opinion. The World Wide Web and web 2.0 technologies have given rise to electronic media where even a common man can express views through blogs, website posts, facebook and twitter like social media. Coupled with traditional print media all these audio video and social media caters to a richly diversified media industry in India.

Media helps in fighting against corruption, nepotism, cronyism of institutional machinery and carrying out relentless campaign against them.

- **importance of Social Media:**

- Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.

Here are some prominent examples of social media:

- **facebook:** is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.
- **Twitter:** is a free microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.
- **Google+:** (pronounced Google plus) was Google's social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services. This website is no longer offered to new users and plans to shut down remaining accounts in 2019.

- **Wikipedia:** is a free, open content online encyclopedia created through the collaborative effort of a community of users known as Wikipedians. Anyone registered on the site can create an article for publication; however, registration is not required to edit articles. Wikipedia was founded in January of 2001.
- **LinkedIn** :is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.
- **Reddit** :is a social news website and forum where stories are socially curated and promoted by site members. The site is composed of hundreds of sub-communities, known as "subreddits." Each subreddit has a specific topic such as technology, politics or music. Reddit site members, also known as, "redditors," submit content which is then voted upon by other members. The goal is to send well-regarded stories to the top of the site's main thread page.
- **Pinterest** :is a social curation website for sharing and categorizing images found online. Pinterest requires brief descriptions but the main focus of the site is visual. Clicking on an image will take you to the original source.
- **For example**, clicking on a picture of a pair of shoes might redirect users to a purchasing site and an image of blueberry pancakes might redirect to the recipe.

Effects of Media on society:

- The media influences so many people's behaviour nowadays. Information can be spread after a few clicks of a button, whether it is true, false, speculation or gossip. This can affect relationships in various ways, be it between celebrities and ordinary people or between celebrities themselves and their loved ones. The media can manipulate, influence, persuade and pressurise society, along with even controlling the world at times in both positive and negative ways; mentally, physically and emotionally.

- Controversial stories are reported and printed with no reliance of it being fact or not. The public is “meant” to believe everything they’re told and not question it. With it being so easy to say assert an opinion so easily after a few taps, it can lead to investigations and front page headlines. Additionally, as newspapers and magazines have websites, articles can be posted and received quicker than printed articles, and are updated more regularly. Links to these articles can be posted to social media platforms – like Facebook and Twitter – as well as being emailed and messaged directly between friends and family. Today, the media is everywhere, and can easily get to places if needs be in ‘BREAKING NEWS’ scenarios. According to Global Web Index, 54% of daily media time is online. Also, on a typical day, 12% of people watch online TV, 10% listen to online radio, 12% read online press, 28% use social networking sites, 13% are micro-blogging, 9% read or write blogs, and 17% do other things. This means there is constant access to news and the goings on in the world, with the aid of links from social media sites, as you can receive news so quickly, all information whether it’s true, false or opinion.
- The media can influence the way people are viewed, which means people’s careers can change within a flash. The media can also manipulate people in the spotlight to lead their life a particular way, or to rebel against what they ‘should’ be like. Miley Cyrus, 21, grew up around fame, with the influence of her father, Billy Ray Cyrus, as well as famous godmother Dolly Parton, both of which are American country singers. Therefore, Miley Cyrus was bound to attract public eye. Miley has had minor acting roles, but became a famed child star at the age of 11, with her success in Hannah Montana, a TV programme based on a teenage girl (Cyrus) with a split life between that of an ordinary schoolgirl and of a ‘teen pop sensation’. By having the role of Hannah Montana she became a role model to millions of young girls around the world which she didn’t ask for, but it came with the job.
- Many celebrities and sportsmen are influenced and manipulated by the media, but have to ignore it to perform well

Conclusion

Media brought the world at our room. Get [Weather](#) Reports very easily. Get NEWS of various parts of the World. Entertains massive part of the public. But addicted to various serial is harmful for daily lives, especially Younger generation of the society leave their studies to watch TV serials. Grows the children violent by maliciously showing [wrestling](#) in many sports channels. So Media has its both Black and White sides of it. White part for awesomeness and the Black side is its Reverse.

