

PREFACE

In a bid to standardise higher education in the country, the University Grants Commission (UGC) has introduced Choice Based Credit System (CBCS) based on five types of courses viz. *core, discipline specific, generic elective, ability and skill enhancement* for graduate students of all programmes at Honours level. This brings in the semester pattern, which finds efficacy in sync with credit system, credit transfer, comprehensive continuous assessments and a graded pattern of evaluation. The objective is to offer learners ample flexibility to choose from a wide gamut of courses, as also to provide them lateral mobility between various educational institutions in the country where they can carry acquired credits. I am happy to note that the University has been accredited by NAAC with grade 'A'.

UGC (Open and Distance Learning Programmes and Online Learning Programmes) Regulations, 2020 have mandated compliance with CBCS for U.G. programmes for all the HEIs in this mode. Welcoming this paradigm shift in higher education, Netaji Subhas Open University (NSOU) has resolved to adopt CBCS from the academic session 2021-22 at the Under Graduate Degree Programme level. The present syllabus, framed in the spirit of syllabi recommended by UGC, lays due stress on all aspects envisaged in the curricular framework of the apex body on higher education. It will be imparted to learners over the *six* semesters of the Programme.

Self Learning Materials (SLMs) are the mainstay of Student Support Services (SSS) of an Open University. From a logistic point of view, NSOU has embarked upon CBCS presently with SLMs in English / Bengali. Eventually, the English version SLMs will be translated into Bengali too, for the benefit of learners. As always, all of our teaching faculties contributed in this process. In addition to this we have also requisitioned the services of best academics in each domain in preparation of the new SLMs. I am sure they will be of commendable academic support. We look forward to proactive feedback from all stakeholders who will participate in the teaching-learning based on these study materials. It has been a very challenging task well executed, and I congratulate all concerned in the preparation of these SLMs.

I wish the venture a grand success.

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Vice-Chancellor

Netaji Subhas Open University
Under Graduate Degree Programme
Choice Based Credit System (CBCS)
Subject : Honours in English (HEG)
Media and Mass Communication Skills
Course Code : GE - EG - 21
Modules 1, 2, 3, 4

First Print : October, 2021

Printed in accordance with the regulations of the
Distance Education Bureau of the University Grants Commission.

Netaji Subhas Open University

Under Graduate Degree Programme

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**Netaji Subhas
Open University**

**UG : English
(HEG)**

Media and Mass Communication Skills

GE - EG - 21

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Module - 1
Introduction to Mass Communication

Unit-1 □ Literature and Mass Media

Structure

1.1.0 Introduction & Objectives

1.1.1 English Literature and Journalism

1.1.2 Summing Up

1.1.3 Comprehensive Exercises

1.1.4 Suggested Readings

1.1.0 Introduction & Objectives

This unit will help us to understand the relationship between English Literature and Mass Media.

1.1.1 English Literature and Journalism

Social, cultural and economic values often brought them together only to keep them apart later as separate discipline.

Aristotle's Poetics argued, while modifying Plato's theory of poetry that art exists as imitation of life. Art, thus, mirrors, emulates and reflects life in its many forms. When Literature, a branch of art, becomes not just a reflection but criticism of life, it comes to resemble journalism. Journalism is not an art for it depends largely on craft, something that draws its sustenance from multiple skills. Yet those skills are ones drawn from art. Despite the photographic reality it presents to its readers, the skill often has to invoke creative power, ability to describe life and its complexities, do photography with an aesthetic appeal and design pages with intelligible infographics. And this is where the overlapping of content, style between these two distinct branches of knowledge starts. The images of the war for example that newspapers created during the first world wars not only inspired great literature but also widely acclaimed paintings like the one in 1915, drawn by George Paul Leroux in which soldiers were seen burying their comrade in the moonlight.

Art and literature traditionally occupied an exalted position in society and journalism took time to be recognized as an independent genre. In Victorian period

critics felt Journalism relates itself to humdrum worldly issues like democracy or other forms of governance. Many critics including Matthew Arnold derisively referred to language of journalism as unacceptable. That journalism is also too ephemeral, not even lasting till evening, has gone against it; it has made critics cite the case of newspapers as inferior, superficial, compared to literature which enjoyed an enviable shelf life ; art's enduring appeal even makes it outlive a life, as John Keats in his poem "Ode to the Grecian Urn" suggests. Journalism thus has to live within its temporary appeal, often summed up by the old saying—today's news, tomorrow's fish wrap". A pop singer Elvin Costello even went on to write a lyric on this perpetuating newspapers transient image : "it would mean a thing later \Yesterday's news is tomorrow's fish and chip paper".

Yet if one believes in what US author Henry David Thoreau had written—"the newspaper is a Bible which we read every morning and every afternoon"—newspaper is a mass media that held sway over more readers, alter their visions much more at a given time than what often a novel or a poem could do, a reason why large number of authors were attracted to journalism at their early stage. Till 1830, newspapers were still sticking to their own format of producing news; literature and journalism maintained their mutually separate coexistence. For much of the eighteenth century in UK when age of reason brought sanity back to collective psyche from the emotionally volatile Elizabethan age, the age of the renaissance of wonder, literature and journalism lived side by side. In the early experiments of journalism through a spate of periodicals, leaflets when Richard Steele and Joseph Addison launched periodicals 'Tatler' and "Spectator", literary exponents were using their own literary forms to lampoon society. By the turn of the century, with the dawn of romanticism and later in nineteenth century when newspapers were emerging gradually as a viable business models, there seemed to be many entrepreneurs, at least some drawn from the world of literature. The newspapers were gradually evolving its own idioms, adopting a different method of storytelling. Yet its mass appeal even prompted a poet like S T Coleridge to launch a periodical, The Watchman in 1796, later turning it into a weekly newspaper. In nineteenth century, almost all writers got involved with the periodical press. Eminent authors like Charles Dickens were part of the contributory nature of authorship in which the authors' novels appeared in installments in periodicals and magazines. Dickens even published twenty of his sketches of London in The Evening Chronicle, a newspaper that ran from 1835 -1847.

Nineteenth century was also an age which witnessed change in material conditions, rapid industrialization helped people earn disposable income, literacy among the workforce increased rapidly, people had more leisure hours to spend in reading .This

was fully used by the print industry to its advantage and a new format in writing that was easy to read thus making information accessible to ordinary readers evolved. In US, 1833 sprang a new innovation in journalism when Benjamin Day introduced Penny Press by launching "New York Sun", a one penny newspaper. No wonder, this widened the mass appeal of newspapers.

By the time First World War broke out, this format of writing, an aggregation of facts followed by elaboration of developments in inverse pyramid reached its saturation point, many attempting to break out of its mould like Ernest Hemingway whose narrative style was least like the conventional war reporting. Hemingway worked for Toronto Star for which he filed over 80 stories when he was covering Greco Turkish war during which he watched Smyrna burn.

As Spanish Civil War broke out in 1936, Hemingway reached Spain to cover the war for the US newspaper alliance and the experience that his coverage helped him acquire made him write novels like "For Whom the Bell Tolls", a classic that echoed anti war sentiment so vocally. Hemingway may be one of the earliest authors to show how journalism can be a launch pad for becoming an author and a Nobel winning one too. Literature thus was never far away from journalism.

Sixties lurched from one experiment to another despite political and social upheavals on the one hand and innovations on the other that paved the way to man's landing on moon in 1969. If innovations were making civilization forge ahead with new discoveries, can Journalism just sit and watch? Its old style seemed to have come under new pressure in the late sixties and seventies. An effort now appeared to be underway by journalists to build a bridge between literature and journalism. A new form of journalism hit the horizon. Most apparent feature of this new journalism was a change in style and use of language that, since then, was not encouraged. It mixed fact and fiction in one of the strangest of experiments, not admired by everybody.

This is the first time in the history of print media journalism and literature was packaged in a variety of hybrid genres. After traveling on separate tracks for long, fiction was used as a form of alternative journalism, described in innovative language and expression. This eventually got a name, "New Journalism".

The term "New Journalism" was coined by noted author Tom Wolfe in a collection of articles he published under the same name "new journalism". These included writings by Truman Capote, Hunter S Thompson, Norman Mailer, Joan Didion, among others, besides his own. These authors were not disrupting the newspaper style so much as they focused on feature writing, human interest stories

, analytical articles catering to the demand for content in newly launched magazines like *The Atlantic Monthly*, *Harpers, Co Evaluation Quarterly*, *New Yorker*, *Rolling Stone* etc.

By 1960, Truman Capote(1924 -1984) became famous for his novel, “*Breakfast at Tiffany*”, that was also made into a Hollywood film. Capote began his career as a copyboy of *The New Yorker* in the early forties. In the late sixties, he began this experiment on new journalism.

His interest in the murder of a family in Kansas led to a long investigation that became the theme of his nonfiction novel, “*In Cold Blood*” (1966), most successful and acclaimed book. By treating the real events with fictional techniques, Capote intended to create a new synthesis, something that was purely factual yet a work of art. When the book came to be serialized in *New Yorker*, this became so popular that he was able to be exposed to newer segment of readers. In an interview with the journalists for the programme “*The Public Eye*”, he said: “The interest of the book is in how it sets out to explore what I consider an unexplored literary medium and what one does with it”. Many looked at the new genre as “a creative non-fiction”.

Tom Wolfe (1930 to 2018), second most important face of this experiment wrote: “The New Journalism was the term that caught on eventually... At the time... one was aware only that all of a sudden, there was some sort of artistic excitement in journalism, and that was a new thing in itself.” Like Capote, Wolfe too achieved success in the sixties for many of his innovative nonfictions but his bigger success came only in the eighties when he wrote his first novel, “*Bonfire of Vanities*” which was made into a film as well as earned for him critical acclaim. The novel appeared in 27 installments in *Rolling Stone* magazine starting in 1984. Wolfe later revised it heavily before it appeared in a book form. The book is an outstanding, cleverly constructed satire of the 1980s in America, and particularly in New York City.

The book's central character, Sherman McCoy, is a young investment banker with a fourteen-room apartment in Manhattan where he lived with his fashionable wife. When he is involved in a freak accident in the Bronx, he comes to meet legal professionals, political leaders, the press, the police, the clergy, and assorted hustlers. The assortment of a character gallery in the novel thus takes the readers into a hidden life in New York, a virtual human comedy in the last years of the twentieth century. It is a city that also then split and burnt over racial and ethnic hostilities. This rather troubled landscape comes alive through the eyes of McCoy's wife and his mistress.

The “*Bonfire of the Vanities*” ‘detailed description of the life in New York is

on model of on-scene reporting that Wolfe's great nonfiction bestsellers had followed in his earlier writings like *The Right Stuff*, *Radical Chic & Mau-Mauing the Flak Catchers*, and *The Electric Kool-Aid Acid Test*.

Wolfe wrote told an interviewer: "It was the discovery that it was possible in non-fiction in journalism, to use any literary device from traditional dialogism of the essay to stream of consciousness and to use many different kinds simultaneously or within a relatively short space...to excite the reader both intellectually and emotionally".

New Journalism did not go unscathed by critics; it came under attack despite its innovative style, contemporary journalists and writers criticised it for being 'sensationalized personal account of facts'.

It was criticised for sacrificing the notions of objectivity in preference for a more personal style. Robert Stein had argued that in the new journalism, the eye of the beholder was relied on. It is personal nature that acted as a recipient of reality that existed outside, something that would be dangerous for the future of journalism. However, Capote and his ilk maintained new journalism had greater depth and dimension in narrative technique than the usual objective, factual reporting.

The new journalism traveled to India as well towards the late seventies and eighties when the country witnessed a boom in periodicals industry. Eighties is the time when Indian journalism began experimenting on new trends, bringing out supplements along with newspapers and new magazines on film, life style hit the stands.

Already "The Illustrated Weekly of India" was reflecting on this new trend, especially when the magazine came to be edited by the dynamic leadership of Kings College, London educated Khushwant Singh, (1915 -2014) who created a new idiom of journalism mixing facts, gossip and often Urdu couplets in his syndicated column. His experience in politics, as a journalist paved the way for his nonfiction literary book, "Train to Pakistan". In his "Mark of Vishnu" when he savaged superstition in flair of language, new in India, he was echoing the international trend of new journalism. Singh had earlier edited Hindustan Times, National Herald besides Weekly.

When in the late seventies, the same weekly came to be edited by another successful young Indian poet and author, Pritish Nandy, it broke a new threshold. The weekly explored documented facts in literary but lucid style, published unconventional stories, profiles in edition after edition it became, what Nandy told an interviewer, "the most discussed magazine of the country".

Son of an editor father, Dom Moraes (1938-2004), poet, author and journalist introduced a style in Indian journalism in the seventies which is a shrewd mix of literature and facts, something that exponents of new journalism in US had started. Dom Moraes too edited magazines in London, Hong Kong and New York. He became the editor of *The Asia Magazine* in 1971 and in the seventies, he came to be recognised as “greatest prose stylist of India”.

When his book, “Where Some Things Are Remembered: Profiles and Conversations,” carried a blurb by Amitav Ghosh who described his articles as a collection of the “finest literary journalism”, he seemed to be another author-journalist in India who blurred the dividing lines between literature and journalism.

So Literary journalism, a trend that US experimented, became a new style of Indian writers too. Calcutta felt the wave of new journalism in the seventies when established authors were contributing columns to newspapers, both English and vernacular language dailies. Ananda Bazar Patrika (ABP) was being edited then by Santosh Kumar Ghosh (1920-1985) who turned it into the most modern language daily in the city. ABP picked up new style of writing fast in the process of its transformation from its old, conventional letter press format to a brand new look, both in content and style. All the major writers of Bengal including Sunil Gangopadhyay, Gaur Kishore Ghosh were contributing columns for ABP.

Ghosh who also took to writing fictions later in his career drew his material from his experience as a journalist. He discarded the stereotypically archaic Bengali language and introduced a style which made common man understand.

In constant search for new style, Ghosh became a trend blazer bringing in Bengali journalism a much required human touch, more descriptive stories as content, on spot reporting. Years later when he wrote fictions like ‘Kinu Goalar Gali’, ‘Sudhar Shahar’, he was never disconnected with the newspaper ethos. In Kinu Goalar Gali, he dealt with a sensitive subject like the degeneration of human values during the turbulent post world war 2 years. This connected the Bengali readers to a global reality. The book was translated into a number of Indian languages and was later made into a film.

1.1.2 Summing Up

In this unit we have discussed about the relationship between Literature and Journalism.

1.1.3 Comprehensive Exercises

● **Short Answer Type Questions :**

1. What do you mean by the term “New Journalism”?
2. Who coined the term “New Journalism”?
3. Who became famous for his novel, “Breakfast at Tiffany”?

● **Long Answer Type Questions :**

1. What is the importance of literature on Journalism?
2. Trace the relationship between Print media journalism and Literature.

1.1.4 Suggested Readings

- Mass Communication in India (4th Edition) by Keval J Kumar
- Mass Communication: An Indian Perspective by Subir Ghosh
- Communication Models by Uma Narula
- Introduction to Communication Studies by John Fiske
- Mass Communication Theories by Denis Mcquail

Unit-2 □ Meaning and Functions of Mass Communication

Structure

- 1.2.0 Introduction & Objectives**
- 1.2.1 Introduction to Communication**
- 1.2.2 Definition of Communication**
- 1.2.3 Models of Communication**
 - 1.2.3.1 Aristotle's Model of Communication**
 - 1.2.3.2 Lasswell Model of Communication**
 - 1.2.3.3 Shannon-Weaver Mathematical Model**
 - 1.2.3.4 Osgood Schramm Model of Communication**
 - 1.2.3.5 Berlo's Model of Communication**
 - 1.2.3.6 Newcomb's Model of Communication**
- 1.2.4 Mass Communication**
- 1.2.5 Nature of Mass Communication**
- 1.2.6 Functions of Mass Communication**
- 1.2.7 Summing Up**
- 1.2.8 Comprehensive Exercises**
- 1.2.9 Suggested Readings**

1.2.0 Introduction & Objectives

The word Communication has been derived from the Latin word '*Communis*' which means to share. It is a process that involves exchange of perceptions, messages and information through visuals, writings, speeches, symbols and gestures. There are several levels of communication; mass communication is one of the most important

levels of communication. In this unit, we will learn about the various aspects of mass communication. In this unit, we are going to discuss about the meanings, nature and functions of Mass Communication.

1.2.1 Introduction to Communication

The uses and understandings of the term ‘communication’ have changed a lot from its original meaning. The meaning of the term was first associated with ‘means of transport’ and later with ‘transmission’. The English word ‘communication’ has derived from the latin word (noun) ‘communis’ which means ‘sharing’ and verb ‘communicare’ which means ‘to make common’.

It is very difficult to define the term in the ambit of media and cultural studies. It encompasses a multitude of experiences as well as variety of happenings and events.

1.2.2 Definition of Communication

The Encyclopedia Britannica defines ‘Communication’ as the exchange of meaning between individuals or groups through a common system of symbols and language’. Thus, it is the exchange of thoughts, messages or information as by speech, visuals, writing or behavior.

Schramm defines communication as ‘tool that makes societies possible and distinguish human from other societies’.

Berelson and Steiner defines ‘Communication’ as the transmission of information, ideas, emotions, skills through the use of symbols, words, pictures, figures and graphs.

Roger says, ‘Communication is the process of transmitting ideas, information and attitudes from the source to a receiver for the purpose of influencing with intent.’

Communication has been considered as an important topic of study during the late 1920s. According to famous communication scholar Subir Ghosh, a theory is nothing more than the refinement of everyday thinking. ‘They are only rational efforts to explain the world based on available data and knowledge’. Communication is indeed a very complex process. Through models scholars tend to simplify the process.

1.2.3 Models of Communication

1.2.3.1 Aristotle's Model of Communication

From the beginning of civilization, the power of communication has been recognized. Plato once wrote, "What is there greater than the word which persuades the judges in the courts, or the Senators in the Council, or the citizens in the Assembly, or at any other political meeting? If you have the power of uttering this word, you will have the physician your slave, and the trainer your slave, and the money maker of whom you talk will be found to gather treasures, not for himself, but for you who are able to speak and to persuade the multitude."

Plato's disciple Aristotle contributed to the Communication studies with a model of communication which is still very relevant. He described the oral communicative skill as 'the effective use of all the available means of persuasion.'

He divided the oral communication process into three distinctive parts: a speaker, a message, and a listener. Aristotle emphasized that it is the person addressed, who holds the key to successful communication. According to Aristotle, the goal of communication is to persuade others. He developed a symmetrical model of communication that contained five essential elements:

Speaker>Speech (message)>Audience>Occasion>Effects

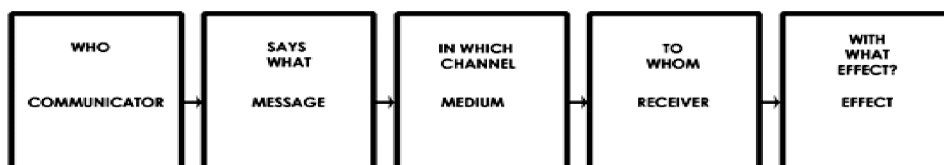
He emphasized that messages are important in terms of human behavior.

His 'rhetoric' model of communication was at the centre of educational system for some 2000 years. Today also, when we attempt to measure the effect of communication we refer to this model of communication.

Other Western models of communication are also influenced by this particular model of communication.

1.2.3. 2 Lasswell Model of Communication

Harold Lasswell, a pioneer in communication research offered a linear, one way model of communication in 1948. This model explains the message flow in a pluralistic society.



His model of communication starts by finding out who the sender is and what he says. In the third stage he emphasized on the medium of transmission. The fourth stage gives attention to the receivers and the last stage is focused on the effect of the communication process on the receivers.

Scholars often criticized the model for being too simplistic. Still it is very relevant in communication studies.

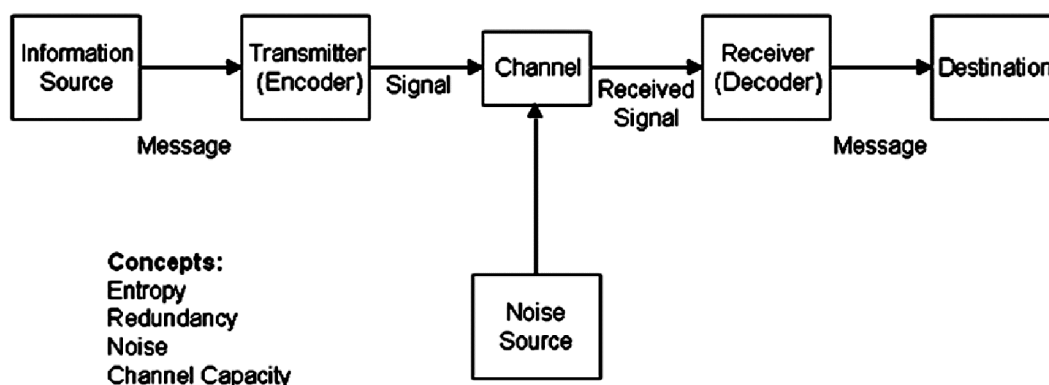
1.2.3.3 Shannon-Weaver Mathematical Model

The model designed by Claude Shannon and Warren Weaver is a seminal contribution to the Communication research. Shannon and Weaver were not scientists. They were engineers at Bell Telephone Laboratories in the United States. This particular model is not at all interested in the sociological or psychological aspects of communication. It sees communication from the technological aspect only.

The model depicts that the process of communication consists of five elements. Those are- an information source, a transmitter, a channel of transmission, a receiver and a destination. Here, the message originates at a source, a transmitter sends the message through a channel to the receiver and at the final stage the message is received by the receiver and reaches the destination.

