

CLASS: III M.A., POLITICAL SCIENCE

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UNIT-IV

ELECTRONIC MEDIA

Electronic media is the media that one can share on any electronic device for the audiences viewing, unlike static media (Printing) electronic media is broadcasted to the wider community. Examples of Electronic media are things such as the television the radio, or the wide internet.

The purpose of using electronic media can be for many reasons, one of the reasons is that you can use it to market yourself and anything else from businesses to products and so on. Electronic media is an efficient way to communicate to one another, either by the use of media devices and networks or social media sources such as Television or the Internet these are a few of the many ways you can use Electronic media to your advantage.

There is a wide range of Electronic media that broadcast a variety of different things like advertisements and promotions.

Different Electronic media types are below:

Television

Radio

Internet

Shops

Electronic media is the basis of e-commerce marketing, firstly you will need a method of approach whether you would like to use online marketplaces or social/mail like places to promote your business, then soon after obtaining online contacts you will be seeing customers showing up to your business or buying from your online market.

Electronic media are media that use electronics or electromechanical audience to access the content. This is in contrast to static media (mainly print media), which today are most often created electronically, but do not require electronics to be accessed by the end user in the printed form.

HISTORY OF INDIAN TELEVISION

Television started as a modest affair in India on September 15, 1969 when the AIR set up an experimental television service in Delhi. It was soon converted into a full-fledged telecasting station. Bombay was the second city in India to open a TV centre on October 2, 1972.

A television centre was commissioned at Srinagar (Kashmir) on January 26, 1973 and another was opened at Amritsar (Punjab) on September 29, 1973. A relay centre was set up in Poona (Maharashtra) on October 2, 1973. In August 1975 Calcutta (West Bengal) and Madras (Tamil Nadu) opened TV centres.

The Television set-up was declined from All India Radio and, under the name "Doordarshan", given the status of a full-fledged Directorate with effect from April 1, 1976. Separation of television from AIR was intended to facilitate fuller development of this medium and the specialised skills peculiar to it. Doordarshan has at present seven Kendras located at (1) Delhi, (2) Bombay (with a relay centre at Pune), (3) Madras, (4) Calcutta, (5) Srinagar, (6) Amritsar and (7) Lucknow, besides 3 Base Production Centers at Delhi, Cuttack and Hyderabad.

The main objective of Doordarshan is development and education, besides providing rich entertainment through varied programmes like music, feature films, etc. Intended to benefit both urban and rural viewers, Doordarshan tries to project to the people development plans and their implementation. Doordarshan lends powerful support to the major multimedia campaigns initiated by the Central Government from time to time.

The most momentous development in television in India is the Satellite Instructional Television Experiment (SITE) which was inaugurated on August 1, 1975. The experiment was jointly conducted by the Department of Space and the Ministry of Information and Broadcasting, through their agencies, the Indian Space Research Organisation (ISRO) and the All India Radio (AIR) respectively. ISRO's Space Applications Centre (SAC) in Ahmedabad is fully responsible for design and fabrication of the ground hardware and for conduct of the Experiment.

SITE is the result of an agreement between India and the US concluded in 1969. Under this agreement ATS-6 satellite was made available to India for a period of one year. This satellite was launched from the US in May 1974, and it had been transmitting experimental TV programmes to parts of the US and conducting a few other experiments.

The prime earth station for the Experiment is ISRO's Experimental Satellite Communications Earth Station (ESCES) at Ahmedabad set up in 1967 with the assistance of the United Nations Development Project (UNDP).

Following the successful completion of the one-year Satellite Instructional Television Experiment (SITE) on July 31, 1976 it was decided to continue terrestrial television programmes for at least 40 per cent of the SITE villages. Terrestrial transmitters are being set up at six locations: (1) Jaipur, (2) Raipur, (3) Muzaffarpur, (4) Sambalpur, (5) Hyderabad, and (6) Gulbarga. This service will cover 954 out of 2400 existing SITE villages as well as 8950 additional villages. The transmitters were to become operational in 1977. The first transmitter at Jaipur became operational from March 1, 1977.