In general, “media” refers to the tools of mass communication. Media today consists of television, Internet, cinema, newspapers, radio, magazines, direct mail, fax, and the telephone. Viewers can see some form of pictorial representation of messages through certain types of broadcasting and advertising. Images are visual representations, pictures, graphics, and include video, movies. Images are very useful in media to help get across messages effectively.

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Media images are ubiquitous in modern society. We know this because when we go almost anywhere, for example, drive on the roads, we can see billboards promoting famous brands and the latest products. When we are attracted to advertisements, we may begin to imagine or visualize using it. The media can give us information to tell us what a product, service or message is. In fact, media influence has become so powerful today that they can easily influence

people positively and/or negatively. We also live in a society that depends on the media as a source of entertainment and information. Indeed, the media images affect both individuals and society which includes women, men, teenagers and younger children.

Today, our life will remain incomplete without media. For example, it provides an easy means of communication where people are able to contact friends and family from another side of the world. At the same time, media like television, radio and the Internet enhance our knowledge by providing access to information from all over the world. We can also receive different types of news or daily events through media, almost instantly, for example, through the Internet. For example, when the video of people protesting on the streets of Cairo in Egypt to change the government in Egypt was broadcast over the Worldwide Web, these images actually influenced more people from other countries to join the street protests in support of the Egyptian protesters. Something similar happened in 2010 in Thailand where the 'Red' Shirts protested in the streets to oppose and change the Thai government. The Thai government then had supporters who wore the 'Yellow' Shirts, and also marched in the streets. These kinds of images when seen on TV, newspapers or the Internet by individuals and "society" in general, can influence viewers to either support or not support those who are in power.

At the same time, media like television enhances our knowledge by providing access to information all over the world. We can also receive different news or daily events through the television. It can also be such a powerful educational tool for the younger generation helping to put them on the right path. For example, "Sesame Street" is one of the TV programs that has a positive influence among many of the younger generation. They taught kids to communicate effectively, to spell correctly, choose healthy food and have fun with learning. First and foremost, they taught us to communicate with the deaf. It brings out the talents of the people. Television provides a good influence in education by helping to teach right values.

Newspapers have a positive influence on society. Newspapers not only give information or the latest news. They also help in the positive linkage between government and the people. As a people in Malaysia, we need to have a greater concern for the economic and political issues of our country, which we can get from newspapers. Newspapers even help to increase knowledge that we cannot get from books. For example, a girl from Malacca killed herself after falling from a building. This news was reported by the Star newspaper. Through the news, we know that she died because she injured her head. If we want to know more about what is happening in the world around us, newspapers are a resource to get the daily information.

On the other hand, mass media can at times have a negative influence. Advertisements can be created to convince people to buy or give support for certain products. In addition to advertisements, some messages may have hidden motives. For instance, advertisements may show images of young people enjoying fried chicken, burgers, snacks, and sweet drinks. These advertisements of images can have a powerful influence on the young. The 'hidden' messages behind these advertisements are to persuade the younger generation to buy and to enjoy these types of foods. However, these images do not show or tell viewers that these foods may not be good for their health.

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Images in the media can have a powerful influence on our behavior. Movies, another form of mass media, today may show violence in one form or another. For instance, younger people may show disrespect or even bully older people. Images of violence somehow influence individuals and especially the younger generation to think that violence is accepted by society when it is not. Movies can also be used to show sexual images. Such images have a powerful influence on the mind and soul of young people. People who watch these images may be influenced to react in a socially unacceptable or even criminal manner. The movie “The Tourist”, is a romantic movie that shows the relationship between actors Angelina Jolie and Johnny Depp. He acts as a brilliant thief who steals a large sum of money. He is so smart that nobody can identify who he is. At the end of the story, he is not caught and goes free. This show somehow teaches the younger generation that it is right to steal and be smart they think is right.