The study also includes the presence of noise in the whole process.

The Shannon-Weaver Mathematical Model, 1949

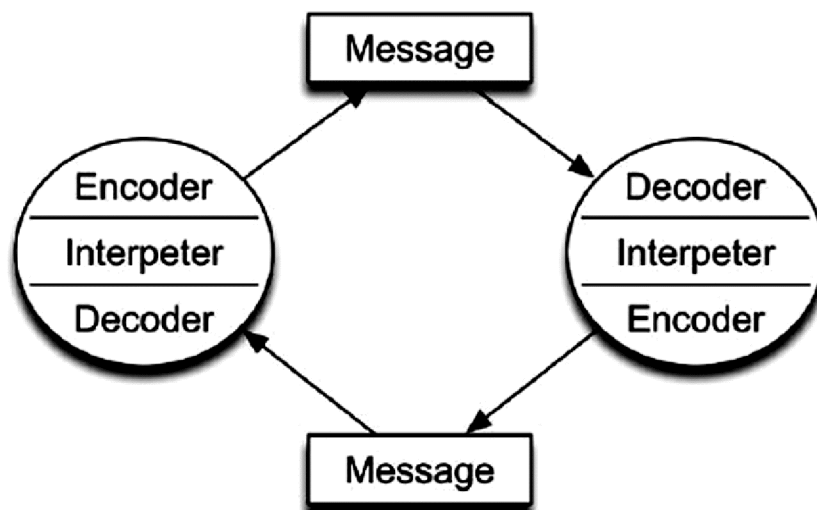


The model inspired the scholars to study communication scientifically. Interestingly, the model does not have a provision of feedback. Critics also argue that they saw communication from a mere technological aspect. It skips the content part of the process of the communication.

Later, many scholars contributed to improve many loose ends of the communication model.

1.2.3.4 Osgood Schramm Model of Communication

Psychologist Charles Osgood stressed on the social nature of communication. Shannon & Weaver primarily focused on the technological improvement of the process. But Osgood focused on the human aspect of the communication. Schramm and Osgood propose a model of communication which shows communication as a circular process.



Osgood and Schramm's circular model of communication

The model emphasized that the communication is a circular process and not a linear process. The role of the encoder and decoder frequently changes their roles and position in the process. It is an ongoing and reciprocal process which helps the society to function. Here, every participant work together to create meaning of the process.

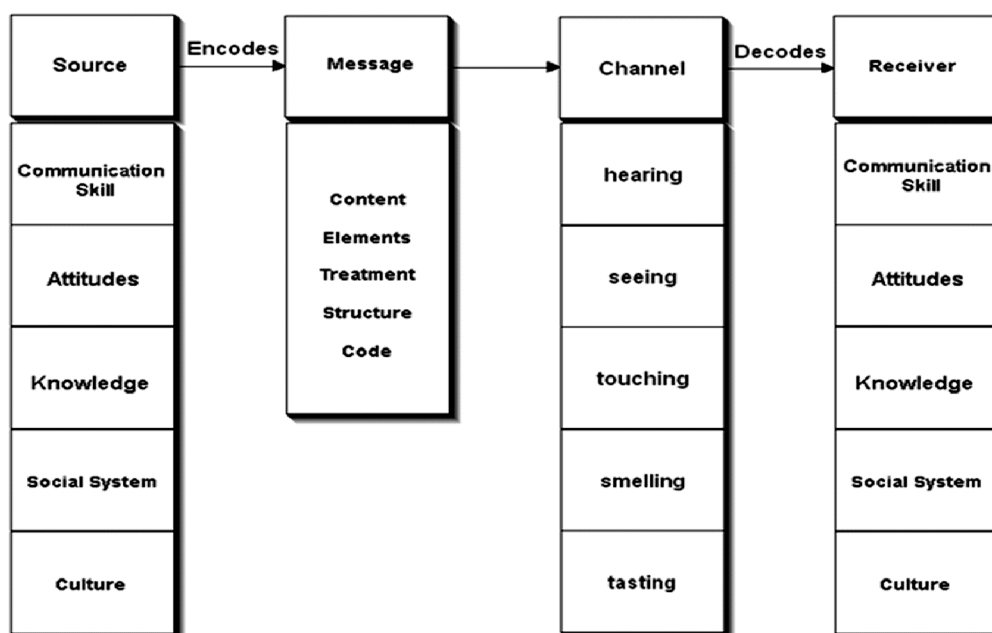
Schramm pointed out that the participants in the communication process are always very sensitive to feedback. Even, without feedback no communication can be effective.

Rather, a sender always modifies his message on the basis of the feedback from the receiver. The model conveys equality between the sender and the receiver.

1.2.3.5 Berlo's Model of Communication

David Berlo, head of the department of Communication, Michigan University, presented a model content or message centric model in 1960. He stressed on the psychological aspect of communication.

Berlo's Model of Communication



A Source encodes a message for a channel to a receiver who decodes the message: S-M-C-R Model.

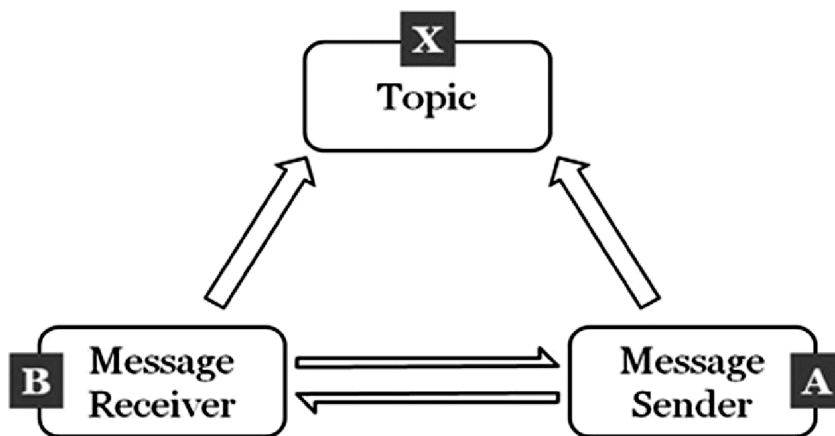
According to the model, four basic components of the process of communication are Source, Message, Channel and receiver. Probably it was the first model which included the effect of communication in itself.

Later in his relational models of 1970s Schramm was concerned with the effects of communication on the receivers and he used the effects and effect analysis components from Berlo's Model. It is the model which shows the process of communication as a process of interpretation, not only as a process of decoding.

1.2.3.6 Newcomb's Model of Communication

Theodore Newcomb observed the process of communication from a sociological approach. It was not a linear model of communication as suggested by the early communication scholars.

The model has a shape of a triangle. The points A and B represent two individuals and X represents an object or topic known to both A and B. The model depicts that when one person (A) transmits information to another individual (B) regarding 'X' the attitude or orientation of them towards X and towards themselves are interdependent.



The Newcomb's Model

Newcomb assumes that any system is characterized by a balance of forces. Any change in the system will cause imbalance in the system. It proves that we always have social and psychological support for our attitude. It also suggests that balance between two individual can also be restored through communication. Newcomb noted that communication is likely to happen under certain conditions such as-

1) Where there is affinity between persons, 2) when the object X is relevant to both, 3) when X is important to at least one of the individual.

We discussed about different models of Communication. There are different levels of Communication. For example, the four most important levels of communication are- Intra personal Communication, Interpersonal Communication, Group Communication and Mass Communication.

In the coming sections we will focus on the different dimensions of Mass Communication.

Mass communication has changed the society a lot. There has been a revolutionary change in the concept of time and space for mass communication.

1.2.4 Mass Communication

Mass communication is one of the fundamental activities of modern society. It might be feasible for people to communicate with one another at the interpersonal level with the help of language in the form of speech, but one cannot communicate with masses without using the mass media such as print, radio, films, television and the most recent of them the 'new media'. Mass communication is not merely an extension of group communication. It engages heterogeneous masses at the same time. The feedback in the process of mass communication is also different as the feedback is not immediate like in case of interpersonal and group communication. The feedback is delayed and more complex in mass communication as different type of mass media is used for transmitting the messages to masses. Handbook of Journalism and Mass Communication defines mass communication as 'a process of delivering information, ideas and attitudes to a sizable and diversified audience through use of media developed for that purpose.' Mass communication is a one-way communication because it is one-to-many kind of communication whereas interpersonal communication is most of the times one-to-one communication. What makes mass communication exciting and challenging is the fact that it is one-to-many type of communication where the sender may think or assume to know his/her audience but is never sure to whom all he/she is communicating. The challenges of mass communication have forced people concerned or involved in it to study the nature, attitudes, demography, etc., of the audience as methodically as possible. The shift of journalism studies from language departments to independent interdisciplinary studies is the result of the complexities of mass communication. The role of mass media is very important in a society. Harold Lasswell, a prolific communication scholar, suggested that the media perform four basic functions for society: study the situation to provide information; associate response to information (editorial function); engaging the media user (diversion function); and pass on the country's cultural heritage to future generations (socialization or educational function). In a developing country, the mass media are also expected to play an extra role – to assemble public support for national development.

Definitions of Mass Communication

American sociologist Morris Janowitz defined mass communication as "a process in which comprises the institutions and techniques by which specialized groups employ technological devices to disseminate symbolic content to large, heterogeneous and widely dispersed audiences."

According to Melvin DeFleur and Everette Denis, “It is a process in which professional communicators use the media to disseminate messages widely, rapidly and continuously to arouse intended meanings in large and diverse audiences in attempt to influence them in a variety of ways.”

Barker (1981) defines mass communication is the spreading of a message to an extended mass audience through rapid means of reproduction and distribution at a relatively inexpensive cost to the customer.

Agee, Ault and Emery (1979) defined mass communication as a process of sending a message, thought and attitude through some media to a large number of heterogeneous audiences.

Mass communication process require four important elements, they are:

Sender: The sender, also known as the source is the person who generates information in the communication process. He/she is a critical element in the communication process as his or her socio-economic and educational background influence the quality of the message. In case of mass communication the sources are the professional media institutions.

Message: This is one of the most important aspects of communication process. The source shares a message intended for the consumption of receivers. In mass communication, the messages are processed as articles, features, news story etc. A message has to reach the receiver through a channel.

Channel: The sender sends the message through a channel which is the transmission medium for the message to reach the receiver. A channel is used to convey any information to the receiver. The word channel and media are used interchangeably in mass communication. Mass media like television and internet disseminate the messages with high speed far and wide. The channels can be divided into two broad categories:

Print media: Newspapers, books, magazines etc.

Electronic media: Radio, television, cinema, etc.

Receiver: The process of communication is complete only when the message shared by the sender reaches the receiver and the receiver understood the message of the sender. In mass communication the receivers are widespread, heterogeneous and are separated from the source by a considerable distance.

1.2.5 Nature of Mass Communication

From the above stated definition of mass communication, it is easy to identify the following features of mass communication-

Mass communication experience is public. It means that anybody can be a part of this communication process at any given time without much hassle.

Nature of the media involved in the process defines the mediation in mass communication. E.g., television can transmit news instantly as it is a fast medium; newspaper takes to bring the same news report to the public because of its limitations. This is how nature of the media defines the mediation process in mass communication.

Mass communication is filtered communication. This filtering processing is called gate-keeping. E.g., a news report in a newspaper or on a television channel filtered or controlled at different level by reporter, sub editor, news editor, editor.

It is the most complicated form of communication as it involves complex technology like satellites digital networks, management structure, marketing chain etc.

Mass communication can alter the way the society thinks about events and attitudes.

Mass communication experience is transient. It means that once you used a message (a news report or a film) you may not use it again. The message is meant to be used once and it is gone. Who will read yesterday's newspaper?

Mass communication is mostly one-way communication. The chance of feedback is less and often delayed. In case of interpersonal communication, senders and receivers are in active conversation sending feedback to each other.

Unlike other communicators, mass communicators can't see their audience. Karan Tapar or Pranoy Roy, the leading television personalities in India know that their programmes are watched by millions of Indians. But, they can't see how people respond or react while watching their presentations. That's why they can't change the style of presentation or mode of communication instantly as we do in interpersonal or group communication.

1.2.6 Functions of Mass Communication

Mass Communication plays an essential role in our day-to-day lives. It is an integral part of the society that we live in. In absence of mass communication, the

existence of human society is not possible. Mass communication can take place across wide and vast distances and space. Basic functions of mass communication can be divided broadly into following categories.

Information: The most important function of mass communication is the dissemination of information to the masses through various channels like newspaper, radio, television and the internet. These media effectively and quickly spread important information with news value to the masses. Mass media carry a lot of information which are essential for our day to day lives. The core function of mass communication is the timely dissemination of news. News is one of the most consumed items offered by the mass media to the society. It is through news that people become aware of their surroundings therefore the information provided by the mass media must be accurate, objective, complete and unbiased.

Entertainment: The most widespread function of mass communication is entertaining the masses. It not only provides a route to escape harsh realities but also promotes mass culture and shapes tastes and preferences. Irrespective of their type, mass media are wonderful entertainers. All media have entertainment content. Print media publish cartoons, comics, puzzles, special weekend supplements for amusing people. Films are another big stock for entertainment. Audio-Visual media such as television and radio are also primarily concentrating on entertainment function through their programmes.

Education: Another vital function of mass media is to transfer knowledge for the progress of the society. Education is not merely sharing of information. It is systematically organized information with predetermined goals. Although schools and colleges are primary source of education in our society, mass media also performs this function effectively in today's time. Media are constant educators for the society. They give us inclusive knowledge of selected topics. Non-news content or news-based content like editorials, articles, columns in newspapers provide us with complete idea of a subject. Health Magazines, IT magazines are also examples for education through media.

Persuasion: It is because of its highly persuasive nature, mass communication is often used for advertising products, services, charities and even political campaigns. Persuasion means influencing attitudes or opinions. Mass media have many ways to convince people. Most people develop their opinion from information they get from mass media. Media have direct and indirect methods for persuasion. For public opinion formation, mass media use editorials, news analysis and commentaries. In such cases, the purpose is clear and direct. Advertising is the most obvious method of persuasion. They directly influence purchasing behaviour of the public.

Cultural Promotion- Mass communication plays an essential role in fostering social values by transmitting norms from one generation to the next. It also limits hostile expressions by reinforcing social unity.

Social Contact- Mass Communication cultivates enjoyable companionship.

1.2.7 Summing Up

- There are several levels of communication; mass communication is one of the most important levels of communication.
- Communication has been considered as an important topic of study during the late 1920s.
- According to Aristotle, the goal of communication is to persuade others. He developed a symmetrical model of communication that contained five essential elements.
- Mass Communication plays an essential role in our day-to-day lives. It is an integral part of the society that we live in. In absence of mass communication, the existence of human society is not possible.

1.2.8 Comprehensive Exercises

● **Short Answer Type Questions :**

1. Define 'Sender'.
2. Define 'Receiver'.
3. Define 'Channel'.

● **Medium Length Answer Type Questions :**

1. Explain Aristotle Model of Communication.
2. Explain Lasswell Model of Communication.
3. Explain Shannon-Weaver Model of Communication.
4. Explain Osgood-Schramm Model of Communication.
5. Explain NewComb's Model of Communication.

● Long Answer Type Questions :

1. How do you define the term Communication?
2. Discuss the relevance of Models of Communication in Communication Studies.
3. State the functions of Mass Communication.

1.2.9 Suggested Readings

- Mass Communication in India (4th Edition) by Keval J Kumar
- Mass Communication: An Indian Perspective by Subir Ghosh
- Communication Models by Uma Narula
- Introduction to Communication Studies by John Fiske
- Mass Communication Theories by Denis Mcquail

Unit-3 □ Origin of Mass Communication

Structure

1.3.0 Introduction & Objectives

1.3.1 Origin of Mass Communication

1.3.2 The Theories of Press

1.3.3 Summing Up

1.3.4 Comprehensive Exercises

1.3.5 Suggested Readings

1.3.0 Introduction & Objectives

Communication is a process through which we send and receive information, exchange our feelings and develop human relationships. The term 'Communication' has been drawn from Latin word 'Communis' and 'Communicare'. 'Communis' is a noun word which means common or sharing. 'Communicare' is a verb which means 'making something common'. Communication is an age old process. In this unit, we are going to discuss about the origin of mass communication and the theories of the press.

1.3.1 Origin of Mass Communication

From the beginning of the civilization, every living being communicate in order to live. According to National Communications System, UNESCO, "Communication is part of the very fabric of society. It takes place at all levels between people and between institutions, from government to people, from people back to government, and through many channels both inter-personal and mediated."

In the previous unit the meaning of Mass Communication has already been discussed.

Our need for communication is as strong and as basic as the other necessities like food, shelter etc. If we go through the history, our ancestors in Pre-historic age had the basic senses of sight, hearing, touch, smell etc. By about 7000 B.C the people gained the ability to communicate with medium called pictographs. With time the

requirement of society changed. There was a strong need for a system of communication and social control. Mass Communication helps to fulfill the gap.

The history of mass communication is not very old. Over the years different forms of mass communication have evolved and made a tremendous impression on the technological, political, economic, social and cultural trends of every nation.

Books are the oldest form of media. The first book was published in Egypt around 1400 B.C. But it was not used as mass media until the printing press was established. After book, newspaper came into existence. Comparatively the electronic media like radio and T.V developed more quickly. The newest mass medium is the Internet, which has revolutionized communications. Over the years, each new medium has emerged to supplement and compete with the traditional media.

Social changes have always influenced the development of mass media. During the Industrial Revolution, advances in education and transportation, as well as increases in other factors like leisure time and urbanization, helped to raise the demand and hence the growth of newspapers, books and magazines and other mass media started. As the public interest for information and entertainment grew, technological innovations paved the way for the creation of the electronic mass media of the twentieth century. Satellite communications and the Internet are now among the products of the Information Age. From the simple printing techniques to today's sophisticated digital communications the mass media have continually evolved and adapted to changing demands and technological opportunities of the society. Over the years, a greater variety of mass media has appeared, combining new and old forms of technology and content.

The history of modern mass communication begins in the fifteenth century when Johannes Gutenberg invented movable types.

Though news-sheets appeared as early as 100 B.C., other forms of communication reaching large numbers of people have developed only in the last 500 years. So, the history of mass communication is not at all very old.

Books are the oldest of the media. As far back as 2400 B.C. in Babylonia, tiny clay tablets were inscribed with cuneiform characters to record legal decisions and monetary transactions. By 700 B.C., a library of literary works written on clay tablets existed in Asia Minor. Later, Papyrus was made from the pith of a reed found in Egypt in 4000 B.C. The first known book was "The Book of the Dead", written in Egypt around 1400 B.C. While the book is the oldest medium, credit for the oldest mass medium goes to the newspaper. Newspapers were the first medium to reach mass audience and served all classes and became a medium of democracy. News-

sheets and reports published by various governments are among the first known examples of publications giving rise to the modern newspaper. As early as 100 B.C., the Roman government published a news-sheet known as the “Acta Diurna”, or “daily actions”. The Tang dynasty of China also block-printed a palace report. Thus we can understand the origin of newspaper.

Newspapers in Europe began as political tracts and pamphlets roughly 400 to 500 years ago. With time the ownership pattern, structure and nature of the newspaper also changed. It has gained a very important place as an opinion building instrument.

After newspaper, radio as a medium of mass communication originated. In 1898 Guglielmo Marconi started the world’s first commercial radio service. Previously radio was used as a means of transmitting information to a large group of people irrespective of their class, caste and other characteristics. Later, radio was used for the need of entertainment also. Edwin Howard Armstrong invented frequency-modulated or FM radio in 1933. Invention of FM improved the audio signal of radio by controlling the noise static caused by electrical equipment and the earth’s atmosphere. After the immense popularity of F.M radio satellite radio also comes into existence. Nowadays, we can listen to radio stations by downloading Application in our electronic device. Geographical location is not at all impediment for listening to radio channels.

Television is another important medium of Mass Communication after radio. NBC started its experimental broadcast in 1932. The technology was invented by John Baird. With time the technology got developed and it has become an inseparable part of our culture. Television as a medium of mass communication has completely changed the cultural trait of people. Being an audio visual medium it started influencing the audience in many ways. The dependency of people on this medium for need of information and entertainment has increased a lot in last decade. With the emergence of Television news we have come across a complete different definition of news. The news room culture and news elements have changed a lot with the development of 24X7 T.V news.

Internet as a concept came in 1960s. With time the application of internet became multi dimensional. Now, we are living in a society where life is incomplete without internet.

ARPANET (Advanced Research Projects Agency Network), funded by the U.S. Department of Defense, used the method of packet switching to allow multiple computers to communicate on a single network. It initiated the concept of internet. On October 29, 1969 it delivered its first message: a “node-to-node” communication

from one computer to another. The technology grew in the 1970s after scientists Robert Kahn and Vinton Cerf developed Transmission Control Protocol and Internet Protocol, or TCP/IP, a communications model that set standards for how data could be transmitted between multiple networks.

With time the technology developed and now we cannot imagine single thing without internet.

In the last few years the whole world has changed beyond recognitions for digital revolution. After Industrial revolution digital revolution has been one of the pivotal moments of civilization. Literally, digitalization means the process of converting any piece of information into a digital or computer readable format and those are organized into bits. The integration and adoption of new digital technologies into everyday life is almost inevitable in every area of our lives. So, it can be said with no doubt that it has really revolutionized the world. From the basic things like food habit, transportation, education to sectors like entertainment has changed a lot due to technological advancements. The pattern of living, the pattern of communication to the pattern of development – everything has changed vastly. Nowadays geographical distance just does not matter to be in touch with. We do not need to be physically present to buy a thing or to get a job.