Initially these transmitters would put programmes, ranging from 1-1, 2 hours to 2-1/2 hours every day with a morning service for primary schools and an evening service for adults. The programme patterns based on agriculture, health and hygiene, family welfare, child care, adult education and such other subjects would be the same as for SITE.

The purpose of these programmes is to educate the common man in recent innovations and the use of science in day-to-day life, remind him of his civic responsibilities and acquaint him with the traditional and performing arts from different regions of the country. The frequency of both the Science and Civics series is weekly, the duration being 15 minutes and 5 minutes respectively. The Arts series programme is fortnightly, the duration being 15 minutes.

In the past, all Doordarshan Kendras had their own separate Selection Committees for selection of feature films to be telecast. This practice was discontinued and a Central Selection Committee was formed at Bombay to decide selection of

Hindi films on a cycle of telecast from all Doordarshan Kendras. Regional films, however, continued to be selected by the respective Doordarshan Kendras.

NEWS PREPARATION AND PRESENTATION

All your work as a broadcast journalist leads ultimately to one thing - the time when your listeners hear what you have produced. This can be the news bulletin or a current affairs program. You have to use your on-air time effectively.

Although we will concentrate in this section on producing bulletins for radio, you can use similar techniques for television. The main difference is that television bulletins also include pictures, which have to be coordinated with the script. If you can understand the principles of producing radio bulletins, you can use them for television, adapting them to the style of your particular newsroom.

The principles of bulletin preparation

Radio bulletins are usually made up from three types of material:

- written stories in the form of a script;
- voice reports from journalists, either recorded or live;
- recorded sound called actuality. This is usually the sound of someone speaking, perhaps taken from an interview or a speech. A short segment of actuality is called a grab. Grabs are used in a similar way to quotes in a newspaper story. In some countries, grabs are called cuts or inserts.

Preparing a bulletin should not be difficult if you remember the basic principles of news reporting. Remind yourself of the criteria for what is news: Is it new, unusual, interesting, significant and about people?

Each of these criteria will help you to decide what stories you should include in your bulletin and where you should place them within your five, 10 or 15 minutes. It is usual to give the most important story first and the least important story last. If you are putting together your first bulletin, stick to this technique.

However, once you feel confident that you can put together a simple bulletin, you can start to consider some extra factors which will change it from a list of stories to a proper bulletin.

The two main factors you have to consider are the overall order or balance of the bulletin and the pace of it.

Balance

Try to avoid seeing the bulletin simply as a collection of individual, self-contained stories. If you put a string of economic stories (however important) at the start of the bulletin, you risk losing your listeners' interest.

They expect a balance of items, some heavy and some light, some about major political events and some about ordinary people. Of course, the actual mix of stories, their tone and pace of delivery will depend to a degree on the format of your station; serious national broadcasters tend to use more serious stories, delivered in a more deliberate style whereas youth-oriented music station bulletins might be lighter and brighter with more stories about popular culture.

Whatever your station format, your ranking of stories in order in the bulletin will give your listeners some indication of how important you consider each story. But there is some freedom within bulletins to re-order stories to add variety and balance to the bulletin as a whole.

Pace

You must also get the right pace of stories through your bulletin. By pace we mean the length and tone of a story as it appears to the listeners.

Some stories have a fast pace. The report of a fire, for example, will usually be written in short sentences, using short snappy words to convey simple ideas. It will have a fast pace.

By comparison, a story explaining some involved political controversy may need slightly longer sentences with words expressing more complicated ideas. The story itself may need to be slightly longer. The whole effect is one of a slower pace.

Too many long complicated stories will slow the pace of the whole bulletin and allow the attention of your listeners to wander. Too many short, sharp stories may leave listeners confused, unable to keep up with the pace of changing stories.