Magazines display visual images that can deeply influence female readers. Young girls and adult women spend time reading magazines partly or mainly because of fashion trends. Most of the models in the magazines are tall, slim and have nice hair. Based on the research from Internet, 70% of women feel insecure after they read the magazines such as Vivi, Mina, Allure, In style and Teen Vogue. In this example, women wanted to slim down to look like the model. They will go on diet until they see some result. They will also try to do some medical things that will cause some side effects to their bodies. These types of media images may have a huge impact on society, and may even influence public opinion on how females, especially young girls and women should look.

In conclusion, the use of media images can be both positive and negative to the individual or society. In a positive way, media makes our lifestyle easier, for example, we can get to know what is going on out there, locally or globally, within a short space of time. Even though there are so many benefits from media images, we have to be careful not to let them influence us unknowingly. We need to be wise when using the media.

Freedom of Press in India Essay: The freedom of the press has always been a contentious issue. The freedom of press refers to the freedom of using vehicles such as publishing houses or media house to communicate information. The press is the driving force for knowledge; it is the only link between what happens in the world and the public. Through the media, we obtain all information necessary as it is vital to be aware of what is happening around us. While the freedom of press ensures that the flow of information carries on swiftly, certain restrictions help to keep this information in check and to prevent misinformation. Freedom of the press is an integral part of a democracy.

Long and Short essays on Freedom of Press in India for Students and Kids in English.

There is one long essay on the Freedom of the Press of 500 words and one short essay of 200 words on the Freedom of the Press.

Long Essay on Freedom of Press in India 500 words in English

Freedom of Press in India Essay is usually given to classes 7, 8, 9, and 10.

The constitution of India guarantees fundamental rights to recognized citizens. The establishment of the Indian press dates back to the era of the British Raj. During our freedom struggle, newspapers and magazines published articles calling for independence, which the colonizers curbed through various acts such as the Indian Press Act of 1930, and in 1931-32. World War II also had implications on the Indian press as widespread censorship came into effect. After gaining freedom, the constitution was framed with rights to protect the interest of the press.

The Freedom of Speech under article 19 is one among the fundamental rights. The Freedom of Speech embodies liberty of expression and thought. The freedom of the press comes under section 19 (1) (a) of the Indian constitution. Certain restrictions include:

- Sovereignty and integrity of India,
- Friendly relations with foreign countries.
- The security of the state.
- Decency or morality.
- Contempt of court.
- Public order.

These are in article 19(2), and if broken, a person faces the charge of sedition as per section 124A of the Indian Penal Code.

The freedom of the press allows the communication of information through published or electronic media. It has three key features: freedom of publication, circulation and access to information. The media is an essential vehicle of any country as it brings news from around the world to the public. The freedom of the press allows citizens to express their views openly.

Through the media, citizens receive information on major government decisions and policies that can affect them. It is not feasible for every citizen to access news or information that they may require. The press collects and disseminates this information which can be accessed by the public. The freedom of the press allows people to get news and make informed decisions when it comes to elections.

Imposing restrictions on people's freedom of expression violates the constitution and void. The freedom of the press exists not just to advocate one's opinion but also to scrutinize those in power. The press creates checks and balance system for the government, assuring that accountability prevails. It unravels corruption, and injustices in the society, working for the common good. Through reporting of verified and reliable facts, they paint a picture of what happens around them. It helps vigilance prevail.

The press has the freedom to be able to do its job. Its enemy is censorship. Censorship refers to removing material from published or electronic sources. The use of censorship has often been misused and prevents the spread of relevant information. Threatening the members of press occurs, with India positioned at 142 in the world press freedom ranking. Such hurdles curb the dissemination of information. However, misusing the freedom of the press to spread malicious and false information cannot exist, and we must ensure that reliable and fact-checked information gets published.