Each and every aspect of our lives has an impact of the changed mass communication system. Our communication pattern has changed a lot with the improvements of mass communication. The system is constantly developing and opening a new horizon for us. If we want to study the human history we have to know about the origin of mass communication. Only then we can relate our changes with the changing need of time.

1.3.2 The Theories of Press

In the late 1920s Europe saw the use of manipulated Media in certain cases. It even resulted in inclusion of a particular mindset among people of a particular country. Scholars from that time period emphasizes on formulating theories regarding the effect of Mass Communication on people. Normative theories, Social scientific theories, operational theories etc were formulated to explain the cause and effect relationship between mass communication and opinion of people.

Normative theories have a very idealist approach. They attempt to explore the relation between the political system and the functioning of media.

'Four Theories of the Press' (1956) by Fredrick Siebert, Theodore Peterson and Wilbur Schramm was the book with the approach to explore the relation between media functioning and political system. It offered four theories to explain the position of the Press in relation to its socio-political ethos and established a concept to analyse the global media system.

Each society controls its mass media in accordance with its policies and needs. It formulates its own particular pattern to control the media.

Authoritarian Theory

This theory was developed in the context of political and economic Europe of 16th and 17th Century. The theory in the book 'The Philosopher King' by Plato was the main source of the theory. According to this theory, mass media, though not under direct control of the State or ruling class, must work according to their wish. The theory holds the belief that ruling elites should guide the mass because they are financially and intellectually strong. The mass media, therefore, should avoid offending the majority or dominant political, moral or economic values. In such a social setting the Press functions as an instrument of disseminating the position of state to the public.

In this type of social setting, various devices are used to enforce the co-operation of the press.

The main principles are-

- Media should do nothing which could criticize, harm and undermine the authority,
- Media should always work as a sub ordinate to establish the authority of the state
- Censorship can be justified
- Journalists or other media professionals do not enjoy any independence within their work environment.

Free Press Theory:

The libertarian theories were developed slowly in late sixteenth centuries but came into action in eighteenth century. It arose from the works of men like Milton, Mill, Locke and Jefferson. It stressed that the search for truth is one's own natural rights. In contrast with authoritarian theory this theory believes in the freedom of

press. It is founded on the basis of the fundamental right of expression. It assumes that the common citizen must hear all sides of an issue in order to find the ultimate truth. Here, individual is the supreme. And Government can best serve the people by not interfering with the media. According to Free Press Theory,

- Any publication should be free from any prior censorship,
- Attacks on the Government should not be punishable,
- There should be no compulsion to publish or suppress any information.
- Journalists should enjoy autonomy within their organization

Social Responsibility Theory

This theory focuses on a 'free and responsible' press. The concept of this theory has been derived from Hutchin's Report, 'A Free and Responsible Press: A General Report on Mass Communication, Newspaper, Radio.' The Hutchin's Commission was basically established to discuss the matter of Freedom of Press. At the end of research the commission found that the American Press was deviating from its social responsibility for prioritizing commercialization. They also found that the Free Market Approach had not met the informational and social needs of the less privileged class.

The theory says that the media has certain obligations towards society. So it needs high professional standards of truth, accuracy, objectivity and balance. Media should give public interest a greater value than commercial interest.

Soviet Communist Theory

Soviet Communist Theory is a positive expansion of old authoritarian theory. It is derived from the Marxist Ideology on how the press should function. According to them, the ideas of ruling class are ruling ideas only. So, if the ruling class controls the media they will control it for their own benefits. Hence, there is need for the media to be controlled by working class. Then only the media will be able to serve the society.

The primary functions of the media are to-

- Inform,
- Educate,
- Motivate,

- Mobilize the citizens
- And support progressive movements everywhere.

The theory supports the presence of restriction and censorship to control the content of mass media.

Another two theories were added by Denis Mcquail in 1980 to take into the account of the circumstances of newly independent countries in Asia, Africa and South America.

These theories are- Development Communication Theory and Democratic Participant Theory. Both of these theories come out strongly against commercialized and commoditized media functioning. And they emphasized on the developmental role of media.

1.3.3 Summing Up

- The history of mass communication is not very old. Over the years different forms of mass communication have evolved and made a tremendous impression on the technological, political, economic, social and cultural trends of every nation.
- Social changes have always influenced the development of mass media.
- Four Theories of the Press' (1956) by Fredrick Siebert, Theodore Peterson and Wilbur Schramm was the book with the approach to explore the relation between media functioning and political system

1.3.4 Comprehensive Exercises

- **Short Answer Type Questions :**

1. Who wrote the book 'Four Theories of the Press'?
2. Discuss two principles of Authoritarian Theory.
3. What are the two theories that were added by Denis Mcquail in 1980?

- **Long Answer Type Questions :**

1. Discuss the four theories of Press.

2. What do you understand by Authoritarian Theory?
3. What do you understand by Social Responsibility Theory?

1.3.5 Suggested Readings

- Mass Communication in India (4th Edition) by Keval J Kumar
- Mass Communication: An Indian Perspective by Subir Ghosh
- Communication Models by Uma Narula
- Introduction to Communication Studies by John Fiske
- Mass Communication Theories by Denis Mcquail

Unit-4 □ Mass Communication and Culture

Structure

1.4.0 Introduction & Objectives

1.4.1 Mass Communication and Culture

1.4.2 Mass Media as Cultural Reflector

1.4.3 News Media as Cultural Reflector

1.4.4 Non-News Media as Cultural Reflector

1.4.5 Summing Up

1.4.6 Comprehensive Exercises

1.4.7 Suggested Readings

1.4.0 Introduction & Objectives

Communication and culture both the concept are inter-related. Communication is a process through which we transmit our cultural traits to others. Again culture is something which determines the process of communication. In this unit, we will discuss about the relationship between communication and culture.

1.4.1 Mass Communication and Culture

Communication and culture both the concept are inter-related. Communication is a process through which we transmit our cultural traits to others. Again culture is something which determines the process of communication. Marshal McLuhan (1964) in his well-crafted book 'Understanding Media' indicates the power of mass media to influence the individual and their cultures and then goes on to explain how print, radio, telephone, cinema, typewriter and television have not only provided the new media of communication but it has also changed the social behavior. Globalization may not have come because of the emergence of television but in today's globalized world the combination of television and satellite along with the broadband Internet and mobile telephones has certainly created a ground for increasing globalization of linguistic and cultural life of the people.

The term 'culture' refers to the complex collection of knowledge, folklore, language, rules, rituals, habits, lifestyles, attitudes, beliefs, and customs that link and gives a common identity to a particular group of people at a specific point in time. Its relationship with communication is extremely complex. One should understand that cultures are created through communication; that is, communication is the means of human interaction through which cultural characteristics— whether customs, roles, rules, rituals, laws, or other patterns—are created and shared. Without communication, it would be next to impossible to preserve and pass along cultural characteristics from one place and time to another. Thus, it can be said that culture is created, shaped, transmitted, and learned through communication.

Communication and culture are woven together. Communication serves to foster and spread the behavioral pattern of a society for social integration. Culture determines the basic pattern of our communication. The way we eat, we dress, we behave, we address—everything is dependent on our culture. For example, in Bengali families there is a ritual to touch feet of elders in time of greetings. It is a culture which initiates the process of communication. On the basis of the culture the effectiveness of communication depends. If we get a cultural shock while communicating the process will not continue at all. We need to understand the cultural context of the other person before communicating. Thus, culture is an inseparable factor in communication. Both are related with each other.

1.4.2 Mass Media as Cultural Reflector

Mass media are very important to transmit culture in the society. It shapes the cultural experience for millions of people. The media are closely related to culture. It is through the media that creative people find a way to express.

Reinforcement of hegemonic values and practices through commercial enterprises has created inseparability between communication and culture.

Mass media are involved in our lives institutionally, economically, socially, culturally and historically. Mass media are defined as the technological means of transmitting ideas, opinions and information, through a mass communication device to a large and diversified audience. Mass media are cultural reflectors of the society. Different media genres like films, TV and music, reflect different cultural identities. Mass media reflect the social world around them. We conventionally organize media according to how closely they represent reality. It is important to understand that media images are representations of the social and cultural world. The content of different forms of mass media has its origin in our cultural root. Media representations

always draw inspiration from our socio-cultural environment and reflect the culture of an era.

1.4.3 News Media as Cultural Reflector

The news media, any print or electronic, always represent the happenings of the world in a fair and accurate manner ideally. Newspapers always have played a vital role in our country's cultural life. Before independence also the press was a powerful instrument for opinion building with the limited circulation and primitive technology. Between 1880 and 1900, the role of the newspapers in America changed radically. Prior to this period, the newspapers did not have a direct influence on public opinion. With the advent of massive urbanization in India, the daily press garnered a vast readership. This led significantly to a new section of readers, with changing demographics and psychographics. The emergence of supplements with the daily copy of the main newspaper catered very well to this new reader. These supplements tend to cover different popular areas like – guidance for higher education, career counseling, job opportunities, emerging businesses, lifestyle and health. Contemporary newspapers, therefore, are reflective of the popular culture trends of their readers.

The rise of television news channels has also influenced the images of cultural representations. The nature of television news channels has increased the demand for different content. Subsequently, news is no longer restricted to the domain of only hard and serious news. They design the content on the basis of their need for the advertisers. Hence, the content on television news channels is reflective of popular social and cultural trends. Understanding the cultural signs that are being circulated by the news is considered as a useful tool in charting the social construction of cultural understanding within a society. Infotainment is the new trend in news media. The news media nowadays focus on the entertainment function of the news rather than its informative function.

1.4.4 Non-News Media as Cultural Reflector

Non-news media including books (fiction and non-fiction), magazines and television programmes also represent cultural dynamics of a society. The content of the daily soaps, movies etc always represent the dominant culture of the society. Media tries to inculcate the dominant culture among its audience. The characters in the films, their dressing, behavior, food habit everything reflect the cultural context in which we live.

Mass communication and culture are, thus, interlinked with each other. On one hand, mass media helps to transmit the dominant cultural traits among people of the society.

For example, the content of the earliest Indian films were rooted in history and mythology as these were key cultural resources of that generation. After India gained independence, the spirit of hard work and development swept the nation. This got reflected in the films of that era which had such themes. The 1970s saw a multitude of films with strong social messages like importance of education and family planning. This was because the country was face with an onslaught of such social problems. Hunger and poverty were also rampant. Hence a series of mainstream films took these themes as their central idea. This era saw the emergence of the hero as a youth rebel who voiced the concern of the underdog with a strong and violent streak. It was an expression of the nation's youth culture of those times.

The rise of Internet has also changed the way we engage with the media. It has not only made this engagement very interactive but has managed to create a strong subculture in terms of creating institutions at the level of an individual. The cultural pattern of our communication has also changed with the growth of different social networking platforms.

Communication technology has increased global connectivity. Consequently, there is huge cultural diffusion and mixing. There has been a rise of global culture with the growth of mass media.

Mass communication and culture are thus much related with each other. Both are woven together. We can never define one without other.

1.4.5 Summing Up

- Communication is a process through which we transmit our cultural traits to others. Again culture is something which determines the process of communication.
- The term 'culture' refers to the complex collection of knowledge, folklore, language, rules, rituals, habits, lifestyles, attitudes, beliefs, and customs.
- Newspapers always have played a vital role in our country's cultural life.
- The rise of television news channels has also influenced the images of cultural representations

1.4.6 Comprehensive Exercises

● **Short Answer Type Questions :**

1. Define 'Culture'.
2. What do you know about Marshall McLuhan?

● **Long Answer Type Questions :**

1. Discuss about the inter relation between Communication & Culture.
2. Discuss the role of Non-News Media as Cultural reflector.
3. 'Communication and Culture are woven together'. Discuss.

1.4.7 Suggested Readings

- Mass Communication in India (4th Edition) by Keval J Kumar
- Mass Communication: An Indian Perspective by Subir Ghosh
- Communication Models by Uma Narula
- Introduction to Communication Studies by John Fiske
- Mass Communication Theories by Denis Mcquail

Unit-5 □ Forms of Mass Communication

Structure

1.5.0 Introduction & Objectives

1.5.1 Components of Mass Communication

1.5.2 Types of Mass Communication

1.5.3 Summing Up

1.5.4 Comprehensive Exercises

1.5.5 Suggested Readings

1.5.0 Introduction & Objectives

We studied about communication, understand its elements and classify the process based on the number of persons involved in it. In this unit, our focus is on the types of mass communication. We will learn the different facets of mass communication. For enhanced learning about the nature of mass communication, we should analyze its two basic components: the mass and the communication media.

1.5.1 Components of Mass Communication

The Mass

The concept “mass” in mass communication is defined as a huge, diverse, assorted, unidentified audience. ‘Huge’ means we can’t exactly count the number of the members of audience. It is relatively large but it doesn’t mean that the audience includes all people. ‘Diverse’ means the audience of mass media includes a wide range of people –the rich, the poor, farmers, bureaucrats the list goes on. ‘Assorted’ means the audience of mass media is not essentially limited to a specific geographical zone. They may be spread everywhere. For example, a newspaper is read by a varied range of people. ‘Unidentified’ means we can’t exclusively point out a reader of a newspaper of newspaper with his certain qualities. Today a person may be read of a particular newspaper but tomorrow, his preference may change.

Everybody consumes mass media at different point of time. The channels of communication create and disseminate news, entertainment content and other visuals products to a large number of people. Mass media can be divided into three major groups on the basis of their physical nature.

They are:

- ❖ Print Media which includes newspaper, magazines and periodicals, books etc.
- ❖ Electronic Media which includes radio, cinema, television, video and audio records
- ❖ Digital Media or New Media

Mass Media manipulate our daily life more than any other cultural and intellectual institution. They remain a great source of news and entertainment to the society. They influence our purchasing behavior, voting patterns, and various other aspects of our lives. It is due to this large-scale impact of mass media, politicians, businessmen and government agencies depend on media to influence people. During elections, the politicians spend a lot of money for effective campaigns through mass media. Corporate houses around the globe spend billions of dollars to promote their products and services by extensively using mass media for advertisements. People depend on mass media in order to express their needs, complaints and wishes to the authorities. The government authorities keep their citizens informed about various the policies through mass media. To sum it up, the role of mass media in our society is ubiquitous. While defining Mass Media Wilbur Schramm said “a mass medium is essentially a working group organized around some device for circulating the same message, at about same time, to a large number of people.” This definition tells us that there is a well planned system behind each mass medium. A newspaper is printed daily with the overall efforts of a lot of people using a range of information ranging from local reporters to international news agencies. The case of distribution of the newspaper is no different. Everyone involved in the process from circulation manager to local newspaper boy is vigorously engaged in smooth circulation of a newspaper. The communication through mass media is distributed to a large number of people. They are identified as the audience. Media cannot survive without an adequate number of audiences. This brings us to the importance of devices circulating messages. These devices are technological means through which messages are reached to the audience. Devices include printed documents, television, radio, DVD, cassettes, the internet etc.

1.5.2 Types of Mass Communication

Mass media can be categorized based on the physical form, technology involved, nature of the communication process etc. Given below are the major categories of mass media.

Print Media

With the invention of the portable metallic type in the fifteenth century by Johannes Gutenberg the way for proliferation of the print media was cemented. The printing press using moveable types initiated the means for mass production of texts. Before the printing press was invented, books were costly and only the rich people could afford them. Printing not only reduced the cost of books but also made them accessible for the commoners. Rapid production of multiple copies of texts led to the innovation of modern newspapers. Print media include newspapers, magazines, books, various textual documents.

Electronic Media

The face of electronic mass media changed with the invention of radio by Marconi in the year 1895. The initial radio stations were set up in Pittsburg, New York and Chicago in the 1920s. The European countries too started radio stations for broadcasting news and entertainment. The colonial powers like Britain and France did not stay far behind as they set up radio stations in Asian and African countries in the early 20th century. The major leap in the history of electronic media was the invention of cinema. After cinema, television broadcasting was started in the US on experimental basis during 1920s. But, the spectacular impact of television as a mass medium began in 1950s. At the same time, the recording business was also grown manifold in the western countries. The term electronic media mainly include radio, movies, television and audio and video records.

New Media

It involves the use of desktop, portable as well as wireless and handheld devices. The ways of communicating in the digital world include CD-ROMs, DVDs, Internet facilities like World Wide Web, email etc.

The mass media have a crucial function to play in modern egalitarian society as the main means of communication. People depend on the news media as the chief source of information and on the basis of which they form their opinions and

decisions. Any message disseminated in the mass media will therefore have an insightful effect on the entire society. Every mass medium engages in competition with each other in order to get the attention of the readers, listeners, and TV-viewers. The functioning of newspaper houses and TV stations are at stake as the revenue from advertisements and sponsorships are proportional to the number of audiences. In order to survive, the mass media are increasingly turning to other schemes which include entertainment, creating scandals, and spreading fear etc. In today's scenario it is about the survival of the fittest in the field of mass media. Mass communication has become an essential part of our society. It is hard to imagine our lives without mass media. They keep us updated and shape our opinion. The influence of mass media is believed to be constructive when they fulfill our needs of information gathering and entertainment in accordance with the existing customs, beliefs and culture in society. The mass communication messages are generally optimistic; they put across messages for communal harmony, peace, anti-social evils, etc. The mass media impact the minds of the audiences to a great extent by creating awareness. Public service broadcasting is extensively used for the purpose of learning, bringing social change and progress of the society. Films provide a platform to bring forward various important social issues with which our society is battling every day. They promote peace and harmony in the country. Mass media contribute enormously towards the progress of the nation and create social awareness but sometimes media like television and internet bring an evil effect in our society. The viewers of these media are watching everything that is being telecasted in the name of entertainment, which include violence, vulgarity, etc. Moreover, advertising also leaves an impact on young minds. They develop desires for unaffordable things which can lead to jealousy and sometimes crimes. Excessive viewing of television also creates several health issues. In today's world mass communication impact our lives to a great extent and reflect social values and practices, but this influence is often in amalgamation with a lot of other socio-cultural and economic and political factors.

1.5.3 Summing Up

Communication can be defined as the exchange of meaning between individuals or groups through a common system of symbols and language.

- Mass communication is the spreading of a message to an extended mass audience through rapid means of reproduction and distribution at a relatively inexpensive cost.

- Main forms of mass communication- Print media, Electronic Media and New Media
- Mass media can be categorized based on the physical form, technology involved, nature of the communication process etc.

1.5.4 Comprehensive Exercises

● **Short Answer Type Questions :**

1. Define : (i) Print Media
(ii) Electronic Media, and
(iii) New Media
2. Define 'mass'.

● **Long Answer Type Questions :**

1. Discuss about different forms of Mass Communication.
2. Write about the evolution of New Media and its effect on the society.
3. How mass media can play a crucial role in modern society?

1.5.5 Suggested Readings

- Mass Communication in India (4th Edition) by Keval J Kumar
- Mass Communication: An Indian Perspective by Subir Ghosh
- Communication Models by Uma Narula
- Introduction to Communication Studies by John Fiske
- Mass Communication Theories by Denis Mcquail

Module - 2
Advertising

Unit-1 □ History of Indian Advertising

Structure

2.1.0 Introduction & Objective

2.1.1 Definition of Advertising, Relationship between Marketing & Advertising

2.1.2 Marketing Mix-4Ps and 7Ps

2.1.3 Brief History of Advertising

2.1.4 Traditional forms of Advertising

2.1.5 Indian Advertising in the past and in 21st Century

2.1.6 Concept of IMC & Functions of Advertising

2.1.7 Summing Up

2.1.8 Comprehensive Exercises

2.1.9 Suggested Readings

2.1.0 Introduction & Objective

This unit will help us to understand the relationship between advertising and marketing and know the definition of advertising. The history of Indian advertising is explained along with traditional forms of advertising. After going through this unit the concept of IMC and functions of advertising will be clear.

2.1.1 Definition of Advertising

Communication is a part of the selling process as long as there has been a need to exchange goods from one person to another. In the traditional days the concept of “**Barter system**” was prevalent. Under this concept goods were exchanged in return of some other goods as there was no currency or money as medium of exchange.

One of the most accepted definitions of advertising is the one given by American Marketing Association (AMA). According to AMA advertising is defined as “**Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor**”.

Paid form- The Company whose product/service is advertised needs to pay money to the media houses where its product/service is advertised. For example if Pepsi/ Coca Cola is advertising in a newspaper say “The Telegraph” then Pepsi/Coca Cola needs to pay money to “The Telegraph”.

Non-Personal -The message in case of advertising is not targeted at any single individual but it reaches the target audience with the help of mass media in a non-personal manner.

Presentation and promotion of ideas, goods and services- In present scenario we see advertisement of tangible products/goods. It can be **Fast Moving Consumer Goods (FMCG)** like biscuit, soap and shampoo etc. It can be **Consumer Durable** products like Television, Mobile phones, Laptop etc.

Now a days we also see advertisement for **service sector organizations** like Banks, Insurance, Airlines, and Hospitals etc.

Not only advertisement is done for products and services as stated above but “ideas” are also advertised in a big way like “Donate your eyes” “Keep Kolkata Clean” or “Say No to Drugs”.



There are also some other definition of Advertising given by different Scholars.

- **Philip Kotler** – “Advertising is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor.”

- **Frank Presbrey** – “Advertising is a printed, written, oral and illustrated art of selling. Its objective is to encourage sales of the advertiser’s products and to create in the mind of people, individually or collectively, an impression in favour of the advertiser’s interest.”

● **William Stanton** – “Advertising consists of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored identified message regarding a product, service, or idea. The message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor.”

● **John E. Kennedy** – “Advertising is salesmanship in print.”