Your ideal bulletin will have a steady pace throughout to maintain interest, with variations in pace during certain sections; slower at times to let your listeners catch their breath or faster at other times to pick up their lagging interest.

How do you achieve balance and pace in practice? You should rank your stories in order of importance then look at the order afresh, to see that you have a good balance of items and variations in pace.

You may decide that your most important three stories are all rather serious political stories about taxation, health insurance and an internal party squabble. Ask yourself: "What will my listeners think of three minutes of this at the start of the bulletin?" If you think they will be bored, what about putting the report of a street fight up to the third place in the bulletin, to inject some pace into that section? This may force your party argument story into fourth place, but you will now be giving it new life by changing pace after the street fight story

Structuring the bulletin

Now you understand the basic principles behind building a news bulletin, you can start thinking about how the stories and components such as headlines and actuality can fit. Bulletins are the broadcasting equivalent of a page on a newspaper, except that in radio and television you are more limited in where you place the different parts because, as we know, news bulletins are linear, therefore all the elements must be placed along the line of time so they are used most effectively.

Starting the bulletin

The start is the most important part of any radio bulletin. It determines whether or not your listeners will stay tuned. Just as the intro is the most important part of a news story, the lead item is the most important one in the bulletin. If your listeners find this boring, they will assume that there is nothing better to come and go out to dig the garden.

If you are faced with a choice between two stories of equal strength for your bulletin lead, choose the story which is more dramatic. If your obvious lead story is rather dull, you should write it in such a way as to add life. Keep the sentences short, the ideas clear and simple. Although you should try to write every story well, you should give special attention to your lead story. This is the one by which listeners will judge the bulletin.

Headlines

Once you have decided on the order of stories, you should write some headlines for the bulletin. It is usual to start a long bulletin by headlining the major stories. This may not be necessary for a short, three-minute bulletin, but for longer bulletins your listeners will want to know what kind of stories they can expect.

Your listeners will use the headlines to judge whether or not the bulletin is worth listening to, so write your headlines to promote the stories in the most powerful way possible.

It is good practice to headline the first two or three most important stories, and also one or two dramatic stories which come later in the bulletin. Many stations also like to headline the final story, on the assumption that, if they make the headline attractive enough, listeners will stay tuned to the entire bulletin until they hear that story.

You should write headlines for dramatic stories in such a way that you hint at the drama without giving away all the details. Remember that if you tell everything in the headlines, listeners have no need to hear the rest of the bulletin.

In English bulletins, headlines do not have to be grammatically complete. They can be more like newspaper headlines, stripped down to the main words. The following are examples of possible headlines:

"More trouble for the Asean alliance."

"Twelve die in a mine blast."

"Why Russia is angry with Israel."

When writing headlines about announcements or humorous stories, it is best to be mysterious, to keep the real information secret until the listeners hear the story itself. Such headlines are sometimes called teasers, because they tease the listeners' interest.

For example, if you have a story about rising petrol prices, you might write the headline "Motorists face another shock at the petrol pumps". Never write the headline "Petrol is to rise by 10 cents a litre" - that gives the whole story away, and your listener can now tune to another station's bulletin or go and dig the garden again.

Closing stories

Sometimes called tail-enders, closing stories are almost as important as lead stories. They are the last stories your listeners will hear and remember from the bulletin. You need to choose them carefully. However, because many listeners do not maintain their attention throughout the whole bulletin, you should not keep your best stories to the end.

Light or funny stories make the best tail-enders. They add relief and a change of pace to heavy bulletins. They should be written in a more informal way than other stories, possibly with a play on words which your listeners will appreciate.

It is usual in English radio bulletins to signal the light tail-ender with the words "And finally...", as in the following example:

And finally, police in Apia are looking for a thief who broke into a house last night ... and left his trousers behind.

Be careful, though. Humorous stories may not be appropriate if the rest of the bulletin is dominated by a major tragedy.