While the restriction on spread of certain information, as mentioned above, need to be followed, the freedom of the press must exist as it is crucial for a democratic country like India. The media is the watchdog of our democracy and ensures that its true spirit remains.

In short

The press is an essential vehicle in any country. The media provides us with information from all over the world and makes them available to citizens. The freedom of speech and expression consists of the freedom of the press. This freedom of speech and expression allows every Indian to express their thought and views openly.

The press provides us with necessary information regarding the government and news about the happenings in the country. They bring together all this information as it is difficult to get hold of them. Such information is essential, especially during elections, when they have to vote.

The freedom of the press helps it to make the government function fairly. The media exposes any wrongdoing and helps to keep a check on those who hold power. Therefore this freedom helps all citizens. It helps to spread knowledge and awareness.

Sometimes, people misuse the freedom of the press to spread the wrong information; fact-checked information and correct facts made available. There are some boundaries that the press cannot cross, in matters of security and decency. They must follow these rules mentioned under the right. Some influential people often thread members of the press for exposing the truth. It is vital to top this. The freedom of the press allows the voice of the people to be heard.

10 lines on Freedom of Press in India Essay in English

These lines can help competitive exam aspirants and making speeches.

1. The Freedom of Speech embodies liberty of expression and thought. It is present under article 19 (1) (a) of the Indian constitution.
2. Indian press dates back to the era of the British Raj. The colonizers tried to curb the media through various acts such as the Indian Press Act of 1930, and in 1931-32. During World War II, They imposed widespread censorship.

3. The freedom of the press allows the communication of information through published or electronic media. It has three key features: freedom of publication, circulation and access to information.
4. Certain restrictions on this right are in article 19(2). These include:
 - Sovereignty and integrity of India.
 - Friendly relations with foreign countries.
 - The security of the nation.
 - Decency or morality.
 - Contempt of court.
 - Public order.

The press collects and disseminates this information which can be accessed by the public. Such information helps especially during the time of elections.

The freedom of the press also exists to scrutinize those in power. The media creates checks and balance system for the government, assuring that accountability prevails.

Censorship refers to removing material from published or electronic sources. It is often misused and spread of information prevented.

India's ranking on the world press freedom ranking is 142 due to the constant threats and dangers that members of the press face.

Published fact-checked, and reliable information helps to protect the integrity of this right. The freedom of the press is the watchdog India's democratic nature.

Mass Media Laws

Mass Media systems of the world vary from each other according to the economy, polity, religion and culture of different societies. In societies, which followed communism and totalitarianism, like the former USSR and China, there were limitations of what the media could say about the government. Almost everything that was said against the State was censored for fear of revolutions. On the other hand, in countries like USA, which have a Bourgeois Democracy, almost everything is allowed.

Shifting our view to the Indian perspective and its system of Parliamentary Democracy, it is true that, the Press is free but subject to certain reasonable restrictions imposed by the Constitution of India, 1950, as amended ("Constitution"). Before the impact of globalization was felt, the mass media was wholly controlled by the government, which let the media project only what the government wanted the public to see and in a way in which it wanted the public to see it. However, with the onset of globalization and privatization, the situation has undergone a humongous change.

Before the invention of communication satellites, communication was mainly in the form of national media, both public and private, in India and abroad. Then came 'transnational media' with the progress of communication technologies like Satellite delivery and ISDN (Integrated Services Digital Network), the outcome: local TV, global films and global information systems.

In such an era of media upsurge, it becomes an absolute necessity to impose certain legal checks and bounds on transmission and communication. In the due course of this article, we would discuss the various aspects of media and the relevant legal checks and bounds governing them.

Historical Perspective of Mass Media Laws

Mass Media laws in India have a long history and are deeply rooted in the country's colonial experience under British rule. The earliest regulatory measures can be traced back to 1799 when Lord Wellesley promulgated the Press Regulations, which had the effect of imposing pre-censorship on an infant newspaper publishing industry. The onset of 1835 saw the promulgation of the Press Act, which undid most of the repressive features of earlier legislations on the subject.