Relationship between Marketing & Advertising

In simple words **Marketing** is a system of business activity designed to plan a product, price it, place (distribute) it and promote something of value, need satisfying product or service for the benefit of the market-present and prospective target audience for the product/service.

According to **The Chartered Institute of Marketing, U.K.** ,”Marketing” is defined as, ‘The management process responsible for **identifying, anticipating and satisfying** customer requirements profitably’.

Every product you buy, every service you use, every store you visit, every media message you receive and every choice you make, has been influenced by the forces of marketing. It’s about understanding the competitive marketplace, whichever field you’re in. It enables you to tap into key trends, identifying something that people or businesses want, developing a product that meets this need at the right price, and promoting the product in the right place and at the right time. The essence of all marketing is about understanding people and what drives them to behave in the way they do.

2.1.2 Marketing Mix-4Ps and 7Ps

Marketing Mix

The marketing mix is a planned mix of activities. The ingredients in the marketing mix are **product, price, place and promotion**. It is a combination of elements that you will use to market your product. Marketers use the marketing mix to create a value for their product. The four elements of the marketing mix are used and adjusted until the marketer gets the results that he wants.

It is often referred to as **4Ps of marketing** namely-

- **Product**
- **Price**

- **Place**
- **Promotion**

As a marketer these 4Ps are good enough to market **tangible goods** namely FMCG and Consumer Durable products. However if you are in the **service sector** you need to know three additional Ps to market your services along with the 4ps already mentioned. For marketing of services you need to make use of **7Ps of marketing** namely-

- **Product, Price, Place, Promotion, People, Process and Physical evidence**



Figure 1: 7Ps of Marketing

From the above discussion it is clear that one of the important “**P**” of marketing is called **Promotion**. By promotion a company tries to actually communicate about its product or services to the target audience. **Advertising** is one way of promoting a product/ service among the target audience. It can be concluded by saying that advertising is a part of promotion and promotion is an important component of the marketing mix.

2.1.3 Brief History of Advertising

The major landmarks in the history of advertising are as follows. In 1525 first advertisement printed in Germany was a “pamphlet”. Middle of 17th Century weekly newspapers were started in England.

In 1704 first advertisement appeared in America. Mr. Palmer is known as the first Advertising Agent.

J.W. Thompson is known as the inventor of modern advertising agency. JWT & DJ. Keymer laid the foundation of professional advertising agency in India in early 1950s.

2.1.4 Traditional forms of Advertising

Before the invention of printing from movable type by John Gutenberg there were three ancient forms of advertising as mentioned below.

- 1) **Trademarks:** it is treated as one of the traditional form of advertising. The main features were- Identification marks were placed on goods produced by a manufacturer. Purpose was to differentiate the goods from other similar looking goods. Word of Mouth was important in spreading the message in olden days. It can be treated as “Brand name” that we see used in today’s context.
- 2) **Signs:** Signs was also common in olden days. Trade routes in olden days were mostly through mountains so the traders tried to communicate with their customer by using signs. Traders painted commercial messages along trade routes on rocks. They praised their products that were offered for sale. This may be treated as an ancient form of “Outdoor” advertising.
- 3) **Town criers:** This system was present in all developed civilization of ancient world. In Greece during the golden age this concept was very much present.



Figure 2: Modern version of a Town Crier

2.1.5 Indian Advertising in the Past and in 21st Century

A brief account of the history of Indian advertising scenario from the 18th Century is given below. Classified advertising was evident in early days in Indian context. Ads appeared for the first time in print in Hickey's Bengal Gazette, India's first newspaper (weekly).

Studios mark the beginning of advertising created in India (as opposed to import from England) Studios set up for bold type, ornate fonts, more fancy, larger advertisement. Newspaper studios train the first generation of visualizers& illustrators.

Major advertisers: Retailers like Spencer's, Army & Navy. Marketing promotions: Retailers' catalogues provided early example. Ads appear in newspapers in the form of lists of the latest merchandise from England.

Patent medicines: The first brand as we know them today were a category of advertisers Horlicks becomes the first 'malted milk' to be patented on 5th June 1883 (No. 278967).

Now let's have a look at the development that took place since the 1900s.

1905 — B. Dattaram & Co claims to be the oldest existing Indian agency in Girgaum in Bombay now Mumbai.

1912 — ITC (then Imperial Tobacco Co. Ltd.) launches Gold Flake. 1920s — enter the first foreign owned ad agencies.

D J Keymer gives rise to Ogilvy & Mather and Clarion in 1925. In 1926 LA Stronach & Co (India) Pr. Ltd, Bombay starts Agency called National set up for American rather than British advertisers.

Beginning of multinational agencies

J Walter Thompson (JWT) opened to service General Motors business.

In 1928 — BOMAS Ltd (Formerly DJ Keymer & Co Ltd) was set up.

In 1929 — J Walter Thompson Co Pr. Ltd formed.

1931 — National Advertising Service Pr. Ltd. Bombay set up. During the same time Universal Publicity Co, Calcutta was formed.

1935 — Indian Publicity Bureau Pr Ltd, Calcutta established.

1936 — Krishna Publicity Co Pr. Ltd, Kanpur begins operations. Studio Ratan Batra Pr. Ltd, Bombay established. Indian Broadcasting Company becomes All India Radio (AIR).

1938 — Jayendra Publicity, Kolhapur started

1939 — Lever's advertising department launches Dalda – the first major example of a brand and a marketing campaign specifically developed for India. The Press Syndicate Ltd, Bombay was set up.

1940 — Navanilal & Co., Ahmedabad set up.

1941 — Lux signs Leela Chitnis as the first Indian film actress to endorse the product.

Hindustan Thompson Associates (HTA), the current incarnation of JWT, coins the Balanced Nourishment concept to make Horlicks more relevant.

1943 — Advertising & Sales Promotion Co (ASP), Calcutta was established.

1944 — Dazzal, Bombay came into existence. Ranjit Sales & Publicity Pr. Ltd, Bombay started functioning.

1945 — Efficient Publicities Pr. Ltd, Madras was set up. Tom & Bay (Advertising) Pr. Ltd., Poona begins operations in India.

1946 — Eastern Psychograph Pr. Ltd., Bombay was set up. Everest Advertising Pr. Ltd, Bombay established.

1947 — Grant Advertising Inc., Bombay formed. Swami Advertising Bureau, Sholapur started.

1948 — RC Advertising Co Bombay was set up. Phoenix Advertising Pr. Ltd, Calcutta formed Corporate advertising in the 1950s

1950s — Radio Ceylon and Radio Goa become the media option.

1951 — Vicks VapoRub-a rub for colds causes ripples with its entry in the balm market.

1954 — Advertising Club, Mumbai was set up.

— Express Advertising Agency, Bombay

— India Publicity Co. Pr. Ltd., Calcutta

1956 — Aiyars Advertising & Marketing, Bombay came in to the scene.

— Clarion Advertising Services Pr. Ltd, Calcutta

1957 — Vividh Bharati kicks off

1958 — Shree Advertising Agency, Bombay started functioning.

1959 — Associated Publicity, Cuttack started.

Creativity of the 1960s in India.

1960 — Advertising Accessories, Trichur started.

— Marketing Advertising Associates, Bombay set up

1961 — Industrial Advertising Agency, Bombay comes into existence.

— Bal Mundkur quits BOMAS to set up Ulka the same year.

1962 — India's television's first soap opera – Teesra Rasta enthralls viewers.

1963 — BOMAS changes names to SH Benson's.

— Stronach's absorbed into Norvicson

Nargis Wadia sets up Interpub.

___ Wills Filter Tipped cigarettes launched and positioned as made for each other, filter and tobacco match.

1965 ___ Kersey Katrak sets up Mass Communication and Marketing (MCM).

1968 — Nari Hira sets up Creative Unit.

— India wins the bid for the Asian Advertising Congress.

1969 — Sylvester da Cunha left Stronach's to run ASP; later sets up daCunha Associates.

1970 — Frank Simoes sets up Frank Simoes Associates

The changing situation of the 1970s

1970, 1978 National Readership Studies provided relevant data on consumers' reading habits.

1970 — Concept of commercial programming accepted by All India Radio.

___ Hasan Rezavi gives the very first spot on Radio Ceylon

1971 — Benson's undergo change in name to Ogilvy, Benson & Mather

1972 — Western Outdoor Advertising Pvt. Ltd (WOAPL) introduces first closed circuit

TV (CCT) in the country at the race course in Mumbai.

1973 — RK Swamy/BBDO was established.

1974 — MCM goes out of business Arun Nanda & Ajit Balakrishnan set up Rediffusion

1975 — Ravi Gupta sets up Trikaya Grey

1976 — Commercial Television initiated

1979 — Ogilvy, Benson & Mather's name changes to Ogilvy & Mather

Television Ads of the 1980s

1980 — Mudra Communications Ltd set up. King-sized Virginia filter cigarette enters market with brand name of 'Charms'.

1981 — Network, associate of UTV, pioneers cable television in India.

1982 — The biggest milestone in television was the Asiad '82 when television turned to colour transmission.

— Bombay Dyeing becomes the first colour TV ad.

— 13th Asian Advertising Congress in New Delhi Media planning gets a boost.

1983 — Maggi Noodles launched to become an overnight success.

— Canco Advertising Pvt. Ltd. founded.

— Manohar Shyam Joshi's Hum Log makes commercial television come alive during this time.

— Mudra sponsors first commercial telecast of a major sporting event with the India-West Indies series.

1985 — Mudra makes India's first telefilm, Janam.

1985-86 — 915 new brands of products and services appearing on the Indian market.

1986 — Sananda is born on July 31. The Bengali magazine stupefies India by selling 75,000 copies within three hours of appearing on the newsstands.

— Mudra Communications creates India's first folk-history TV serial Buniyaad. Shown on DD, it becomes the first of the mega soaps

— Price quality positioning of Nirma detergent cakes boost sales.

1988 — AAI's Premnarayan Award instituted.

1989 — Advertising Club Bombay begins a biennial seminar called 'Advertising that Works'

— Advertising & Marketing (A&M) magazine launched

The opening of the Indian economy in the 1990s

1990 — Marks the beginning of new medium Internet.

— Agencies open new media shops; go virtual with websites and Internet advertising.

— Brand Equity (magazine) of The Economic Times was born.

1991 — First India-targeted satellite channel, Zee TV starts broadcast.

— During the time of the Gulf War enters STAR (Satellite Transmission for Asia Region).

1992 — Spectrum, publisher of A&M, constitutes its own award known as 'A&M Awards'

— Scribes and media planners credit The Bold and the Beautiful serial on STAR plus channel as a soap that started the cultural invasion.

1993 — India's leading advertising school, MICA (Mudra Institute of Communications Ahmedabad), was started.

— Tara on Zee TV becomes India's first female-centric soap.

1995 — Advertising Club of Bombay calls its awards as Abby.

— Country's first brand consulting firm, SABRE (Strategic Advantage for Brand Equity) begins operations.

1996 — The ad fraternity hits big time for the first time by bagging three awards at the 43rd International Advertising Festival, Cannes Sun TV becomes the first regional TV channel to go live 24 hours.

1997 — Media boom with the growth of cable and satellite; print medium sees an increase in titles, especially in specialised areas

— Government turns towards professional advertising in the private sector for its VDIS campaigns

— Army resorts to the services of private sector agencies.

— Advertising on the Internet gains popularity.

— Equitor Consulting becomes the only independent brand consultancy company in the country

— Several exercises in changing corporate identity.

— For the first time ever, Indians stand the chance of winning the \$ 1-million booty being offered by Gillette as part of its Football World Cup promo 1998.

— Events assume important role in marketing mix.

— Rise of software TV producers banking on ad industry talent.

— Reinventing of cinema -advertising through cinema begins.

1998 — Lintas becomes Ammirati PuriLintas (APL)

1999 — B2B site agencyfaqs.com launched on September 28, 1999

— The Advertising Club Bombay announces the Ad Works Trophy

The situation in the new millennium:

2000 — Mudra launches magindia.com – India’s first advertising and marketing gallery

— Lintas merges with Lowe Group to become Lowe Lintas and Partners (LLP)

— bigideasunlimited.com – a portal offering free and fee ideas for money launched by Alyque Padamsee and Sam Mathews.

— Game shows like Kaun Banega Crorepati (KBC) become a rage; media buying industry is bullish on KBC.

— Kyunki Saas Bhi Kabhi Bahu Thi marks the return of family-oriented soap on TV.

— French advertising major Publicis acquires Maadhyam.

2001 — Trikaya Grey becomes Grey Worldwide

Bharti’s Rs 2.75-crore corporate TV commercial, where a baby girl is born in a football stadium, becomes the most expensive campaign of the year

2002 — Lowe Lintas & Partners rechristened Lowe Worldwide

— For the first time in the history of HTA, a new post of president is created. Kamal Oberoi is appointed as the first president of HTA.

Now let’s look at the present situation.

Cannes Lions 2014: India gets only two shortlists for Film Lions.

JWT’s ‘Make every yard count’ for Nike and Handloom Picture Company’s ‘Mute’ film could make it to the shortlists from among 33 entries from India and is among the 280 shortlists from across the world. JWT India bags a Bronze Lion for Nike campaign in Film Lions category.

2016 was a great year for Indian agencies at Cannes Lions Festival of Creativity.

They won 31 Lions and a special award. Medulla Communications was chosen as 'Healthcare Agency of the Year'.

Cannes Lions 2017: India won 40 metals.

McCann World group India is the highest awarded agency from the country winning a total of 15 metals along with Grand Prix, the highest award at the festival.

There were a total of 1,227 entries from India, out of which 106 were shortlisted this year.

Ogilvy & Mather won nine metals across categories including two gold, two silver and five bronze metals.

2.1.6 Concept of IMC & Functions of Advertising

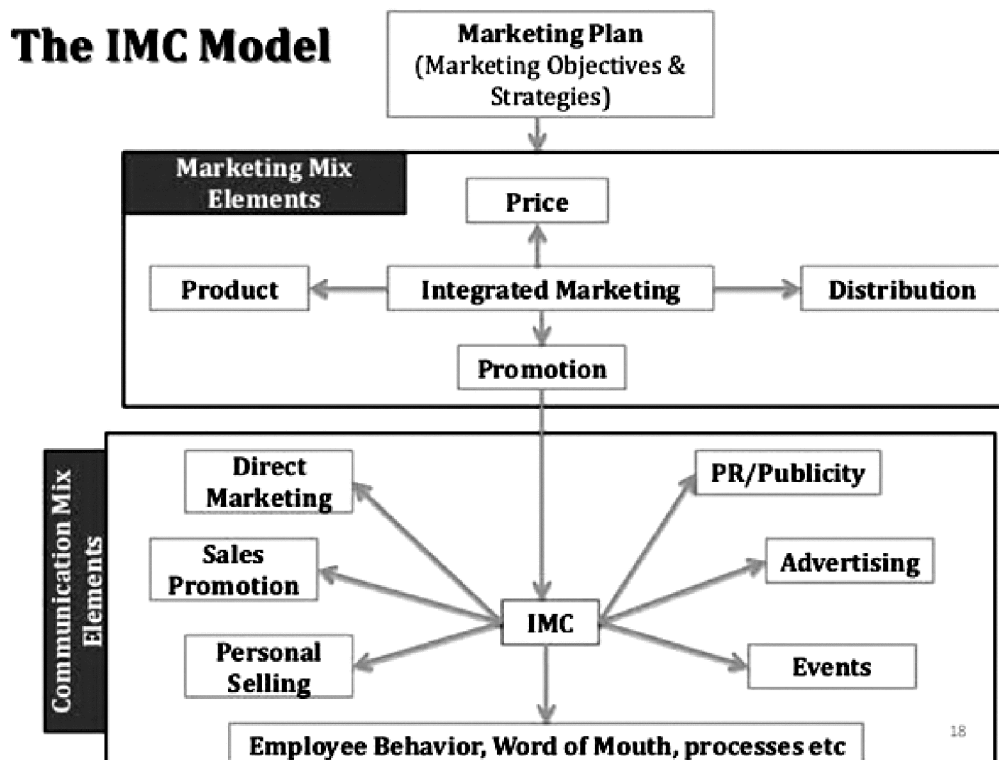


Figure 3: IMC Model

Every brand is trying to communicate with its target audience with the help of various **Integrated Marketing Communication (IMC)** elements. The first question to be answered in this regard is

❖ **What is that we are trying to offer to our target audience?**

It can be a **product or a service**. According to Peter D. Bennett, “A product may be an idea, a physical entity (a good) or any combination of these. According to Philip Kotler, a product “is anything that can be offered to satisfy a need or want”.

Product Mix-

Total product offered for sale by an entity. Different Product lines an organization offer for sale. Product mix decisions are aimed at increasing the firm’s ability to fight competition. It’s an element of Marketing Strategy.

Product line

A group of closely related product catering to the needs of a particular group of buyers. Being utilized together. Sold to some customer group. Marketed by same type of outlets. Fall within given range of prices.

The next important question to be answered by brands relates to –

❖ **How are we going to communicate with our target audience?**

The answer is with the help of IMC components that are mentioned below.

The Integrated Marketing Communications (IMC) Mix



- **Advertising-** “Paid form of non personal presentation and promotion of ideas, goods and services by an identified sponsor” – (American Marketing Association).

- **Sales Promotion-**“Sales promotion are short term incentives to encourage purchase or sale of a product or service”.- Roger A. Strang.

“Sales promotion is the direct inducement or incentive to the Sales force, Distributor and Consumer with the primary objective of creating an immediate sale”
– William A Robinson.



- **Personal Selling-** “One to one face to face interaction between a prospective buyer and a seller”. This is very useful in case of B2B situation. Personal selling involves selling through a person to person communication process. In an IMC program, personal selling is a partner with, not a substitute for, the other promotional mix elements.
- **Public Relations-** “Two way flow of information between an organization and its public based on truth, knowledge and full information”. Two major ways of doing PR are Press Release and Press Conference. Public Relation Society of India is the apex body in India.



Direct Marketing

“Sales method by which marketers approach potential customers directly with products or services”. The most common forms of direct marketing are

- Telephone sales,
- Solicited or Unsolicited emails,

- Catalogs, leaflets, Brochures and coupons.
- Successful direct marketing also involves compiling and maintaining a large data base personal information about potential customers and clients.

The above components of IMC if properly and judiciously used it will help brands to effectively communicate with their target audience.

Functions of Advertising-

- **STIMULATES DEMAND**

Advertising helps in stimulating the demand by informing the consumers about the availability of a product or service in the market.

- **DEVELOPS BRAND PREFERENCE**

Advertising induce Brand trial and satisfied customer develops brand preference Loyal customers are an important asset for any company.

- **CUT COST**

Increase unit sales decreases unit cost. Advertising may be instrumental in cutting down production and selling cost.

- **COMPETITIVE WEAPON**

Advertising can build the image of a brand. Advertising can highlight unique and special features present in a brand thereby provide competitive advantage.

2.1.7 Summing Up

- There are three traditional forms of advertising.
- According to AMA advertising is defined as “**Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor**”.
- Functions of advertising relates to stimulating demand, generating brand preference and cutting cost etc.
- The different components of IMC are Advertising, sales promotion, PR, Personal Selling, direct marketing.

2.1.8 Comprehensive Exercises

● Short Answer Type Questions :

1. Write short notes on the following :
 - (a) Trade Mark
 - (b) MICA
 - (c) Integrated Marketing
 - (d) Promotion
 - (e) Direct Marketing
 - (f) Sales Promotion
 - (g) Public Relations.

● Medium Length Answer Type Questions :

1. What do you mean by 'Marketing Mix'?
2. Discuss 4 P's of Marketing Mix.
3. Discuss 7 P's of Marketing Mix.

● Long Answer Type Questions :

1. Define Advertising. Explain the relationship between marketing and advertising.
2. Explain the three traditional forms of advertising.
3. Discuss the history of Indian Advertising stating the major landmarks.
4. Explain the various components of IMC.
5. Share your thoughts on Indian Advertising in the past and in 21st Century.
6. Explain with examples different functions of advertising with examples.

2.1.9 Suggested readings

Books

Advertising Management by Jaishri Jethwaney and Shruti Jain (Oxford)

Advertising Management - M. V. Kulkarni (Everest publishing house)

Advertising and Promotion: An Integrated Marketing Communications Perspective – Belch and Belch (Tata McGraw-Hill Education India)

Journal Papers

McCracken, G. Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 1989;16, 310-321.

Patra, S., & Datta, S. K. (2012) Celebrity Selection & Role of Celebrities in Creating Brand Awareness and Brand Preference-A Literature Review. *Journal of Marketing and Communication*, 8(2), pp. 48-57.

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Balakrishnan, L., & Kumar C. S. Effect of Celebrity Based Advertisements on the Purchase Attitude of Consumers towards Durable Products (A study with reference to the city of Chennai). *World Review of Business Research*, 2011; 1(2), 98 – 112.

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Unit-2 □ Types of Advertising

Structure

2.2.0 Introduction and Objective

2.2.1 Types of Advertising

2.2.1.1 National Advertising

2.2.1.2 Retail Advertising

2.2.1.3 Trade Advertising

2.2.1.4 Professional Advertising

2.2.1.5 Cooperative Advertising

2.2.1.6 Corporate Advertising

2.2.1.7 Primary Demand Advertising & Selective Demand Advertising

2.2.2 Internet Advertising & Concept of FMS

2.2.3 Concept of Flash Marketing System (FMS)

2.2.4 Television Advertising, Product placement, Radio advertising, Print Advertising

2.2.5 Summing Up

2.2.6 Comprehensive Exercises

2.2.7 Suggested Readings

2.2.0 Introduction and Objective

This unit will help us to understand different types of advertising such as national advertising, trade advertising, corporate advertising etc. This unit also introduces the concept of internet advertising and FMS.