Closing headlines

With longer bulletins, you can use closing headlines to remind your listeners of stories they may (or may not) have heard 10 minutes earlier.

Again they should be the major stories of the bulletin, excluding the tail-ender, which they should have just heard anyway.

Unlike opening headlines, which should attract your listeners to listen to the bulletin, closing headlines are simply there as a service, especially to listeners who may have tuned in late.

Each closing headline should be a summary of the main point of the story, written in one sentence. Any longer and they become a repeat of the story itself. Do not simply repeat the opening headline or intro of each story as a closing headline.

This is laziness which does not serve your listeners. Never repeat teasers as closing headlines: give the details.

Closing headlines are usually introduced with a phrase like: "Now to summarise the main stories, ..."

POLITICAL DISCUSSION

Over the past several years, political talk has become extremely heated. There was a time when polite people weren't supposed to discuss in social settings (politics and religion), but today, that seems a tad too strict.

Discussing politics can be quite enlightening and healthy in a relationship as long as it is done with respect. Unfortunately, the respect factor is often a sticking point. Once the political discussion begins, people who start out with the best of intentions often become defensive and then offensive

Be cautious about where you discuss politics. If you're not careful, a heated political discussion at the office can ruin your reputation at the office and hurt your prospects of moving up the corporate ladder. When you get into a debate with friends, you could damage even a long-term relationship. And when you demand to have your say at the dinner table during a family meal, you might cause indigestion in those who love you the most.

One thing we all need to remember is that tirades, rants, and name-calling will never win over someone who disagrees. It might make you feel better momentarily, but after a while, you may regret some of the things you said in the heat of the moment. Even if you don't, friends who have been subjected to your outbursts may walk a wide berth around you in the future.

1. Know what you and others can handle. If you are someone who loves a heavy-duty political debate, go right ahead and have at it. On the other hand, if you are easily offended and get your hackles up when someone attacks your political views, don't let the conversation go in that direction. There is no point in damaging an otherwise healthy relationship for the sake of a political conversation that will leave you feeling hurt or angry.
2. Listen. Give everyone a chance to speak before you break into a long discussion. Speaking from experience, we know it's difficult not to interrupt when you agree or disagree strongly with something that is said.
3. Avoid an accusatory tone. If a debate ensues, try to keep your tone even and without any hint of accusing someone of being anything negative (stupid, unenlightened, immoral, or anything that can start a heated argument).
4. Avoid name-calling. The second someone calls another person in the group a derogatory name, the discussion is on dangerous ground. Don't be that person.
5. Ask questions. If you aren't clear on a point that someone is making—whether you agree or disagree—ask specific questions to clarify. And then give the person a chance to answer without interruption. You may be surprised and learn something when she answers.

6. Don't take anything personally. Someone may oppose your political beliefs, but if she is your friend, it's obvious that she likes you as a person. Don't consider yourself affronted just because someone disagrees with your political views.
7. Don't sling arrows or use foul language. If you know you're in the presence of someone who has opposing views, don't take jabs at people who believe what she does and don't use swear words. That will only drive a wedge between you, and you may never be able to repair the relationship in the future. Polite language will keep others listening and engaged in the conversation.
8. Do research. Before you state something as fact, research the details. Your argument won't stand up if you misquote or misrepresent the facts. Be careful who or what you quote. One thing that we've always found amusing is the comment, "I read it somewhere." We would want to know where you read it and who wrote it.
9. Find common ground. Don't assume that just because you follow an opposing political party that you disagree on all issues. There must be something you can agree on, or you wouldn't be friends.
10. Give praise. When the other person makes a good point, even if you don't agree with the general concept, give her credit by saying something like, "I can see your point," or "Now that you put it that way, it makes sense." Saying this shows that you are listening, and you respect the other person's opinions, even if you don't agree.