Thereafter on 18th June 1857, the government passed the 'Gagging Act', which among various other things, introduced compulsory licensing for the owning or running of printing presses; empowered the government to prohibit the publication or circulation of any newspaper, book or other printed material and banned the publication or dissemination of statements or news stories which had a tendency to cause a furore against the government, thereby weakening its authority.

Then followed the 'Press and Registration of Books Act' in 1867 and which continues to remain in force till date. Governor General Lord Lytton promulgated the 'Vernacular Press Act' of 1878 allowing the government to clamp down on the publication of writings deemed seditious and to impose punitive sanctions on printers and publishers who failed to fall in line. In 1908, Lord Minto promulgated the 'Newspapers (Incitement to Offences) Act, 1908 which authorized local authorities to take action against the editor of any newspaper that published matter deemed to constitute an incitement to rebellion.

However, the most significant day in the history of Media Regulations was the 26th of January 1950 – the day on which the Constitution was brought into force. The colonial experience of the Indians made them realise the crucial significance of the 'Freedom of Press'. Such freedom was therefore incorporated in the Constitution; to empower the Press to disseminate knowledge to the masses and the Constituent Assembly thus, decided to safeguard this 'Freedom of Press' as a fundamental right. Although, the Indian Constitution does not expressly mention the liberty of the press, it is evident that the liberty of the press is included in the freedom of speech and expression under Article 19(1)(a). [1] It is however pertinent to mention that, such freedom is not absolute but is qualified by certain clearly defined limitations under Article 19(2) in the interests of the public.

It is necessary to mention here that, this freedom under Article 19(1)(a) is not only cribbed,

cabined and confined to newspapers and periodicals but also includes pamphlets, leaflets, handbills, circulars and every sort of publication which affords a vehicle of information and opinion[2]:

Thus, although the freedom of the press is guaranteed as a fundamental right, it is necessary for us to deal with the various laws governing the different areas of media so as to appreciate the vast expanse of media laws.

Print

“Our freedom depends in large part, on the continuation of a free press, which is the strongest guarantee of a free society.”- Richard M. Schmidt[3]

The Freedom of Press and the Freedom of Expression can be regarded as the very basis of a democratic form of government. Every business enterprise is involved in the laws of the nation, the state and the community in which it operates. Newspaper publishers find themselves more ‘hemmed in’ by legal restrictions than many other businesses do – despite the fact that the freedom of press is protected by the Indian constitution. The various Acts, which have to be taken into consideration when dealing with the regulations imposed upon the Print Media, are:

- Ø The Press and Registration of Books Act, 1867 – This Act regulates printing presses and newspapers and makes registration with an appointed Authority compulsory for all printing presses.

- Ø The Press (Objectionable Matters) Act, 1951 – This enactment provides against the printing and publication of incitement to crime and other objectionable matters.

- Ø **The Newspaper (Prices and Pages) Act, 1956** – This statute empowers the Central Government to regulate the price of newspapers in relation to the number of pages and size and also to regulate the allocation of space to be allowed for advertising matter.

When dealing with this statute, it will be worthwhile to mention about the case of **Sakal Papers v/s Union of India** [4]. In this case, the Daily Newspapers (Price and Control) Order, 1960, which fixed a minimum price and number of pages, which a newspaper is entitled to publish, was challenged as unconstitutional. The State justified the law as a reasonable restriction on a business activity of a citizen. The Supreme Court struck down the Order rejecting the State’s argument. The Court opined that, the right of freedom of speech and expression couldn’t be taken away with the object of placing restrictions on the business activity of the citizens. Freedom of speech can be restricted only on the grounds mentioned in clause (2) of Article 19.