2.2.1 Types of Advertising

Advertising is a part of Integrated Marketing Communication (IMC) and it has come a long way from the days of **Mr. Palmer**, who is considered to be the first advertising agent. One of the most accepted definitions of advertising is the one given by American Marketing Association (AMA). According to AMA advertising is defined as **“Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an Identified sponsor”**.

Paid form- The Company whose product/service is advertised needs to pay money to the media houses where its product/service is advertised. For example, if Pepsi/ Coca Cola is advertising in a newspaper say “The Telegraph” then Pepsi/Coca Cola needs to pay money to “The Telegraph”.

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Now a days we also see advertisement for service sector organizations like Banks, Insurance, Airlines, and Hospitals etc.

Not only advertisement is done for products and services as stated above but “ideas” are also advertised in a big way like “Donate your eyes” “Keep Kolkata Clean” or “Say No to Drugs”.

Advertising can be classified in terms of scope and coverage, in terms of target audience, in terms of media where the target audience get exposed to it etc. There are various types of advertising that are mentioned below.



- ✓ National Advertising
- ✓ Retail Advertising
- ✓ Trade Advertising
- ✓ Professional Advertising
- ✓ Cooperative Advertising
- ✓ Corporate Advertising
- ✓ Primary Demand Advertising & Selective Demand Advertising.

2.2.1.1 National Advertising

- ❖ Advertising mainly done for “National Brand”.
- ❖ Message conveys “Unified theme”.
- ❖ Large geographic coverage is seen in case of National Advertising.
- ❖ Long term image building exercise.
- ❖ High circulating mass media used mostly used in case of National Advertising.

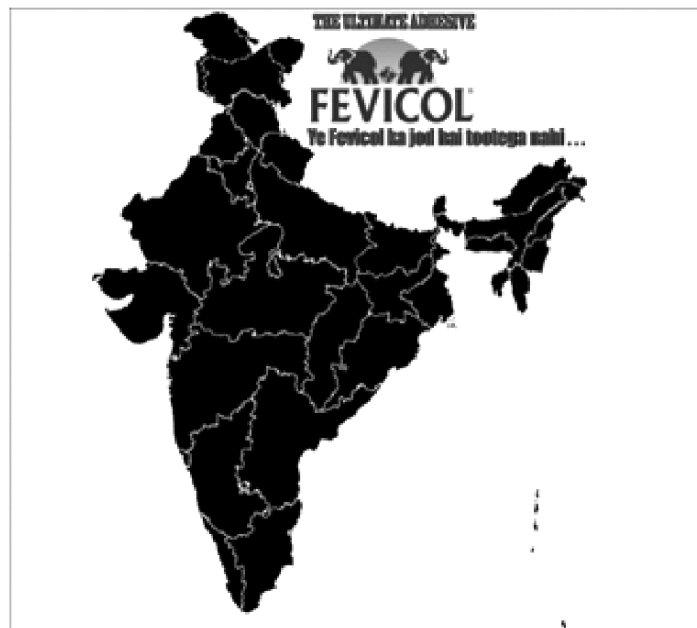


2.2.1.2 Retail Advertising

- ❖ Advertising mostly done by “retailers”.
- ❖ Message in case of retail advertising is “BUY BRAND ‘X’ FROM OUR STORE”. Which means the retailer is inviting the target audience to buy any brand but only from their retail outlet.
- ❖ Limited geographic coverage is generally seen in case of retail advertising.
- ❖ Objective of doing is short term immediate result seeking exercise.
- ❖ Media capable of localized coverage is used.

2.2.1.3 Trade Advertising

- ❖ Advertising done by manufacturer to win over “Trade”. Trade means intermediaries or middle men who are present between the manufacturer and the final consumer.



- ❖ Announcement of incentives to the trade. For example say brand Fevicol is doing trade advertising for their middle men.

2.2.1.4 Professional Advertising

- ❖ Targeted at people who are not the final consumers.
- ❖ Medical consultants
- ❖ Architects
- ❖ Engineers
- ❖ Media used are professional Journals, Direct mails etc.

2.2.1.5 Corporate Advertising

- ❖ Aim of corporate advertising is to build the image of the company.

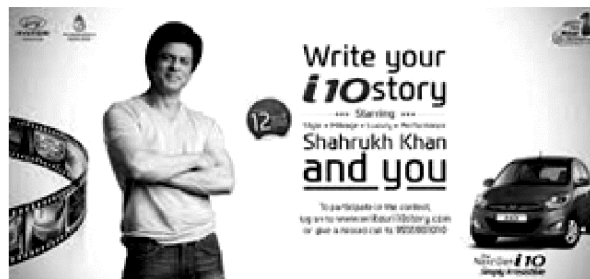
- ❖ Sponsorship of major sports events.



- ❖ Target Group of corporate advertising are-
- ❖ Customers,
- ❖ Employees,
- ❖ Stock holders,
- ❖ Governments etc.

2.2.1.6 Cooperative Advertising

- ❖ The advertising expenditure is shared by the manufactures and the dealers.
- ❖ Manufacturers give suggestion to the dealers to maintain uniformity in the layout of the print advertisement.
- ❖ Mostly evident for consumer durable products in print media.



2.2.1.7 Primary Demand Advertising & Selective Demand Advertising

- ❖ Primary Demand Advertising is done to stimulate the demand for a product category. (e.g. EGG, Packaged Drinking water, Milk etc.)



- ❖ Selective Demand Advertising is done for promoting a particular brand and not the entire product category.



2.2.2 Internet Advertising & Concept of FMS

Online Advertising

Online advertising or digital advertising as a form in which the message is conveyed via the internet. For every website ads are a major source of revenue. Advertising online has become very popular in the last decade and has surpassed the expectations of most of the advertising experts. 60% revenue of Google is generated from ads and the same goes for Facebook.

Online advertising has become so effective that a particular ad can be targeted to a specific person of specific age of a specific location on a specific time. In terms of pricing advertising online is very cheap compared to all other forms of advertising.

The major disadvantage of online advertising is at times people do not click on the ads and the message does not reach the targeted audience. Also setting up online and requires technical expertise which may not be possible for everyone. Digital Advertising and Online Advertising is one of the fastest growing Types of Advertising.

SMS advertising

SMS marketing is the major source of mobile advertising. Users are informed about the product or service in 160 or fewer characters. This was when the internet was not available on mobile phones. Once mobile phones got access to internet all internet advertising flowed to mobile and experts suggest that mobile advertising will be the only major advertising strategy for almost every company in near future.

The reach from mobile advertising is fast personalized and effective and just like online advertising it comes for a very little cost. The difference between online ads

and mobile advertising is that online ads can be accessed from any device like computer or laptops; mobile advertising is only via mobile.

2.2.3 Concept of Flash Marketing System (FMS)

- **Flash Marketing System (FMS)** is an online marketing tool that is easy to set up on your brand website to capture and convert direct traffic into revenue.



- **Why FMS?**
 - ✓ Instantaneous Result - Converting Website Traffic to Bookings.
 - ✓ Reduce Commission and Heighten Profit Margin
 - ✓ Reward Your (Loyal) Guest!
 - ✓ Automated State of The Art Marketing System
 - ✓ Captivate your web visitors on any devices (mobile, tablet and desktops)
 - ✓ Exclusive Deals and Offers and easy to implement and Simple to use.

Features of FMS:

FMS enables a Company to-

- Sell an exclusive offer on your brand's website.
- The offer can be filtered for viewership by countries, controlled with time setting (time limit offers) and available on selected platforms (e.g. last minute deal on mobile site).

Advantages of FMS:

- Increase Brand Website Contribution factors.
- Exclusive Offers, Last Minute Deals and Special Promotions at your finger tips.
- Improve conversion.
- Improve “Look to Book” ratio.
- Track Click through rates and effectiveness.
- Enable targeting of regional markets via your brand website.

FLASH SALE

- A flash sale is a discount or promotion offered by an ecommerce store for a short period of time.
- The quantity is limited, which often means the discounts are higher or more significant.
- The time limit and limited availability entice consumers to buy on the spot.



The image is a promotional banner for a flash sale. It is split into two vertical panels. The left panel has a black background with white text. At the top, it says '4 HOURS ONLY' in a white box. Below that, 'FLASH SALE' is written in large, bold, white letters. The right panel also has a black background with white text. At the top, it features the 'mi' logo and the 'amazon exclusive' logo. Below the logos, it says 'Redmi 4A | ₹5,999'. At the bottom, it says 'Sale today, 12 PM' in large, bold, white letters.

2.2.4 Television Advertising, Product Placement, Radio Advertising, Print Advertising

Television Advertising

About a decade ago television was the most popular form of advertising. Events like the super bowl, international cricket games, Olympics were the top attractions for advertisers to advertise about their products. To some extent, it still is effective for most advertisers but with the advent of online streaming of television on mobiles, marketers have now moved from television to online as their preferred advertising medium.

Infomercial

An infomercial is a specially designed advertisement for information and awareness of the public. The term information comes from the combination of words information and commercial. Ads of almost all products are shown on television. Although it is costly, Television Ads are till date one of the best types of advertising and have the most fantastic reach for a large audience.

Product Placement

Product placement is called covert advertising wherein a product is quietly embedded in the entertainment media. Most of the times there is no mention of the product although the audience sees the product. Movies are the major places where product placement is done.

They could be a few TV shows where product placement has been used but the effectiveness is observed more in movies than TV shows.

Radio Advertising

Radio advertisements are the ones that are broadcast it through radio waves and heard on radios all over the place. These mostly consist of audible advertisements or jingles. While some consider this to be an ineffective form of advertising there are still many followers listen to the radio every morning.

Advertisement for almost every product can be found on the radio. Every single feature and benefit of the product has to be explained on the radio, unlike other sources where the customer can see the product for inside.

Print Advertising

Printing is the slowly decreasing form of advertising. There were days before the evolution of television when printing was a major source of advertising and considered to be one of the most effective media. But since the explosion of television usage, print advertisements have taken a backseat.

The main disadvantage of print advertising is the shelf life of the ads is short. However, because its reach is solid, Print advertising is one of the most expensive and most effective types of advertising. Following are the few Print Types of Advertising:

➤ **Magazine advertising**

These are also known as periodical advertisements in which a weekly fortnightly or monthly magazine are used for advertising. Ads are printed in the corners or on the entire page of the magazine and sometimes even an extra page might be inserted simply for advertising. Ads are categorized and segregated according to the magazine category for example business magazines will feature ads from Rolex watches, while entertainment magazines will feature ads from high branded apparels.

➤ **Brochures or handouts**

Brochures are specific advertising materials used to promote a particular product usually given at a point of sale are handed out at different locations. Brochure advertisings do not use any base like magazine advertising and are independent.

➤ **Newspaper advertising**

Newspapers display a huge number of ads in them, right from matrimonial services to job hunt, to the notifications and circulars from the Governments. Newspapers were the extremely popular form of advertising in the early 20th century and to some extent it still is. But with the advent of the Internet and digital advertising newspapers have moved to tablet, PCs and that is where the advertisements are now being displayed.

2.2.5 Summing Up

In this unit we came to know about the different types of advertising like-

- ✓ National Advertising

- ✓ Retail Advertising
- ✓ Trade Advertising
- ✓ Professional Advertising
- ✓ Cooperative Advertising
- ✓ Corporate Advertising
- ✓ Primary Demand Advertising & Selective Demand Advertising.
- We also got a thorough understanding about the concept of **Flash Marketing System (FMS)** which is an online marketing tool that is easy to set up on your brand website to capture and convert direct traffic into revenue.

We also understood about **Television Advertising, Product placement, Radio advertising, Print Advertising.**

2.2.6 Comprehensive Exercises

● Short Answer Type Questions :

1. Write short notes on the following :
 - (a) Infomercial
 - (b) Brochures
 - (c) Trade Advertising
 - (d) SMS Advertising

● Medium Length Answer Type Questions :

1. Discuss 'Retail Advertising' with examples.
2. Discuss 'Internet Advertising'.
3. What do you know about Radio Advertising?

● Long Answer Type Questions :

1. Explain the different types of Advertising.
2. Discuss the concept of FMS.
3. What do you understand by Flash Sale?

2.2.7 Suggested Readings

Books

Advertising Management by Jaishri Jethwaney and Shruti Jain (Oxford)

Advertising Management - M. V. Kulkarni (Everest publishing house)

Advertising and Promotion: An Integrated Marketing Communications Perspective – Belch and Belch (Tata McGraw-Hill Education India)

Journal Papers

Balakrishnan, L., & Kumar C. S. Effect of Celebrity Based Advertisements on the Purchase Attitude of Consumers towards Durable Products (A study with reference to the city of Chennai). *World Review of Business Research*, 2011; 1(2), 98 – 112.

McCracken, G. Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 1989;16, 310-321.

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Unit-3 □ Media Buying and Selling

Structure

2.3.0 Introduction and Objective

2.3.1 Advertising Media and Types of Media

2.3.1.1 News paper

2.3.1.2 Magazine

2.3.1.3 Television

2.3.1.4 Radio

2.3.1.5 OOH Advertising Media

2.3.1.6 Social Media

2.3.2 Introduction to Media Planning

2.3.2.1 Functioning of Advertising Agency With Respect to Media Department

2.3.2.2 Factors Important in Media planning and Buying

2.3.3 Media Scheduling Strategy

2.3.4 Summing Up

2.3.5 Comprehensive Exercises

2.3.6 Suggested Readings

2.3.0 Introduction and Objective

This unit will throw light on the concept of Advertising Media and different types of media like Newspaper, Magazine, Television, Radio, OOH advertising media and Social Media. The unit will also introduce the concept of Media Planning, Factors Important in Media planning and Buying and creating a Media Scheduling Strategy. This unit will also explain the Functioning of Advertising Agency with respect to Media Department.

2.3.1 Advertising Media and Types of Media

As already mentioned in the previous unit, one of the most accepted definitions of advertising is the one given by American Marketing Association (AMA). According to AMA advertising is defined as **“Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an Identified sponsor”**.

Media refers to various means (advertising vehicles) such as newspapers, radio, television, billboards, magazines and internet by which promotional messages are communicated to the public using words, speech, and pictures.

Media are treated as vehicles for carrying advertising messages. Generally a combination of media is selected in any advertising campaign for two basic reasons-

- ✓ To reach maximum number of target audience
- ✓ Features of one medium cannot be replicated in another medium. This will be elaborated under different types of media.

In this section let us look at the special features of different advertising media and when it is ideal to select each of them for advertising our product, services or events to connect with the target audience.

2.3.1.1 Newspaper

The essential features that an advertiser can look for in Newspaper are mentioned below.

- Newspaper can induce trial of a brand.
- Newspapers are capable of detailing about a Product, service and events.
- Newspapers offer Geographic & Language selectivity.
- Newspapers are treated as a “Flexible medium” for advertising.



2.3.1.2 Magazine

The essential features that an advertiser can look for in a Magazine are mentioned below.

- Specific Target Audience.

- Higher OTS due to long life.
- It is considered to be a Prestige Medium
- Printing & Production quality better.
- Innovative advertising opportunities are available in case of magazine.



FEMINA
Believe



2.3.1.3 Television

The essential features that an advertiser can look for in a Television are mentioned below.

- In case of Television advertising there is scope for product demonstration.
- Television offers wide geographic coverage.
- Television gives opportunity for creative advertising.
- In case of Television advertising selectivity & flexibility in terms of regional coverage & programme content is offered to the advertiser.



2.3.1.4 Radio

The essential features that an advertiser can look for in a Radio are mentioned below.

- Radio advertisement is capable of creating mental imagery.
- It is a cost effective medium.
- It is very flexible medium

- It is treated to be a cost effective mass medium for advertising.
- Listenership is increasing among “Urban youth” with the advent of the FM stations.



2.3.1.5 Out of Home (OOH) Media

Out-of-home (OOH) advertising or outdoor advertising, also known as out-of-home media or outdoor media, is advertising that reaches the consumers while they are outside their homes.

The essential features that an advertiser can look for in an Outdoor media are mentioned below.

- It can effectively cover local, regional and national market.
- Continuity factor i.e the hoardings are up (24X7)
- Cost effective and efficient medium.
- It acts as a reminder medium.
- Size of hoardings makes it noticeable.

Amul butter advertisement is very popular in OOH.



2.3.1.6 Social Media

The 6 Best Social Networks for Ecommerce Advertising are

1. Facebook Advertising-

- Facebook is the largest social media network of the world.
- India has the highest number of Facebook Users, about 270 million (April 2018).
- Hence, Facebook is the best platform for placing advertisements.
- Following are some useful insights of Facebook users in India (Source: Facebook Audience Insights).



- Facebook users constitute of 77% men and 23% women.
 - 80% of the Facebook users fall in the age group 18-34.
 - Top five job titles: Management, Administrative Services, Production, Sales, and Art, Entertainment, Sport and Media.
 - Top five Facebook Pages (based on Audience): Narendra Modi, Virat Kohli, Sachin Tendulkar, Indian Cricket Team and Amitabh Bachchan.
 - Top seven cities (based on audience): New Delhi, Bangalore, Mumbai, Kolkata, Ahmedabad, Hyderabad and Pune.
2. Instagram Advertising
 3. Twitter Advertising
 4. Pinterest Advertising (TA mostly women-81%)
 5. LinkedIn Advertising
 6. Snapchat Advertising (41% of All 18-34 year olds in the U.S. will interact with Snapchat today).

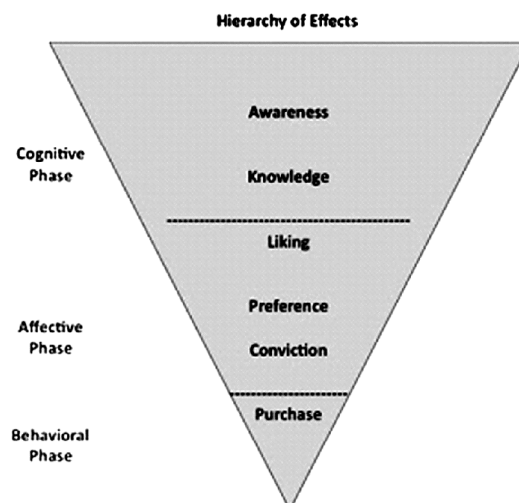
2.3.2 Introduction to Media Planning

Media planning means selecting the best combination of advertising media and specific Vehicles for releasing the advertisement. In 21st Century it is a challenging

job to plan and select the correct media due to plenty of options available in the market. Companies are giving their advertising in different media to try and take their consumer from a stage of brand awareness to purchase of their product/service/events.

Hierarchy- of- Effects Model

This model was developed by Lavidge and Steiner. It helps in setting advertising objectives and providing a basis for measuring the results. It takes the consumer all the way from a stage of Brand Ignorance to Purchase of the product /Service/Event. Time is an important criterion to bring about the changes in the mind of the consumers.



2.3.2.1 Functioning of Advertising Agency with respect to Media Department

Advertising Agency acts as facilitating organization in the business of advertising.

Three important functions of any leading full service advertising agency are-

- ✓ Plan the Advertising Campaign on behalf of their client.
- ✓ Prepare the Advertisement on behalf of their client.
- ✓ Place/Release the Advertisement on behalf of their client.

Leading advertising agencies of India are JWT, Ogilvy & Mather, McCann Erickson, Mudra Communications etc.



Full Service Advertising Agencies generally have the following departments-

- ❖ ACCOUNT SERVICE & MANAGEMENT.
- ❖ CREATIVE- Copy, Art, Audio visual.
- ❖ MARKETING SERVICE-

Media-

Planning,

Buying & Execution

Research

Sales Promotion

Management & Finance

There are media planners in an advertising agency who are responsible for doing the media planning.

Depending on the media planning, the media buyer's negotiate with different media houses and book the space or time for releasing the advertisement.

The media execution department is responsible for sending the art work along with release instruction to the respective media department.

2.3.2.2 Factors Important in Media planning and Buying

Media planning is the process of identifying and selecting media outlets – mainly newspapers, magazines, websites, TV and radio stations, and outdoor placement – in which to place paid advertisements. The person responsible for evaluating the many media options in an advertising agency and strategizing campaigns to support a particular product, service, or brand is called a media planner. Media planners typically are employed by advertising agencies.

A media planner's job is to develop a coordinated plan for a particular client's advertising budget. They decide where, when, and how often to feature a specific advertisement. The more the planner can optimize – meaning stretch – a client's budget to reach the largest number of people, the better his or her odds of seeing results. The whole purpose of advertising is to make potential customers aware of a company's products, services, events and to persuade them to buy them.

Factors considered for media planning-

- OTS (Opportunity To See)
- REACH of the Medium
- READERSHIP- In case of Newspapers & Magazines
- VIEWERSHIP- In case of Television
- LISTENERSHIP- In case of Radio
- COST- It refers to the cost of time or space to be required for the advertisement
- FLEXIBILITY OF THE MEDIUM
- PERMANANCE- It is the capability of the medium to hold attention of the reader/viewer/listener.

2.3.3 Media Scheduling Strategy

There are three common media scheduling strategy.

➤ **FLIGHTING STRATEGY-**

- Planned message run in intermittent period. In some months the company spends money for advertising in mass media.
- This strategy is relevant when there is Fluctuation in sales
- Relevant mainly for Seasonal products.
- Companies having limited Budgets.
- Achieve “Frequency” without draining “Budget”.

➤ **CONTINUOUS STRATEGY-**

- Equal media spend throughout the year. The company spends same amount of money for advertising in mass media in every months of the year.

- Relevant mainly for brands with huge budget
- Relevant mainly for brands having constant sales throughout the year.
- Used when brand decision making process is relatively long.
- Target Audience needs to be reminded about the brand.