TELEVISION CHANNELS AND POLITICAL AFFILIATIONS

Media is one of the potent tools to launch a robust political narrative in any society. The information that is relayed and then consumed by the audience has a direct bearing on the public opinion. This information is critical for a democracy to survive and dissent to thrive. However, in India, there has been a worrying trend in recent times, when media has, more often than not, come under scrutiny for drifting away from its purpose to relay information and refrain from catering to any specific interests.

The association of power with media goes back a long way. Control of media has been instrumental in manufacturing public consent and controlling dissent. This control of the information space can happen through a variety of channels. Direct control by imposing strict laws and legislation that limit the scope of what can be reported, influence through state funding such as for advertisement or covertly by the way of owning the media. The latter is a subtle and innocuous way of controlling the political discourse and limiting critical reportage. Additionally urging media outlets to perform self-censorship through several pressure strategies happens to be a tool for control.

The Indian media landscape has changed significantly over the last decade. With the advances in technology, the media industry has been burgeoning like never before and expanded its reach, in terms of the number of outlets, whether in television, radio or newspaper. While this has set an impressive trend for market growth, the underlying consequences of this rapidly growing media landscape has thrown up a few challenges as well. The people with access to the corridors of power have been successful in influencing dissemination of information through media houses, by partially owning these outlets, and tangentially influencing the way news are presented. Clearly, ownership of the media significantly affects the perspectives presented in the reporting and bias becomes inevitable in such circumstances.

Within the sample of this study, as many as ten media owners have direct or indirect links with politics while some of them even represent a political party. There are countless others however, who have refused to declare their political affiliations, but yet own media companies. Between them, media owners with political links control a sizeable share of viewership/readership.

Various regional news channels are also partly or wholly owned by politicians. One of the reasons that politics and media are closely intertwined in these regions could be the fact that regional political parties are playing an important role in India as they are particularly strong in reaching the mass, and national parties like the Congress and the BJP, partner with regional players during elections. These strong political outfits eventually chose to have their own mouthpieces, the media outlets

It is starkly evident that media is owned by those people who have direct access or are in close proximity to power. Their media channels are likely to rather focus on influencing and creating opinions than on the unbiased dissemination of information. The ownership by people with political connections could easily impact news dissemination, leading to a perception of being potential propaganda machines that serve the agenda of a certain political ideology or thought.

NEWS CHANNELS

News broadcasting is the medium of broadcasting of various news events and other information via television, radio, or internet in the field of broadcast journalism. The content is usually either produced locally in a radio studio or television studio newsroom, or by a broadcast network. It may also include additional material such as sports coverage weather forecasts, traffic reports, commentary, and other material that the broadcaster feels is relevant to their audience.

The news is current information made available to public about what is going on. It enables the people to make up their minds as what to think and how to act. News is a truly, concise and accurate report of the event. A news is the report of an event and what an event itself. News means the record of the event that has taken place in a particular era.

News channels that broadcast on the television have a range of advantages and disadvantages, which are discussed in detail below. Their main function is to collect news stories from around the world, or from particular regions, and broadcast them on the television so the public can learn more about them. News channels aim to connect the average viewer with the big stories of today, and they use a number of methods to do this, including showing live footage from various locations and interviews with notable figures. However, many do not believe they are always effective, and others think some news channels can display biased views.

Some News channels may display a prominent bias, particularly if they are reporting on stories relating to their own organization. What's more, News channels are often accused on focusing on the wrong issues. For instance, in recent weeks there has been extensive coverage of the News of the World hacking scandal, but much less of the famine in Africa. News channels often send their reporters to dangerous locations and journalists have been injured, kidnapped and even killed whilst working in unstable locations such as Middle Eastern war zones.

IMPACT OF TELEVISION ON POLITICS

The television remains the first source of information about elections, as opposed to what one might have thought with the growing use of the Internet. As a matter of fact, a survey showed that the Internet replaces mainly the written newspapers,

whereas television keeps its first rank, with 58 % of users, against only 14 % for the Internet¹². "A broader leader effect is expected in countries where there is a higher percentage of citizens dependent on television for their political information, since television is the medium most likely to produce the cognitive and symbolic primacy of the images of leaders in an election campaign.