- Ø **Defence of India Act, 1962** – This Act came into force during the Emergency proclaimed in

1962. This Act aimed at restricting the Freedom Of The Press to a large extent keeping in mind the unrest prevailing in India in lieu of the war against China. The Act empowered the Central Government to issue rules with regard to prohibition of publication or communication prejudicial to the civil Defence/military operations, prevention of prejudicial reports and prohibition of printing or publishing any matter in any newspaper.

Ø **Delivery of Books and Newspapers (Public Libraries) Act, 1954** – According to this Act, the publishers of books and newspapers are required to deliver, free of cost, a copy of every published book to the National Library at Calcutta and one copy each to three other public libraries specified by the Central Government.

Ø **The Working Journalists and other Newspaper Employees (Conditions of Service and Miscellaneous Provisions) Act, 1955** – It lays down the minimum standards of service conditions for newspaper employees and journalists.

Ø **Civil Defence Act, 1968** - It allows the Government to make rules for the prohibition of printing and publication of any book, newspaper or other document prejudicial to the Civil Defence.

Ø **Press Council Act, 1978** – Under this Act, the Press Council was reconstituted (after 1976) to maintain and improve the standards of newspaper and news agencies in India.

Although on one hand, the Constitution confers the fundamental right of freedom of the press, Article 105 (2) provides certain restrictions on the publications of the proceedings in Parliament. In the famous Searchlight Case[5], the Supreme Court held that, the publication by a newspaper of certain parts of the speech of members in the House, which were ordered to be expunged by the Speaker constituted a breach of privilege.

Due to the restrictive scope of this Article, it is not possible for us to delve into all the other statutes; however, a few of the legislations, which are worth mentioning are the Contempt of Courts Act, 1971 and The Official Secrets Act, 1923.

Broadcast

The broadcast media was under complete monopoly of the Government of India. Private organizations were involved only in commercial advertising and sponsorships of programmes. However, in **Secretary, Ministry of I&B v. CAB** [6], the Supreme Court clearly differed from the aforementioned monopolistic approach and emphasized that, every citizen has a right to telecast and broadcast to the viewers/listeners any important event through electronic media,

television or radio and also provided that the Government had no monopoly over such electronic media as such monopolistic power of the Government was not mentioned anywhere in the Constitution or in any other law prevailing in the country.

This judgment, thus, brought about a great change in the position prevailing in the broadcast media, and such sector became open to the citizens.

Ø The Broadcasting Code, adopted by the Fourth Asian Broadcasting Conference in 1962 listing certain cardinal principles to be followed by the electronic media, is of prime importance so far as laws governing broadcast medium are concerned. Although, the Broadcast Code was chiefly set up to govern the All India Radio, the following cardinal principles have ideally been practiced by all Broadcasting and Television Organization; viz:-

Ø To ensure the objective presentation of news and fair and unbiased comment

Ø To promote the advancement of education and culture

Ø To raise and maintain high standards of decency and decorum in all programmes

Ø To provide programmes for the young which, by variety and content, will inculcate the principles of good citizenship

Ø To promote communal harmony, religious tolerance and international understanding

Ø To treat controversial public issues in an impartial and dispassionate manner

Ø To respect human rights and dignity

Ø Cable Television Networks (Regulation) Act, 1995 basically regulates the operation of Cable Television in the territory of India and regulates the subscription rates and the total number of total subscribers receiving programmes transmitted in the basic tier. In pursuance of the Cable Television Network (Regulation) (Amendment) Bill, 2002, the Central Government may make it obligatory for every cable operator to transmit or retransmit programme of any pay channel through an addressable system as and when the Central Government so notifies. Such notification may also specify the number of free to air channels to be included in the package of channels forming the basic service tier.