➤ **PULSING STRATEGY-**

- Combination of Flighting & Continuous strategy.
- Floor of media support offered throughout the year.
- Fast food & Beverage companies with huge budget adopt this strategy.

2.3.4 Summing Up

In this unit we got a clear understanding about the concept of Advertising Media and different types of media like News paper, Magazine, Television, Radio, OOH advertising media and Social Media.

The unit also introduced the concept of Media Planning and highlighted the Factors Important in Media planning such as –

- OTS (Opportunity To See)
- REACH of the Medium
- READERSHIP- In case of Newspapers & Magazines
- VIEWERSHIP- In case of Television
- LISTENERSHIP- In case of Radio
- COST- It refers to the cost of time or space to be required for the advertisement
- FLEXIBILITY OF THE MEDIUM
- PERMANANCE- It is the capability of the medium to hold attention of the reader/viewer/listener.

The unit helped us to understand the concept of media buying and creating a Media Scheduling Strategy.

This unit also explained the Functioning of Advertising Agency with respect to Media Department.

2.3.5 Comprehensive Exercises

● Short Answer Type Questions :

1. Write short notes on the following :

- (a) Reach
- (b) Flighting strategy
- (c) Viewership
- (d) Advertising

● Medium Length Answer Type Questions :

1. What are the essential features that an advertiser can look for in a television?
2. Discuss 'Out of Home (OOH)' Media.
3. Discuss about 'Facebook Advertising'.
4. What do you know about 'Hierarchy of Effects Model'?

● Long Answer Type Questions :

1. Explain the features of different mass media used in advertising.
2. What do you understand by Media planning?
3. Explain the factors to be considered in planning the media.
4. Discuss the three commonly used media scheduling strategy.

2.3.6 Suggested Readings

Books

Advertising Management by Jaishri Jethwaney and Shruti Jain (Oxford)

Advertising Management - M. V. Kulkarni (Everest publishing house)

Advertising and Promotion: An Integrated Marketing Communications Perspective – Belch and Belch (Tata McGraw-Hill Education India)

Journal Papers

McCracken, G. Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 1989,16, 310-321.

Singhal, P., & Patra, S. (2018) A Study on Consumer Behaviour towards Online Shopping in Kolkata *IOSR Journal of Business and Management*, pp. 91-102.

Patra, S., & Datta, S. K. (2010) "Celebrity Endorsement in India- Emerging trends and challenges" *NIILM Journal of Marketing & Communication*. Volume 5, Issue 3

Balakrishnan, L., & Kumar C. S. Effect of Celebrity Based Advertisements on the Purchase Attitude of Consumers towards Durable Products (A study with reference to the city of Chennai). *World Review of Business Research*, 2011; 1(2), 98 – 112.

Unit-4 □ Testing Advertising Effectiveness

Structure

- 2.4.0 Introduction and Objective**
- 2.4.1 Advertising Objectives & Concept of DAGMAR and Advertising Research Models**
 - 2.4.1.1 Exposure, Salience and Familiarity**
 - 2.4.1.2 Low Involvement Learning Model**
 - 2.4.1.3 Elaboration Likelihood Model**
 - 2.4.1.4 Cognitive Response Model**
- 2.4.2 Advertising Response Process**
 - 2.4.2.1 AIDA Model**
 - 2.4.2.2 Hierarchy of Effects Model**
 - 2.4.2.3 Innovation Adoption Model**
 - 2.4.2.4 Meaning Transfer Model**
 - 2.4.2.5 Information Processing Model**
- 2.4.3 Measuring Advertising Effectiveness**
 - 2.4.3.1 Pre Testing Techniques**
 - 2.4.3.2 Post Testing Techniques**
- 2.4.4 Summing Up**
- 2.4.5 Comprehensive Exercises**
- 2.4.6 Suggested Readings**

2.4.0 Introduction and Objective

This unit will throw light on various advertising objectives and the concept of DAGMAR.

It will help us to understand the different **Advertising Research Models** like **Exposure, Salience and Familiarity, Low Involvement learning model, Elaboration Likelihood Model and Cognitive Response Model.**

This unit will also make us familiar with different pre testing and post testing methods for measuring advertising effectiveness.

2.4.1 Advertising Objectives & Concept of DAGMAR and Advertising Research Models

Advertising is a part of Integrated Marketing Communication (IMC) and it has come a long way from the days of **Mr. Palmer**, who is considered to be the first advertising agent.

One of the most accepted definitions of advertising is the one given by American Marketing Association (AMA). According to AMA advertising is defined as **“Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an Identified sponsor”**.

Before we try to measure or test the effectiveness of any advertising campaign it is essential to understand the different **objectives and goals** with which different companies/brands are advertising in 21st Century.

R. H. Colley (1961) pioneered an approach known by the acronym **DAGMAR**.

DAGMAR stands for Defining Advertising Goals for Measured Advertising Results. He tried to establish an explicit link between advertising goals and advertising results. Colley distinguished 52 advertising goals that might be used with respect to a single advertisement a year's campaign for a product or a company's entire advertising philosophy.

According to DAGMAR approach, the communication task of the brand is to gain-

- (a) Awareness,
- (b) Comprehension,
- (c) Conviction,
- (d) Image and
- (e) Action.

Advertising goals should be consistent with these communication tasks. DAGMAR approach is the task of measuring advertising effectiveness and will not be daunting if we clearly spell out the advertising goals.

Advertising objectives change depending on the dynamic marketing environment and the Product Life Cycle (PLC) stage.

Advertising Objectives –

❖ CREATING AWARENESS AND INDUCING TRIAL.

This is very important at the introductory stage of the PLC. Advertisement is aimed at creating awareness among the Target Audience and thereby induces trial to achieve the minimum targeted sales volume.

Mostly seen in case of any new product/ service sector organization.



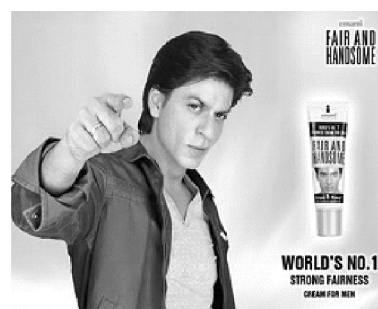
Gujarat government's "Khushboo Gujarat Ki" campaign, for the first time since its launch has turned the focus on the state's Islamic heritage.

Amitabh Bachchan visited Sarkhej Roza and Jama Masjid in Ahmedabad to shoot the ads.

Creative director Mr. Piyush Pandey, along with Mr. Bachchan and filmmaker Mr. Shoojit Sircar, camped in Gujarat in different destinations and shot for the new ads.

❖ SUSTAINING PREFERENCE-

Mostly relevant for an existing brand at the growth stage of the PLC. Sustaining preference by highlighting its special features and distinctiveness.



❖ SHOW NEW USE, INTENSIFY USAGE

Showing new use of an existing product. (Mobile phones) or Intensifying usage. (Brush your teeth Twice Daily).



❖ CONFIRM IMAGERY

Some exclusive brands are sold by virtue of their image and may not require the support of advertising. Occasional advertising is done to reinstate the image.



❖ CORRECT MISCONCEPTION-

Removing misconception from the mind of the Target Audience. To win back the confidence of the target audience. Recently Maggi advertised with this objective as it was trying to win back the confidence of the target audience. In the past Pepsi and Dairy milk also had similar objective behind advertising.



Advertising Research Models

Research is defined as “a careful investigation or inquiry especially through search for new facts in any branch of knowledge”. - The Advanced Learner’s Dictionary of Current English.

Research can be classified in to–

- ✓ Basic Research
- ✓ Applied Research

Basic Research-

- Aim at expanding the frontiers of knowledge.
- It is also known as Fundamental, Theoretical or Pure research.

Applied Research-

- It proceeds with a certain problem and specifies alternative solutions and possible outcome of each alternative.
- It is prompted by commercial consideration.
- Marketing Research deals with problems which seem to have immediate commercial potential.

➤ **Marketing Research**

The systematic gathering, recording and analyzing of data about problems or opportunities relating to marketing of goods and services”. (American Marketing Association).

Marketing Research links consumer with the organization through information.

“The systematic and objective identification, collection, analysis, dissemination and use of information for the purpose of assisting management in decision making related to the identification and solution of problems (and opportunities) in marketing”.

Naresh Malhotra

➤ **Scope of Marketing Research-**

- **CONSUMER RESEARCH-** Demographic profile, Factors influencing purchase decision etc.
- **PRODUCT RESEARCH-**Performance of existing product, Market Testing of New product.
- **PRICE RESEARCH-**Determining price expectation of the target audience, comparing the pricing strategies of competitors.

- **DISTRIBUTION RESEARCH**-Distribution channel selection, Physical Distribution-Transportation & warehousing etc.
- **COMPETITION AND CORPORATE RESEARCH.**
- **PROMOTION RESEARCH-**
 - Advertising
 - Brand Awareness-Recall,
 - Brand Preference,
 - Attitude* towards the Advertisement
 - Attitude* towards the Brand etc.
- ✓ **Advertising Research**
 - There are different research streams that focus on how advertising works.
 - The research brings to light what kind of effect an advertisement should try to create in what kind of situation.
 - Research findings focus on how ads can be used to –
 - Create Awareness,
 - Change Attitude
 - Associate feelings with the brand etc.

2.4.1.1 Exposure, Salience and Familiarity

- * This dealt with effects of an advertising exposure and advertising created brand familiarity.
- * Liking can be created simply from exposure with no cognitive activity at all.
- * This model suggests that people like objects with which they are familiar.
- * Perceived to be more believable and feels safer and more trusted.

2.4.1.2 Low Involvement Learning Model

- * When products are advertised on Television, consumer have little opportunity to think deeply- (Krugman of General Electric observed this trend).
- * Michael L. Ray (Stanford University) argued that when the product involved were of low risk and low interest (low involvement) and advertised on TV then Advertisement lead to trial simply because of greater Top-of-Mind (TOM)Awareness.

2.4.1.3 Elaboration Likelihood Model

- * Developed by psychologist R.E.Petty & John T.Cacioppo.

- * Attitude changed or formed by careful consideration, thinking and integration of information relevant to the product or object of the advertisement.
- * Audience motivated to process information and able to process information- Use central route to attitude change.
- * No motivation to process information-Peripheral cue present- use peripheral route to attitude change.

2.4.1.4 Cognitive Response Model

- * Counter Argument (CA) occurs when the audience member argues against the message presented in the advertisement.
- * Support Argument (SA) is a cognitive response that affirms the argument made by an advertisement.
- * In high involvement situation it is desirable to stimulate Support Arguments and minimize Counter Arguments.

2.4.2 Advertising Response Process

It is essential to understand the response process that the consumer go through while displaying a behaviour by virtue of their exposure to advertisement. It is an essential and important aspect in developing an effective advertisement.

Exposure to an advertisement often generates feelings- positive or negative. The consumer based on their exposure to an advertisement and marketing communication develops some idea about the image of the brand.

The objectives of the advertiser may relate to –

- COGNITIVE ASPECT- Learning /Rational
- AFFECTIVE ASPECT- Feeling/ Emotion
- CONATIVE -BEHAVIOURAL ASPECT.

2.4.2.1 AIDA Model

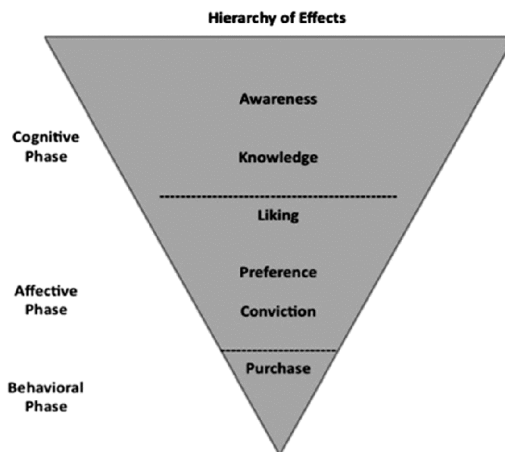
- This is very relevant in the context of personal selling.
- A- Attention
- I- Interest
- D- Desire

- A-Action
- In ideal condition an advertisement would prove to be really effective if it takes this route. We are seeing things happening otherwise now a day.

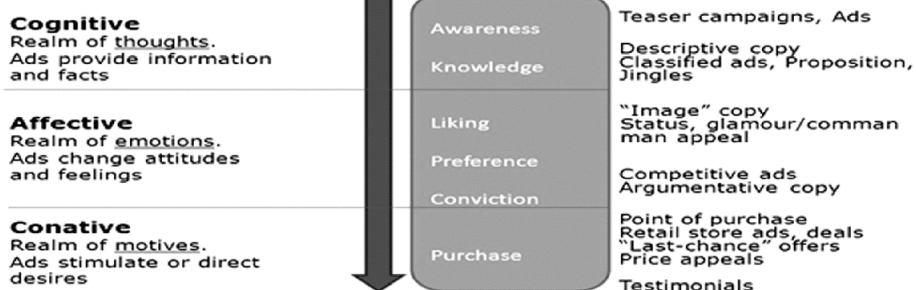
2.4.2.2 Hierarchy of Effects Model

- This model was developed by Lavidge and Steiner.
- It helps in setting advertising objectives and providing a basis for measuring the results.
- It takes the consumer all the way from a stage of Brand Ignorance to Purchase of the product /Service.

Time is an important criterion to bring about the changes in the mind of the consumers.



Hierarchy of Effects Model



2.4.2.3 Innovation Adoption Model

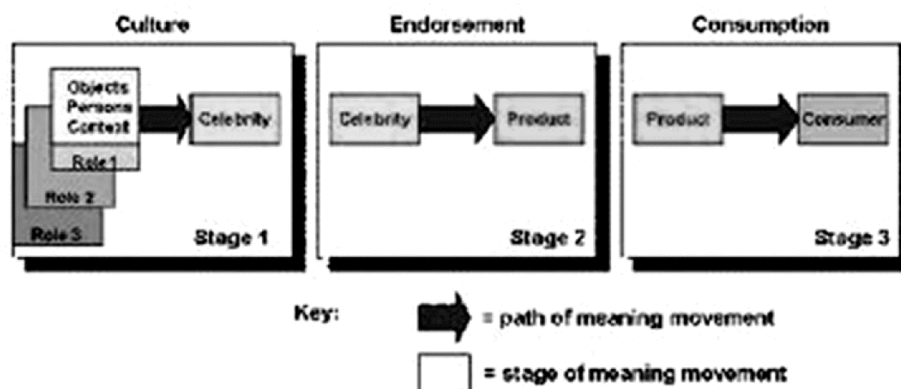
- This model presents the different sequential steps and stages that a consumer moves through in adopting a new product or service.
- According to E.M.Rogers, this model evolved from the work on diffusion of innovations.
- It is a challenging phenomenon to create Brand Awareness and Interest among the Target Audience.
- Marketers are using Celebrity appeal to connect with the Indian Target Audience.
- In this model -
 - COGNITIVE STAGE relates to AWARENESS.
 - AFFECTIVE STAGE-Interest & Evaluation.
 - BEHAVIOUR STAGE- Trial and Adoption.

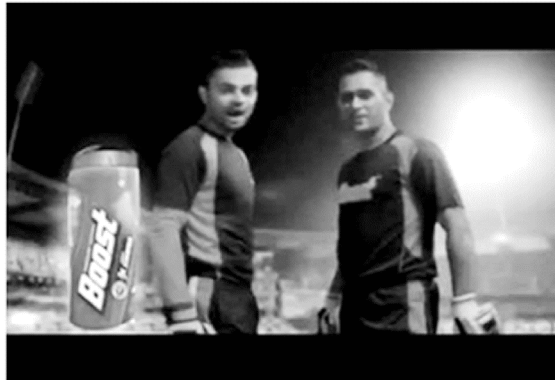
2.4.2.4 Meaning Transfer Model

McCracken (1989) explained the effectiveness of celebrity endorsers by assessing the meanings that the consumer associated with the endorser and eventually transfer to the brand by suggesting a three stages meaning transfer model.

First, when a celebrity endorses a product in an advertisement, the audience forms associations.

The meaning associated with the famous person moves from the endorser to the product or brand. The meaning attribute to the celebrity becomes associated with the brand in consumer's mind. Eventually, in the consumption phase, the meaning is transferred from the product to the consumers.





2.4.2.5 Information Processing Model

This model assumes that the Target Audience is information processors and problem solvers.

This model was developed by William McGuire.

The Cognitive Stage relates to –Presentation, Attention and Comprehension.

The Affective Stage relates to – Yielding and Retention.

The Conative stage relates to –Behaviour.

Retention refers to the ability of the Target Audience to accept and store in memory the relevant information about the product /Service. The “Retention Stage” is unique to this model of McGuire. Purchase of a brand takes place at a later date and not at the time of exposure to an advertisement. The Advertising Objectives would be different depending on the Awareness level of the Target Audience.

2.4.3 Measuring Advertising effectiveness

Measuring the promotional effectiveness is a critical element in promotional planning process.

Reason for measuring advertising effectiveness- Before release of the advertisement

AVOIDING COSTLY MISTAKES.

EVALUATING ALTERNATIVE STRATEGIES-

- MEDIA STRATEGY
- MESSAGE STRATEGY

INCREASING EFFICIENCY OF ADVERTISEMENT IN GENERAL

- CREATIVE STRATEGY
- CREATIVE TACTICS

Reason for not measuring advertising effectiveness-

- COST
- RESEARCH PROBLEM-DIFFICULT TO ISOLATE THE EFFECT OF A PROMOTIONAL ELEMENT.
- DISAGREEMENT ON WHAT TO TEST- EFFECT ON SALES/ IMAGE OF THE COMPANY ETC.
- OBJECTION FROM CREATIVE.

2.4.3.1 Pre-testing techniques-

In pre-testing methods, testing of advertising is done during its development process or after creating advertisement but before implementing it on full scale basis.

Here, ad is tested in trial area to know its weakness.

Following methods are generally used as pre-testing methods for evaluating advertising effectiveness:-

- **Consumer Jury method-** In this method ad-effectiveness is evaluated by panel of selected consumers. The member of this panel is known as jury member, as they have to make judgment and are supposed to select best ad from various proposed ads.
- **Order of merit test-** Here, jury member rank different advertisement according to their preferences. Best advertisement-copy is given the first rank and the worst advertisement copy is given the last rank.
- **Paired comparison test-** In this method, jury members ranks the ads on one-to-one basis, i.e. at one time, they are shown only two ads and are asked to select the better ads.

In case, number of proposed ads is many then each ad is compared with all other ads. The number of comparison in this method will be- No. of comparison= $n(n-1)/2$ Here 'n' stands for no. of proposed ads.

- **Eye movement camera test-**
- This test is adopted for testing outdoor advertising. In the test market area,

eye movement cameras are installed at the place where neon signboards are fixed. These cameras record the eye movements of persons watching these signboards.

- The area of interest and attention can be judged by observing the eye movements.

2.4.3.2 Post testing techniques

These tests are conducted after running the ad campaign. The basic purpose of post-testing is to provide an insight into the performance of ad campaigns & draw some conclusions from it about the future conducting of advertisements.

- ✓ Readership survey Test

- ✓ Recall Tests

Attitude Measurement Test Method.

- ✓ **Readership survey Test-**

- ✓ In this method a group of selected respondents are asked to identify advertisements they have seen in the publications they read.

- ✓ They are asked to classify the ads as noted, seen, and associated & read most.

- ✓ **Recall Test**

In the words of Keller (2007), Brand Awareness consists of Brand Recognition and Brand Recall performance.

Brand Recall can further be classified as Unaided Recall and Aided Recall.

Unaided Recall: The unaided recall test aims to measure penetration of an advertisement. They are regarded as more demanding than the aided recall. They make viewers/ readers recall what advertisements they had seen and what they remembered.

TOMA- Top of Mind Awareness.

DAR

Several routes of unaided recall are in place in advertising world. For instance, it could be a Day-After-Recall (DAR) where the readers and viewers are questioned about the advertisement a day after it has been aired or published.

- Day-After Recall Test is a method of measuring an Ad's effectiveness in terms of consumer's recall of an ad, a day after the exposure to the advertisement.

- It is conducted to make sure that the intended message of the ad is getting passed on to the consumers.
- **ATTITUDE TEST (Tri Component Model)**
- The tri component attitude model states that attitudes are composed of three components-
- Knowledge (cognitive) component,
- Feeling and emotional (affect) component and
- The action (conative) component.

2.4.4 Summing Up

This unit helped us to understand various advertising objectives and the concept of DAGMAR.

It also helped us to understand the different **Advertising Research Models like Exposure, Salience and Familiarity, Low Involvement learning model, Elaboration Likelihood Model and Cognitive Response Model.**

This unit explained the **reason for measuring advertising effectiveness- before release of the advertisement-**

AVOIDING COSTLY MISTAKES.

EVALUATING ALTERNATIVE STRATEGIES-

- MEDIA STRATEGY
- MESSAGE STRATEGY

INCREASING EFFICIENCY OF ADVERTISEMENT IN GENERAL

- CREATIVE STRATEGY
- CREATIVE TACTICS

Reason for not measuring advertising effectiveness-

- COST
- RESEARCH PROBLEM-DIFFICULT TO ISOLATE THE EFFECT OF A PROMOTIONAL ELEMENT.
- DISAGREEMENT ON WHAT TO TEST- EFFECT ON SALES/ IMAGE OF THE COMPANY ETC.
- OBJECTION FROM CREATIVE.

The unit also made us familiar with different pre testing and post testing methods for measuring advertising effectiveness like – consumer jury method, paired comparison test, order of merit test, readership test, recall test and attitude measurement test etc.