In a democracy, it would be reasonable to put arguments and ideas of candidates (logos) as mandatory elements determining the voting choice. Several studies tried to show the impact of television on political practices and politics per-se. The result is a distinction made between the political logos, muthos and ethos. The logos refers to all rational speeches designed to enlighten the public opinion about the positions of the various political programmes. In this case, the logos can be understood as all public exchanges about the ideas of a political party and its candidate.

As this image is in perpetual movement, in the television process on one side, but also in the slow progression of the campaign on the other side, it seems more appropriate to define it as a gesture. This term, taken in a generic meaning, has a phenomenological dimension. Briefly explained, the gesture obeys to a certain necessity of the world's dynamic, and participates in it. By seizing one (or several) of its characteristics, it transforms it (them) and sends it (them) back into the world, under a new but possibly coherent shape. In this case, the gesture of a candidate would be to re-appropriate the perception that voters have of him, to shape it and make it adequate to the electoral climate³¹, without hurting the well-established feelings. The perception has to be shaped so as to reflect the issues of the moment, which are themselves partially shaped by political and media contexts.

Television gave elected officials and candidates for office an unprecedented way to speak directly to millions, face-to-face [source: Of course, it didn't take long for that direct contact to be mediated, mostly by the network executives, producers and reporters who put together nightly news programs. Trends like sound bites, talking heads and the dramatic nature of television news coverage have led critics to accuse TV of creating a less factual, more negative form of political coverage
COMPUTER REVOLUTION AND POLITICS (INTERNET, EMAIL, BLOG, E-COMMERCE)

The computer revolution that started in the latter part of the 20th century is potentially just as significant as the industrial revolution that began two centuries before it—and it may well turn out to have even more impact on the way that human beings live, work, and communicate with each other.

One of the major developments to come out of the advances in computer and communication technology was the creation of the internet, an innovation with effects on the economic and social development of humanity that are still evolving and being assessed.

Given the huge influences on work and entertainment, plus the effective further democratization of information, the long-term effects may be societies evolving different structures, as well as humans developing a different view of themselves.

The effects may not all be positive, however. Increasing restrictions and spying by governments, child pornography, bullying are just a few examples of negatives that the internet has brought with it.

Advantages of the Internet Revolution

Speed of communication: The internet means that people can communicate using a variety of media types in real-time over long distances now. In the past, the telephone and fax machines were the only devices that could communicate in real-time, and they had major limitations.

Interactive link-up: Unlike traditional media such as books, which are static and read-only, the internet can provide services that constantly update and are genuinely interactive. That means that many sources of information, at least in theory, never go out of date, as happens with traditional media such as printed books or newspapers.

Global scale: The worldwide web links up the entire planet in a way that has never existed before. It is truly international and brings humanity together.

Freedom of ideas/democracy: For the first time in history, there can be a free exchange of ideas on a local, national, and international scale. Oppressive regimes now struggle to control their population's access to news and other information, and the internet can be a useful tool for those organizing protests.

Pooling of knowledge: The entirety of human knowledge and experience can be stored online and be made accessible to anyone in the world who has a computer and an internet connection.

New forms of communication: Email, webcams, chat rooms, and websites are just some of the new ways that people have of communicating that wouldn't have come into existence without the creation of the internet.

Wi-fi technology and integration of mobile phone technology mean that people no longer have to carry huge amounts of information around in bulky things like books and CDs when they are on the move and can instead store information online.

E-commerce: Browsing stores and comparing prices, online banking, buying plane tickets, and ordering products from the comfort of your home is now an everyday reality, thanks to the internet.

Entertainment: The internet has created a revolution in the entertainment industry and provided enormous increases in the choices available for people, whether it's music, movies, or new forms of activity such as online games. Modern generations have access to massive amounts of media, as well as increased freedom to experience things like movies and TV shows at a time and place that suits them.