Ø Direct-to-Home Broadcasting – Direct-to-Home (DTH) Broadcasting Service, refers to distribution of multi-channel TV programmes in Ku Band by using a satellite system and by providing TV signals directly to the subscribers' premises without passing through an intermediary such as a cable operator. The Union Government has decided to permit Direct-to-Home TV service in Ku band in India.[7]

Film - India is one of the largest producers of motion pictures in the world. Encompassing three major spheres of activity – production, distribution and exhibition, the industry has an all-India spread, employing thousands of people and entertaining millions each year. The various laws in force regulating the making and screening of films are: -

The Cinematograph Act, 1952

The Cinematograph Act of 1952 has been passed to make provisions for a certification of cinematographed films for exhibitions by means of Cinematograph. Under this Act, a Board of Film Censors (now renamed Central Board of Film Certification) with advisory panels at regional centres is empowered to examine every film and sanction it whether for unrestricted exhibition or for exhibition restricted to adults. The Board is also empowered to refuse to sanction a film for public exhibition.

In **K. A. Abbas v. Union of India**[8], the petitioner for the first time challenged the validity of censorship as violative of his fundamental right of speech and expression. The Supreme Court however observed that, pre-censorship of films under the Cinematograph Act was justified under Article 19(2) on the ground that films have to be treated separately from other forms of art and expression because a motion picture was able to stir up emotion more deeply and thus, classification of films between two categories 'A' (for adults only) and 'U' (for all) was brought about[9].

Furthermore, in **Bobby Art International v. Om Pal Singh Hoon**[10], the Supreme Court re-affirmed the afore-mentioned view and upheld the order of the Appellate Tribunal (under the Cinematograph Act) which had followed the Guidelines under the Cinematograph Act and granted an 'A' certificate to a film.

The Copyright Act, 1957

According to this Act, 'copyright' means the exclusive right to commercially exploit the original literary, dramatic, artistic, musical work, sound recordings or cinematographic films as per the wishes of the owner of copyright subject to the restrictions imposed in the Act.

Although this Act, is applicable to all the branches of media, in some areas it is specific to this particular genre. In the case of a Cinematographed film, to do or to authorise the doing of any of the following acts would lead to the infringement of copyright. Those acts are namely:-

- To make a copy of the film
- To cause the film, in so far, as it consists of visual images, to be seen in public and in so far as it consists of sounds to be heard in public
- To make any record embodying the recording in any part of the soundtrack associated with the film by utilizing such sound track
- To communicate the film by radio-diffusion

The Act also makes it a cognizable offence for anyone to sell, hire, distribute, exhibit, possess or

view any unauthorised recordings and prescribes severe penalties, including imprisonment, fines as well as confiscation of the equipment used for the purpose of such recording and exhibition. The Amendments to The Copyright Act also prohibit unauthorized transmission of films on the cable television[11]

Cine Workers and Cinema Theatre Workers (Regulation of Employment) Act, 1981

This legislation affords a measure of protection to those employed in the industry by imposing certain obligations on motion picture producers and theatre owners concerning the former's condition of service.

Cine Workers Welfare Cess Act, 1981 and the Cine Workers Welfare Fund Act 1981

They seek to create means of financial support to cine employees, the seasonal and unpredictable nature of whose employment often leaves them impoverished and helpless. Besides these, there are also a few local legislations, which affect the film medium; viz.

The Bombay Police Act, 1951

It contains provisions empowering the police to regulate the exhibition of films in the state of Maharashtra (formerly Bombay).

Bombay Cinemas (Regulation) Act, 1953

It provides a scheme for state licensing of cinema theatres and other places where motion pictures are exhibited

The Bombay Entertainments Duty Act, 1923

It imposes a tax on the public exhibition of motion pictures and other forms of entertainment.

Advertising

Advertising communication is a mix of arts and facts subservient to ethical principles. In order to be consumer-oriented, advertisement will have to be truthful and ethical. It should not mislead

the consumer. If it so happens, the credibility is lost.