2.4.5 Comprehensive Exercises

● Short Answer Type Questions :

1. Write short notes on the following :
 - (a) Recall Test
 - (b) Media Strategy
 - (c) E. M. Rogers
 - (d) Basic Research
 - (e) Product life Cycle
 - (f) R. H. Colley
 - (g) Promotion Research

● Medium Length Answer Type Questions :

1. Explain the scopes of Marketing Research.
2. Write a note on Elaboration Likelihood Model.
3. Write a note on Cognitive Response Model.
4. Write a note on Innovation Adoption Model.

● Long Answer Type Questions :

1. Discuss the different pre-testing techniques to measure advertising effectiveness.
2. Discuss the different post-testing techniques to measure advertising effectiveness.
3. Explain the objectives of advertising.
4. Write a note on AIDA model.
5. Explain the DAGMAR model.

2.4.6 Suggested Readings

Books

Advertising Management by Jaishri Jethwaney and Shruti Jain (Oxford)

Advertising Management - M. V. Kulkarni (Everest publishing house)

Advertising and Promotion: An Integrated Marketing Communications Perspective – Belch and Belch (Tata McGraw-Hill Education India.

Unit-5 □ Case Studies

Structure

2.5.0 Introduction and Objective

2.5.1 Steps in analyzing a Case

2.5.2 Comprehensive Exercises

2.5.3 Suggested Readings

2.5.0 Introduction and Objective

In this unit six different cases are given from educational sector, telecommunication sector, FMCG sector, tourism industry etc. to make us familiar with the application of various advertising concepts in real world scenario and it will help us to apply our creativity in analyzing the cases and facilitate decision making.

2.5.1 Steps in analyzing a Case

The case study analysis can be broken down into the following steps:

1. Identify the most important facts surrounding the case.
2. Identify the key issue or issues.
3. Specify alternative courses of action.
4. Evaluate each course of action.
5. Recommend the best course of action.

There are several steps to writing an answer to a case study assignment:

1. STEP 1: Read the case and questions carefully. ...
2. STEP 2: Identify the issues in the case study. ...
3. STEP 3: Link theory to practice. ...(IMC, DAGMAR, MEDIA STRATEGY, ADVERTISING CREATIVITY, ETHICS etc.)
4. STEP 4: Plan your answer. ...
- STEP 5: Start writing your case study answer

CASE 1**Open Door Project**

India won a Gold Lion on the last day of the Cannes International Festival of Creativity 2019. FCB Ulka became the sole Indian agency that managed to bag the only gold for its entry The Open Door Project for Millennium School. The campaign won in the Sustainable Development Goals category.

Speaking on the win, Mr. Rohit Ohri, Group Chairman and CEO, FCB India, said, “This Gold Lion is true testimony to FCB’s creative transformation journey. I’m proud and humbled to have the honour to win India’s only Gold Lion of Cannes 2019. WARC Creative 100 named us the Number One creative agency in India. This Gold Lion win reaffirms that we deserve to be there and will stay there, hopefully, for a long time to come.”

Mr. Prakash, founder, **The Open Door Project**, said, “I am very happy that The Open Door Project has received this amazing honour of winning gold at Cannes. This will allow the mission of the project to get the international attention it deserves”.

Despite so much being done at Government, NGO and Private sector level, one-third of Indian children do not have access to quality education and over 8 million are out of schools.

The Open Door Project started with a simple observation – that a child, hungry for knowledge, will always find a way to learn. An initiative of The Millennium Schools, a national chain of private not for profit schools, educating over 35,000 students.

The project seeks to eradicate illiteracy in India by opening the doors of hundreds and thousands of schools to children from the under-privileged class. This award will go a long way in getting the message of the Open Door Project to our supporters and other like-minded people and shines a spotlight on what we need to do, to bring literacy and education to the young generation of India.

The Open Door Project by FCB for The Millennium Schools is a path-breaking initiative to induce more private schools to create space for underprivileged kids, giving them an education they would otherwise miss. It took the lead and decided to open its portals to disadvantaged children from surrounding and neighbouring areas after school hours. The institute also unveiled a special film called ‘**Bhukkad- the hungry one**’ created by FCB’s CCO Swati Bhattacharya at the launch of the initiative. The film sensitively portrays the hunger for learning in the child of a sex worker.

Questions for Critical thinking-

- (a) Share your views about the Objective/s of this project and the advertising campaign.
- (b) Identify the Target Audience of this Ad film.
- (c) Comment on the social impact of this advertisement.
- (d) Is the Advertisement ethical in your opinion?. Give justification.

CASE 2**“Amazon Aur Dikhao Campaign”**

The TVC of Amazon shows a man coming home from office and helps himself to some cake in the refrigerator. As he does this, his wife interrupts him reminding about it being ‘Karva Chauth’ (a day of fasting). Once he realizes this, to make amends he is seen swiping across a smart phone screen logged into Amazon.

The ad film shows other similar stories like a young Sikh boy mimicking the dancing styles of different Bollywood actors. All of which end with the campaign jingle of ‘Aur Dikhao’. This is a play on a typical Indian shopper’s tendency to always look at a lot of options to choose from before making a purchase. The film ends urging the viewers to download the Amazon app and enjoy the benefit of choice.



Questions for Critical Thinking-

- (a) Identify the objective/s of Amazon behind running this campaign.
- (b) Comment on the creative strategy as evident from the campaign.
- (c) Share your views about the ethical aspect and overall effectiveness of the campaign among its target Audience.

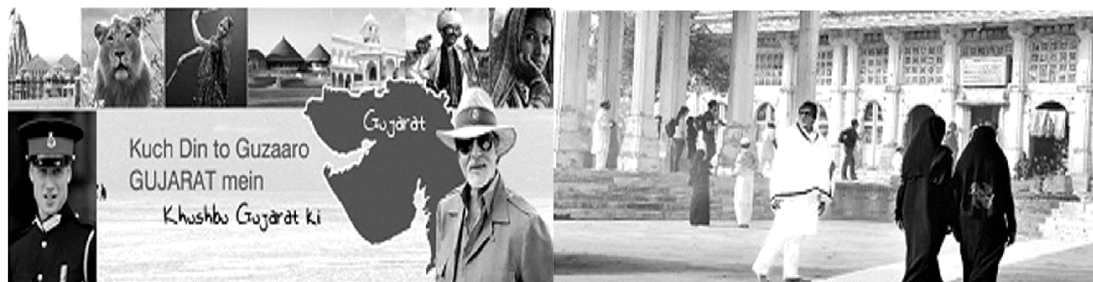
CASE 3**“Kuch Din to Gujariya Gujarat Mein”**

The ‘Khushboo Gujarat Ki’ campaign is well past its prime. Mr. Amitabh Bachchan’s appearance in the campaign, which first went on air in 2010, had given a shot in the arm to Gujarat’s tourism sector then. But, the state still manages to hold on to impressive growth rates in tourist footfalls. On a much-enlarged base, it has accomplished a 16.94 per cent growth in tourist arrivals in FY17 over the previous year.

Creative director Mr. Piyush Pandey, along with Mr. Bachchan and filmmaker Mr. Shoojit Sircar, camped in Gujarat in different destinations and shot for the new ads. “The promotional film basically sees Mr. Bachchan introducing various destinations of Gujarat to the world. The team was seen shooting in various parts of Gujarat. The film captures the beauty of Gujarat and what it can do to the world.”

Gujarat government’s “Khushboo Gujarat Ki” campaign, for the first time since its launch, has turned the focus on the state’s Islamic heritage that gave shape to cities like Ahmedabad, which was named after its founder Ahmed Shah. Run by state tourism department, the campaign – starring superstar Amitabh Bachchan, who is also Gujarat’s brand ambassador – zoomed in on four tourist destinations: Ahmedabad, Jamnagar, Kutch and Velavadar.

In Ahmedabad, it focused on Sarkhej Roza and Jama Masjid. However, the iconic Sidi Sayed mosque, whose stone lattice window has been unanimously adopted as the symbol of the city, is yet to feature in the tourism campaign film.



After promoting Buddhist destinations, the state tourism department, which has some 16 Khushboo... films to its credit, has turned to Jama Masjid in Ahmedabad and Sarkhej Roza.

“Starting from the vintage car museum in Ahmedabad to Law garden and Sarkhej Roza, the team moved to the walled city area in Ahmedabad. They shot Dalpatram Chowk, Kalupur (Swaminarayan) temple area and Jama Masjid.

City-based heritage expert and architect Debashish Nayak, who curated the “heritage walk” of Ahmedabad currently being run by Ahmedabad Municipal Corporation, says, “The shoot in Ahmedabad focused on the heritage walk that begins from Swaminarayan temple, passes through Dalpatram chowk and ends at the Jama Masjid. So, the walk goes from a temple to a mosque. However, it looks like it was the first time Islamic architecture has made its way into the ad campaign.”

Mr. Bachchan also shot at Dasada and Little Rann of Kutch and visited the Indian Institute of Management, Ahmedabad (IIM-A). From there, he is learnt to have gone to Velavadar in Bhavnagar, which has a black buck sanctuary. Mr. Vipul Mitra, Gujarat’s principal secretary of tourism, who was present at the IIM-A interaction, said that the new ads were part of seven films in this leg of the ad campaign and the focus would be on featuring little-known destinations.

Spiritual tourists’ foot falls have grown 24.6 per cent while business tourist arrivals have grown 14.7 per cent. These two segments (spiritual and business tourists), made up 91 per cent of the tourists coming to Gujarat.

Gujarat, however, has to gear up to attract more leisure tourists. The distances between spots at times discourage many leisure tourists interested in visiting Gujarat. “Better infrastructure at tourist spots and better connectivity are likely to boost leisure tourism in Gujarat”.

Questions for Critical thinking-

- (a) List the Objective/s of the advertising campaign.
- (b) Identify the Target Audience of the advertising campaign.
- (c) Suggest an alternative slogan instead of ‘**Khushboo Gujarat Ki**’ and give justification for your answer.
- (d) Is the advertising campaign effective in your opinion? Give justification.

CASE 4**“Sehat Ki Chuski with Desh Ka Namak”**

India is a land of varied cultures and customs where people of different faiths, religion and lifestyle lives together. One annual religious event that draws pilgrims and devotees in huge numbers alike is the Jagannath Rath Yatra organised every year during the months of June-July (coinciding with Ashada in the Hindu calendar) in Puri, Odisha.

It is believed that the RathYatra, or the Chariot Festival, is dedicated to Lord Jagannath, his brother Balabhadra, and Sister Devi Subhadra during which period they leave the Jagannath temple and reach their aunt’s house, the Gundicha temple.

Owing to its immense popularity, the RathYatra witnesses a huge number of footfalls in the city every year braving the scorching heat and the dusty winds that welcome the pilgrims who come from far and wide to catch a glimpse of the festivities.



Product Shot - Sehat Ki Chuski
Click here to enlarge

Hinged on this insight, Tata Salt and The Brand Brewery, an experiential marketing agency, came together for the ‘**Sehat Ki Chuski**’ campaign - a mobile on-ground activation where one lakh branded ‘Energy Pops’ were distributed free of cost to one lakh pilgrims on the first two days of the religious congregation. In Television and Newspaper Tata salt was running its campaign with the slogan “Desh ka Namak”. The state government of Odisha has banned all kinds of outdoor advertising like banners and hoardings along the Grand Road where the RathYatra takes place except on-ground activations.

The agency came up with an easy-to-consume tangy 'Energy Pops' which were special energy ice bars made of Tata Salt, lemon, sugar, and purified water. Hundred and thirty kilograms of Tata Salt was used in making the branded ice pops which were manufactured at Kolkata and were brought to Puri in freezer vans before being handed out to pilgrims from the three customised branded Tata Salt carts.

Questions for Critical Thinking

- a) In view of the information provided identify the objectives that Tata salt was planning to achieve with the 'Sehat Ki Chuski' campaign.
- b) What is the rationality behind distribution of energy pops?
- c) What kind of appeal is used by Tata salt in their mass media advertisement? Give justification.
- d) Do you think the 'Sehat Ki Chuski' campaign will turn out to be effective? If yes give reasons. If not, suggest innovative strategy keeping the occasion and the target audience in mind.

CASE 5

'Sab Kuch Try Karo, Fir Sahi Chuno'

The cellular service industry in India is seeing a lot of changes for the last two years since Mr. Mukesh Ambani made the historic announcement to launch the Jio sim on 5th of September 2016.

Bharti Airtel ("Airtel") rolled out a new campaign recently reaffirming its solid position as India's Fastest Mobile Network. The campaign, which has been conceived by Taproot Dentsu, had TV and Digital legs.

The new campaign takes a fresh approach with a bold and direct theme – "Sab Kuch Try Karo, Fir Sahi Chuno". The communication calls out customers to decide which network is the best by trying all options themselves and not merely on the basis of unconfirmed report. Says Rajiv Mathrani, Chief Brand & Online Officer, Bharti Airtel:



“This campaign aims to build an open and honest conversation with customers and re-affirm Airtel’s confidence in its network. During our consumer work, we discovered that several customers who had moved from Airtel to other networks are now coming back as they were convinced that Airtel is the best.

This is a powerful insight and the strength of Airtel’s network has been consistently recognized by the world’s leading speedtest app. This is also a reflection of the massive investments in new technology and advanced networks we have made over the past couple of years.”

According to Agnello Dias of Taproot Dentsu: “The idea was to communicate Airtel’s confident belief that if one were to actually test all the network services, Airtel would come out best”. When India’s largest telecom network steps out and actually puts itself up for scrutiny by confidently encouraging all users to go out and test every other network before choosing the right one, it is a big bold step that asserts the brand’s confidence in its delivery.

Questions:

- (a) Identify the objective/s of the campaign run by Airtel.
- (b) Explain the creative strategy behind the campaign and identify the advertising appeal/s used to connect with the target audience.
- (c) Share your views on the positioning strategy and personality of Airtel as evident in this campaign.
- (d) Is the campaign effective? Justify.

CASE 6



A staunch vegetarian, Amit Jatia was 14 when he walked into a McDonald’s for the first time. It was in Japan and all he could have was a milkshake. He loved it.

He is now the man behind McDonald’s in India, responsible for the phenomenal growth the company has had in the country.

When the American fast-food giant first contacted him in 1994, Amit’s first challenge was close to home, convincing his vegetarian family to invest in the business. “What convinced us was that McDonald’s was willing to localize” said Mr. Jatia.

McDonald's had a policy of adopting uniformity across global markets. After facing problems, now it adopts products appropriate for particular cultures. When McDonald's entered India, it had to make the most dramatic changes.

Across the world the Big Mac beef burger is the company's signature product. Amit and his partners had to come up with their own signature product for India, so the Chicken Maharajah Mac was born.

They promised that there would be no beef or pork on the menu. "Nearly half of Indians are vegetarian so choosing a vegetarian to run their outlets here makes sense."

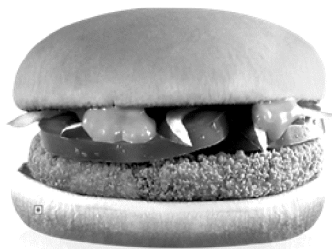
Originally Amit was the local partner in the south and west of India, running the chain as a joint venture with the global McDonald's company. Later he bought out the McDonald's stake and now solely runs the chain in the south and west of the country.

It hasn't been an easy journey. "From a consumer point of view I had to start with the message that a burger is a meal," Amit says.

His research shows that in 2003, of 100 meals that people ate in a month, only three were eaten out. They introduced a 20 rupees (20p) burger called Aloo Tikki Burger, a burger with a cutlet made of mashed potatoes, peas and flavoured with Indian spices.

What multinational advertisers are finding is that it is very difficult to assume anything when it comes to cultures. While many believe that the world is getting smaller and that cultural diversity will decline as is suggested by the adoption of Western fashions in many Asian countries, there are others who are finding that differences between cultures remain firm.

For example, some of the European countries with similar values and purchasing behaviours were banded together in a common market. This has not met expectations due to stereotypes, history and schooling.



“It’s something you would find on Indian streets; it was essentially the McDonald’s version of street food. The price and the taste together, the value we introduced, was a hit. It revolutionized the industry in India,” he says.

Now eating out has gone up to 9-10 times per 100 meals and McDonald’s in India has more than 320 million customers a year.

“Localized menu, delivered with precision quality at a price that works. One other trick they have used very effectively [is] an entry level ice cream which fuels the ability for consumers who might not ordinarily be able to afford to become a customer.”

McDonald’s doesn’t have the Indian fast-food market to itself:

- Domino’s Pizza has more than 500 restaurants across India
- KFC has more than 300 restaurants
- Dunkin Donuts has more than 30 outlets in India

While recent weakening of consumer spending has seen a slowdown in sales, overall Amit has managed to grow same-store sales by 200% and he says he’s not done yet. The plans are to open another 1,000 restaurants in the next decade.

“Think about it,” he says, “India has 1.2 billion people and we have just 350 McDonald’s [restaurants] to service them.”

They have thought of various Promotional strategies to connect with their target audience. Mc Donald’s Breakfast Club talks about having a great start to the day with delicious offers on every visit to McDonald’s. The offer encourages the target audience to “Just order for Rs. 100 or more (inclusive of taxes) during breakfast hours and get your card stamped on every visit to avail exciting offers”.

“Happy Pocket Card” is another promotional tool that allows you to enjoy attractive discount offers on your favourite food items every time you visit a McDonald’s restaurant. This offer is brought to you by Connaught Plaza Restaurants Private Limited (hereinafter referred to as “Company/ McDonalds) which is operating McDonald’s stores in North and East India only.

But India is not an easy market to work in, especially for multinational companies.

2.5.2 Comprehensive Exercises

● Long Answer Type Questions :

1. Comment on the segmentation strategy adopted by McDonalds in India.
2. “Brands exist in our head and heart”. In light of this statement share your views about the Brand Positioning strategy adopted by McDonalds for Indian market.
3. Suggest Integrated Marketing Communication strategy to be implemented by McDonalds in present competitive market scenario.

2.5.3 Suggested Readings

Books

Advertising Management by Jaishri Jethwaney and Shruti Jain (Oxford)

Advertising Management - M. V. Kulkarni (Everest publishing house)

Advertising and Promotion: An Integrated Marketing Communications Perspective – Belch and Belch (Tata McGraw-Hill Education India)

Journal Papers and Case Studies

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Unit-6 □ Ethics in Advertising: ASCI

Structure

2.6.0 Introduction and Objective

2.6.1 Concept of Ethics in Advertising

2.6.2 Economic and Social impact of Advertising

2.6.2.1 Economic impact of Advertising

2.6.2.2 Social impact of Advertising

2.6.3 Advertising and Law

2.6.4 ASCI and its Role

2.6.5 Summing Up

2.6.6 Comprehensive Exercises

2.6.7 Suggested Readings

2.6.0 Introduction and Objective

This unit will introduce the concept of ethics in advertising. Opinions of people are divided about ethics in advertising. It focuses on the economic and social impact of advertising and will make us familiar with ASCI and its functioning.

2.6.1 Concept of Ethics in Advertising

- ❖ Advertising is one of the most visible activities of business and it does not operate in a vacuum.
- ❖ The opinion of people about advertising is divided, some praise it while others criticize it's role.
- ❖ As the President of American Association of Advertising Agencies, John O' Toole has described advertising as something else.
- ❖ It is not related to studies, but it educates. It is not a journalist but gives all information. And it is not an entertaining device but entertains everyone.
- ❖ The term "Ethics in Advertising" is a debatable issue. The issue is inseparably associated with the content of an advertisement.

- ❖ Message
- ❖ Matter to be displayed.
- ❖ Exaggeration, misleading information leads to suspicion.

2.6.2 Economic and Social impact of Advertising

2.6.2.1 Economic impact of Advertising-

- ❖ EFFECT ON VALUE OF PRODUCTS /SERVICES.

Consumers prefer advertised brands compared to unadvertised brands.

Advertising can add value to a brand in consumer's mind.

- ❖ EFFECT ON PRICES.

- If advertising adds value to products or services it also adds cost and affect prices.
- Some advertised products do cost more than unadvertised products but the vice versa is also true.
- But if there is more competition in the market for those products, the prices have to come down.
- The costs are borne by the consumers.



❖ EFFECT ON CONSUMER DEMAND & CHOICE

- Advertising can stimulate demand of new products by communicating relevant information and facts.
- In certain product categories only heavily advertised brand dominate the market. (Soft Drinks, Beer etc,)



- Even if the product is heavily advertised, it does not mean that the demand or say consumption rates will also increase.
- The product has to be different with better quality, and more variety than others.
- Kellogg's cornflakes have variety of flavors with different ranges to offer for different age groups and now also for people who want to lose weight thus giving consumers different choices to select from.



Kellogg's® Corn Flakes
The Original & Best™

❖ EFFECT ON COMPETITION

Large advertisers have an edge because of competitive advantages-

- Economies of scale in advertising (Media Buying)

- Higher Sales volume.
- Lower Production cost.

2.6.2.2 Social impact of Advertising

- Advertising is often criticized for its impact on society, its values, and lifestyles.
- Advertising is criticized for encouraging materialism in society.

Deception in Advertising:

- The relation between the buyers and sellers is maintained if the buyers are satisfied with what they saw in advertisement and what they got after buying that product.
- If seller shows a false or deceptive image and an exaggerated image of the product in the advertisement, then the relation between the seller and buyers can't be healthy.