In order to enforce an ethical regulating code, the Advertising Standards Council of India was set up. Inspired by a similar code of the Advertising Standards Authority (ASA) UK, ASCI follows the following basic guidelines in order to achieve the acceptance of fair advertising practices in the interest of the consumer: -

- To ensure the truthfulness and honesty of representations and claims made by advertisements and to safe guard against misleading advertising;
- To ensure that advertisement are not offensive to generally accepted standards of public decency;
- To safeguard against indiscriminate use of advertising for promotion of products which are regarded as hazardous to society or to individuals to a degree or of a type which is unacceptable to society at large; and
- To ensure that advertisements observe fairness in competition so that the consumers need to be informed on choices in the market places and canons of generally accepted competitive behaviour in business are both served.

Few Complaints filed with ASCI

HLL's Clinic All Clear Dandruff shampoo claimed that it had ZPTO, the special ingredient in Clinic All Clear that stops dandruff. This claim was found to be untrue since ZPTO is a micro biocide, when in reality, dandruff is known to be caused by several other factors, besides, microbes. HLL's multi-crore research wing 'clearly overlooked' this aspect. The advertisement has been withdrawn.

Novartis India claimed that their disposable contact lenses ensure there is no protein build-up. This claim was found to be totally false. The truth is that build up is a natural biological phenomenon with all contact lenses. The ad was discontinued.

The other legislations affecting the area of advertising are: -

Drug and Magic Remedies (Objectionable Advertisement) Act, 1954

This Act has been enacted to control the advertisements of drugs in certain cases and to prohibit the advertisement for certain purposes of remedies alleged to possess magic qualities and to provide for matters connected therewith.

In **Hamdard Dawakhana v. Union of India** [12] the Supreme Court was faced with the question as to whether the Drug and Magic Remedies Act, which put restrictions on the

advertisements of drugs in certain cases and prohibited advertisements of drugs having magic qualities for curing diseases, was valid as it curbed the freedom of speech and expression of a person by imposing restrictions on advertisements. The Supreme Court held that, an advertisement is no doubt a form of speech and expression but every advertisement is not a matter dealing with the expression of ideas and hence advertisement of a commercial nature cannot fall within the concept of Article 19(1)(a).

However, in **Tata Press Ltd. v. Mahanagar Telephone Nigam Ltd**[13], a three judge bench of the Supreme Court differed from the view expressed in the Dawakhana case and held that ‘commercial advertisement’ was definitely a part of Article 19(1)(a) as it aimed at the dissemination of information regarding the product. The Court, however, made it clear that the government could regulate commercial advertisements, which are deceptive, unfair, misleading and untruthful.

Monopolies and Restrictive Trade Practices Act, 1969

Section 36 A of the Act deals with 5 major Unfair Trade Practices: -

- # Any misleading, false, and wrong representation either in writing (i.e. in advertisements, warranty, guarantee etc.) or oral (at the time of sale) actual or intended, even if actual injury or loss is not caused to the consumer/buyer constitutes as unfair trade practices;
- # Sales, where there is element of deception;
- # All business promotion schemes announcing ‘free gifts’, ‘contests’, etc. where any element of deception is involved;
- # Violation of laws existing for protection of consumers;
- # Manipulating sales with a view to raising prices.

Parle’s mango drink ‘Maaza’ gave the advertisement of Maaza mango and the MRTP issued a notice against Parle Exports Pvt. Ltd. The advertisement implied that the soft drink was prepared from fresh mango while actually preservatives were added to it. The company had to suspend production pending enquiry.

Conclusion

In this age of media explosion, one cannot simply remain confined to the boundaries of the traditional media. The media world has expanded its dimensions by encompassing within its orbit, the widening vistas of cyber media etc. As a consequence, the laws governing them are also numerous. It is not within the scope of this Article to deal with the whole subject of media laws, but this Article makes a person aware of the various important legislations affecting the various branches of Media Communication, making him aware of his rights and facilitating him to exercise them within the framework of law existing in India and in the end furthering the cause of “Freedom Of Speech And Expression” and “Dissemination of Knowledge”

Media and Communication Careers:

- **Announcers**