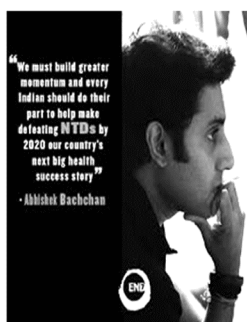
Effect on Our Value System:

- The advertisers use different tactics, endorsements from celebrities, and play emotionally, which makes ads so powerful that often the consumers like helpless preys buy those products.
- People picking up habits like smoking and drinking, and buy products just because their favourite actor endorsed that brand.
- There are some great positive aspects which help-
- Development of society and growth of technologies
- Employment
- Gives choices to buyers
- Welcomes healthy competition
- Improving standard of living.
- Give information on social, economical and health issues.
- Celebrities are not just endorsing brands from Fast Moving Consumer Goods and Consumer Durable product categories only.
- They are making their presence felt as brand endorser in service sector also.

- It is noticeable that International Health and Risk campaigns have their own celebrities, at times actors, sometimes sports person and sometimes doctors to put across their message to their target audience.



- **Neglected Tropical Diseases (NTDs)** are a group of parasitic and bacterial infectious diseases that affect over 1.6 billion of the world's most impoverished people, including 875 million children.
- They cause severe pain, long-term disability, and are the cause of death for over 500,000 people per year.
- Amongst children, infection leads to malnutrition, cognitive impairment, stunted growth, and the inability to attend school.
- Adults suffer from social isolation and are unable to work, and anemia caused by NTDs increases the risk of maternal mortality.
- International actors and musicians lend their face and voice in creating awareness about the Neglected Tropical Diseases (NTDs).
- These celebrities urged their fans to be a part of the movement. (Tom Hollander-"Pirates of the Caribbean,"), Tom Felton ("Harry Potter" series) etc.
- The first global public awareness campaign is undertaken with an intention to control and eradicate the seven most prevalent NTDs by 2020.



2.6.3 Advertising and Law

Advertising Principles of American Advertising Federation-

- TRUTH- Reveal significant facts.
- SUBSTANTIATION-Claims supported with evidence (e.g. ISO certification etc.)
- COMPARISON- Refrain from false & misleading claims, competitor's products etc.

Advertising Principles of American Advertising Federation-

- GUARANTEES & WARRANTIES- Explicit with significant information.
- PRICE CLAIMS- Avoid false/misleading price claims or savings claim that do not offer probable savings.
- TASTE & DECENCY- Free of statements, illustrations or implications that are offensive to good taste or public decency.

2.6.4 ASCI and its Role

- The Advertising Standards Council of India (ASCI), established in 1985, is committed to the cause of Self-Regulation in Advertising, ensuring the protection of the interests of consumers.
- The ASCI was formed with the support of all the sectors connected with Advertising, viz. Advertisers, Ad Agencies, Media (including Broadcasters and the Press) and others like PR Agencies, Market Research Companies etc.
- Its main objective is to promote responsible advertising thus enhancing the public's confidence in Advertising.

ASCI CODE

- To ensure the truthfulness and honesty of representations and claims made by advertisements and to safeguard against misleading advertisements.
- To safeguard against the indiscriminate use of Advertising in situations or of the promotion of products, which are regarded as hazardous or harmful to society.
- To ensure that advertisements are not offensive to generally accepted standards of public decency.

- To ensure that advertisements observe fairness in competition so that the consumer's need to be informed on choices in the market place.
- Both the general public and an advertiser's competitors have an equal right to expect the content of advertisements to be presented fairly, intelligibly and sensibly.
- The Code applies to advertisers, advertising agencies and media.
- The responsibility for the observance of this Code for **Self-Regulation in Advertising** lies with all who commission, create, place or publish any advertisement or assist in the creation or publishing of any advertisement.



2.6.5 Summing Up

- After studying this unit, we are now familiar with the concept of ethics in advertising. We are having a clarity about the economic and social impact of advertising and became aware about ASCI -The Advertising Standards Council of India (ASCI), established in 1985, and is committed to the cause of Self-Regulation in Advertising, ensuring the protection of the interests of consumers.
- The ASCI was formed with the support of all the sectors connected with Advertising, viz. Advertisers, Ad Agencies, Media (including Broadcasters and the Press) and others like PR Agencies, Market Research Companies etc.
- Its main objective is to promote responsible advertising thus enhancing the public's confidence in Advertising.

2.6.6 Comprehensive Exercises

1. Explain the economic and social impact of advertising.
2. What do you understand by ethics in advertising?
3. Explain the role of ASCI in maintaining ethics in advertising in Indian context.

2.6.7 Suggested Readings

Books

Advertising Management by Jaishri Jethwaney and Shruti Jain (Oxford)

Advertising Management - M. V. Kulkarni (Everest publishing house)

Advertising and Promotion: An Integrated Marketing Communications Perspective – Belch and Belch (Tata McGraw-Hill Education India).

Research Papers

Patra, S. (2012) Ethical Guidelines in Indian Advertising. *Transformation of the Indian Economy*. Mohit Publications, New Delhi.

McCracken, G. Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 1989,16, 310-321.

Patra, S., & Datta, S. K. (2012) Celebrity Selection & Role of Celebrities in Creating Brand Awareness and Brand Preference-A Literature Review. *Journal of Marketing and Communication*, 8(2), pp. 48-57.

Balakrishnan, L., & Kumar C. S. Effect of Celebrity Based Advertisements on the Purchase Attitude of Consumers towards Durable Products (A study with reference to the city of Chennai). *World Review of Business Research*, 2011; 1(2), 98 – 112.

Patra, S. (2017) Impact of Bollywood Celebrities and Indian Cricketers as brand endorser in Kolkata. *Asian Journal of Management* 8(2), pp. 251-260

Module - 3
Media Writing

Unit-1 □ Writing News Reports

Structure

- 3.1.0 Introduction and Objective**
- 3.1.1 Principles of Good Writing**
- 3.1.2 What is News**
- 3.1.3 Sources of News**
- 3.1.4 Various forms of News Writing**
- 3.1.5 Legal and Crime Reports**
- 3.1.6 Types and kinds of Print Media**
- 3.1.7 Summing Up**
- 3.1.8 Comprehensive Exercises**
- 3.1.9 Suggested Readings**

3.1.0 Introduction and Objective

General rules of good writing will apply to writing for newspapers, too. It will have to be simple, direct, brief and precise. Newspaper readers are generally in a hurry. They want to acquaint themselves with the stories of the day before they go out for work. Also, the educational and cultural levels of all newspaper readers are not the same. Even more educated and sophisticated readers will like to go straight to the point than wading through verbiage.

As the International Press Institute Manual suggests, while writing or editing for a newspaper, the writer/ editor must ask himself a few questions: Does this story tell the most important news in the simplest way? Is it immediately clear to anybody who has not been reading the newspaper for, say, about a week?

He/ she must always assume that the reader is always new to a story. It should not be assumed that the reader will remember even the news of a couple of days ago. So, when following up a story, the reporter must inform the reader in brief what happened earlier.

The rules of brevity and simplicity will especially apply to the introduction- or “intros” of a news report. The first paragraph is commonly known as the “intro”. The

sentences should be short and sharp, as should be the paragraph itself. It should try and convey “a maximum fact in a minimum of phrase”. Long intros not only look shabby but are also difficult to read. It should be possible to read the “intro” without much effort.

According to expert, “the A.B.C. of Professional journalism” can be said to be Accuracy, Balance and Clarity. Failing in accuracy means failing the reader. So a journalist must always present his or her facts right. Balance is another important requirement. A reporter should always strive to give two sides to a story, especially when the issue is controversial. If one of the parties is not available for comment, it should be clearly mentioned. And, last but not the least, is clarity. A combination of Accuracy, balance, and Clarity will lead to Credibility which is publications’ greatest asset.

One of the most crucial differences between journalism and other forms of writing is the way reporters obtain the information they write about. Reporters obtain information from variety of sources, which can include news agencies, government documents, researching old articles, and observing events first hand.

3.1.1 Principles of Good Writing

Any writing, especially those written for the general reader, should be simple, direct, precise and brief. The main aim of the writer should be to comprehend the idea in a few words. But, it is easier said than done. Most of us, when we put pen to paper or sit at our computers to write a piece, tend to get pompous and verbose. Too often, clarity and simplicity are marred by pompous words, long sentences and endless paragraphs. We forget that most readers are in a hurry to get to the point and don’t want to get stuck in a verbal traffic jam. Still, many writers tend to be ponderous instead of being brief, prefer unfamiliar words and phrases. This is especially true of official reports and correspondence and what is known as “business writing”. In such writings, the writer appears to be hiding his thoughts rather than expressing them.

Any writer aspiring to be a journalist should aim at being simple, direct, concise and brief. Never ever use two words when one would do. Avoid jargon and clichés. Explain abbreviations, if any. Use short sentences wherever possible. Long sentences are not entirely ruled out, but use only when absolutely necessary. Short sentences can have a great impact. The Reuters report on man’s first landing on the moon began with a sentences consisting of only six words: “**The man is on the moon.**” Use words and phrases about which you are absolutely sure. It is tempting to use vogue and fashionable words and phrases. Avoid them unless they are essential.

3.1.2 What is News

Though we are always using the word, 'news' is not easy to define. There is hardly a universally agreed response to the question: What's news? What is news to someone may not be the news to somebody else. As has been said, "the criteria of what is news depends according to the needs of different countries and societies. The needs of developing countries are different from those of industrialized societies."

Lord Thomson, the newspaper baron, once defined news as those items in a newspaper which were needed to fill up the gaps between advertisements! He was, of course, speaking with the tongue in his cheek and as newspaper owner. A journalist must look at news from a different angle.

One of the popular definitions is that **NEWS** means information coming from all directions- North, East, West, and South. While this is true in a way, it cannot be a fully adequate definition. Not all information's are news. The most significant question to ask about a news item: is there anything new in it? Other questions will follow. Is it significant and important? If so, how much? Not all news items are of equal value. 'News value' depends upon various factors. The death of a national leader is obviously, more significant than that of a local leader. Similarly, a major railway mishap resulting in heavy casualties will concern more readers than, say, a road accident in which a couple of people are hurt.

News value will also differ from newspaper to newspaper, depending on the place of publication. For Instance, a somewhat major road accident in Kolkata will be displayed prominently in all city newspapers, but may not find a place at all in newspaper published from, say, Indore or Ujjain. the relative news value of an item will determine how prominently it will be displayed. Only about six or seven items will go into the front page and the most important one will be the lead or main news of the day.

Besides being new and significant, a news item will also have to be timely. It is important to remember that readers are more interested in what is happening in their respective neighborhoods/ towns/ cities than in the events in distant lands. Readers are also interested to read news which affect their daily lives. A small rise in the cost of bread will interest an average reader more than, say, a hefty hike in the price of steel.

Newspapers are often accused of purveying "bad news", it is generally because such items meet the criteria of "what is news." For instance, if all the trains in the country run in time that is not news. But of one of them is involved in an accident

that becomes news, because it is a change from the routine and hence “new”. The same is true of natural disasters. Studies have found that people like to read more about conflicts and crises than about events. But, continuous “bad news” about a particular area or country or a group of people may not retain the interest of readers.

Criteria of news

The criteria by which news is judged are:

- Is it new?
- Is it unusual?
- Is it interesting or significant?
- Is it about people?

These elements make up what we call the “news value” of information. The stronger the elements are, the higher the news value.

Is it new?

It should be new otherwise it cannot be news. The World cup victory of India in 2011 is interesting, superb and impactful, but it cannot possibly be reported in tomorrow’s papers, because it is not new.

If some information and facts about the victory became known for the first time, however, that would be news. The victory would not be new, but the information would be. Events surrounding the former players which happened days or even weeks after the victory can still be news, as long as they have not been reported before. If you are reporting a story for the first time, it should be new to your readers or listeners and therefore it can be news.

Is it unusual?

Things which are happening all the time cannot be termed as news, even when they are new. A child wakes up, eats breakfast and plays with his/her toy- nobody wants to read about it because it is not uncommon. Ordinary and routine things do not make news. The classic definition of news is this: “**Dog bites man**” is not news; “**Man bites dog**” is news. This definition, though, is not universal.

Is it interesting?

Events which are new and interesting may still not attract the interest of the general readers. For instance, archaeologists may report that a place has just been

found and discovered which is significant from the historical point of view. The discovery is new, and the event is unusual, but it is unlikely to attract the interest of common readers other than a specialist or a historian.

Is it significant?

If a common public says that the temperature is rising due to the effect of global warming, that is not news. If a minister says it, it is news, because what he says on the subject is significant. The minister's view point will help to form the policy to minimise the impact of global warming. The content of the news may be different, therefore, in different societies, but the way it is identified will be the same.

Is it about people?

Our daily newspapers are concentrated with news about the people did to change the world. However, news can also be found on certain non-human stories, such as cyclone, earth quake, drought, volcanic eruption or a fire. While reporting a reporter has to make sure that the story should be centred on people.

All these natural calamities will only qualify for news when they affect people's lives. Every story should be centred in terms of people. Always initiate by asking yourself the question: "How does this affect my listeners, readers or viewers' lives?"

Whenever you have a story to report which tells of how something has occurred which affects both property and people, always put the people first.

3.1.3 Sources of News

A newspaper get its supply of news items from a number of sources. It receives hundreds of them every day, besides articles, features, essays, and so on. A newspaper has limited space. For instance, a 12-page newspaper can accommodate on an average more than about 60 news items. The rest of the space is taken up by articles, features, and of course, by advertisements. So, the editors have to choose from this huge chunk of items which are likely to attract the interest of the majority of readers.

The main sources of news are (i) the news agencies and (ii) a newspaper's own staff reporters and network of correspondents.

The main job of a news agency is to gather news from various parts of the world and sell them to newspapers and other media organizations like radio and television. As it is not feasible for any single newspaper to have reporters and correspondents

all over the world, it has to depend heavily on the agencies as the primary source of news. It can then follow up some of the stories of its own. For instance, the first information about a major train mishap at any place may come from one of the agencies. A newspaper can then decide to rush one of its reporters to the site of the accident, who then files his own stories. Many newspapers subscribe to more than one agency for better coverage.

Besides political news, the agencies also carry items about sports, entertainment, law, science, business and so on.

The two major news agencies in India are the Press Trust of India (PTI) and the United News of India (UNI). They work in collaboration with and carry the news items from such well-known international agencies as Reuters, Agence France press, Associated press and United Press international. The PTI runs a Hindi service called "Bhasa".

The main news bureau is located at its center of publication. A newspaper being published from Kolkata will have a large number of reporters and correspondents in and around the city. Similarly, it will need to have a correspondent, if not a staff reporter, at each of the major towns in the state.

There are also 'stringers' who are not regular employees of any mainstream media organizations but get paid for the items that has been published supplied by them.

Most Indian newspapers have a strong bureau at New Delhi because of its political importance. Major political parties emanate from the national capital. Major newspapers also have reporters placed for gathering news at important cities all over the country. Today many media outlets can even afford to have correspondents at major cities abroad, such as London and New York.

There are certain standard sources from which news emanate regularly. These include: The Government departments, the Legislatures (Lok Sabha, Rajya Sabha, and Vidhan Sabha), Municipal corporations, political parties, police Stations, Hospitals, Universities and other educational Institutions, Stock Markets, Business centers, VIPs and celebrities, etc.

These sources have to be regularly checked. A good newsman is one who has a wide network of personal contacts at various levels. One can often get a lead from an unsuspected source and then follow it up. Each person can be said to be a potential source of news.

3.1.4 Various forms of News Writing

Most of the space of newspaper is taken up by news, whether political, government, sports, business, crime or entertainment. Whatever may be the subject, the basic rules of simplicity, precision and brevity will always be happy.

When a reporter is writing a story or a sub-editor is editing it, he should see to it that the answers to the following questions are found in the copy: Who, What, When, Where, Why and How (five Ws and one H). It is a good formula for working on any news story, because these are the questions a reader is likely to ask when he reads the story.

Before writing a story, a reporter goes to the scene of news, observes, talks to people, collects some additional information from files, reports, etc., if necessary. He/She has to seek the answers to the above mentioned questions before he/she sits down to write his/her copy.

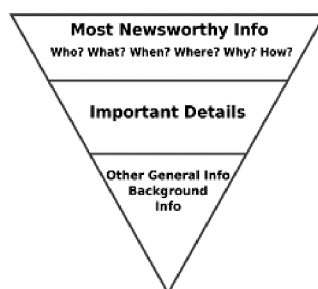
The technique in news writing is different from that of literary writing. In fact, it is exactly the opposite.

In a short story, for instance, first comes the introduction, then the developments in increasing importance and finally, the climax and the ending. The flow in a news story is just the reverse. Here, the climax comes at the very beginning. The main elements in the story is the climax and that's the news.

For example, an ODI match between India and Australia may begin in the morning, continue through the day and ended with India's victory. The report to be published next morning will not begin from the beginning of the match, but will tell the reader what was the final outcome.

It will lead with a sentence such as this: "India's Thrilling Eight-Run Win Over Australia In Second ODI." Only then will follow the details.

The form of news writing is popularly known as the "**Inverted Pyramid**" style of writing, as the most important part goes at the top.



So, the form of news writing can be described as (i) starting with the most important element and (ii) then providing the other elements in a diminishing order of importance. The advantage of this form is two-fold: if the reader is in a hurry and doesn't read the full story, even then he will get the more important points. Again, if there is pressure on space, the editors can easily delete the less important paragraphs towards the end.

In journalism, the beginning sentences of a news story are everything. Called leads or "intros," they must convey essential information, set the tone and entice people to continue reading. If you're interested in becoming an expert journalist, understanding how to write a lead is a key skill for your toolbox.

Tips for Writing Leads

Below are some helpful hints to keep in mind.

The Five W's and H

News writing strives to answer "The Five W's and H:" that is, *Who*, *What*, *When*, *Where*, *Why* and *How*. Good leads answer as many of these questions as possible in a single sentence. When writing a lead, it helps to think about which of these facts is the most vital for readers to know.

Keep It Short

A good lead provides all the information the reader requires in just a few words. Ideally, a lead should be between 25 and 40 words.

Keep It Simple

Don't clutter up the lead with unnecessary adjectives or adverbs. Also make sure that your lead only discusses one idea to avoid confusion.

Write in Active Voice

Avoid all forms of the verb "to be." Common exceptions including writing about fatalities ("two people were killed Thursday") and when discussing police activity ("two people were arrested"). Passive voice is often the result of incomplete reporting.

Structure Your Lead Properly

Put your most crucial information at the very beginning of the sentence. Important secondary information can go in subsequent sentences. If you need attribution in your lead, make sure it goes toward the end of the sentence because it is less important than the information itself.

Understand the Context

Keep in mind what your readers may already know about your story based on previous media coverage. Write in a way that speaks to these realities and adds relevant, useful information.

Be Honest

Never mislead the reader. If you promise a certain type of information with your lead, you should be ready to deliver.

Once you understand these cardinal rules, you can begin to experiment with style.

Activity For the Learner

Assignment - Write a lead based on the following set of facts:

Who? Two men

What? robbed a jewelry store

Where? Royal Gems, at 55 West 47th Street, in the heart of Manhattan's diamond district

When? Saturday, March 13

Why? No information

How? The men carried pistols, police said, adding that the men bound three employees and a customer and stole gems and money. The police also said that no one was injured in the holdup.

3.1.5 Legal and crime reports

Legal and crime reports are often marred by the intrusion of unnecessary details and verbiage. While the readers must be provided with the legal points whenever necessary, a journalist must ensure that the news point is not buried under legal jargon. It is always advisable to give the main news element in the "intro", and then go to the legal details.

The basic principle of court and crime reporting, as mentioned in manuals of various media organizations, is that there shouldn't be anything in the report which may prejudice the right of any accused to a completely fair and impartial trial. Strict accuracy, with no fancy dressing, is what called for.

When reporting an arrest, a reporter shouldn't say anything that would prejudice an accused at the trial. We shouldn't write:

“Two persons were arrested at Haldia for murdering a boy of five.” Instead, we should write:

“Two persons were arrested at Haldia in connection with the death of a five-year-old boy.”

While reporting a trial, a reporter should report only what is said in the court. The material gathered outside the court should not be incorporated into the trial story.

This brings us to the laws of libel. Everyone writing for a newspaper will have to bear in mind that he shouldn't write anything that is likely to defame an individual or an organization. Unfounded accusations can attract the provisions of such laws. The editor, publisher, and the concerned writer/ reporter are then dragged into a court to defend defamation charges under the relevant laws.

3.1.6 Types and kinds of Print Media

In a democratic country like India, the Press plays a crucial role in shaping public opinion. A newspaper not only covers current affairs, but also serves as the public's eyes and ears and helps set the national agenda. It provides a forum for debates and acts as a medium of creative expression.

The press, as is often said, hold up mirror to the society. While this is essentially true, it does more than that. It fights against all kinds of oppression and injustice and thus plays a very crucial role in purveying information. The Press helps facilitate such changes by explaining their significance to the people.

The press in India has a long history of over two hundred years. The first newspaper as we know it was published in India on January 29, 1780. Its name was “Bengal Gazette or the Calcutta General Advertiser”. It was edited and published by James Augustus Hickey. **Bengal Gazette** is the first Bangla newspaper published by Bengalis. It appeared as a weekly around the same time when the Missionaries of Serampore brought out the first ever Bangla Weekly Samachar Darpan in May 1818.

When we talk of newspapers we generally think of what we called mainline newspapers. These are publications which strive to serve the general reader and cover anything from politics to business, sports, entertainment and so on. They have special

sections and pages devoted to the various areas or verticals and evolve a mix that will spruce the interest of readers from all walks of life. Their principal area of interest, however, is politics. In some countries, such as Britain, newspapers are divided into two categories: “quality” and “popular”. The Times and The Guardian, for example, belong to the former while The Daily Mirror and The Sun are included in the latter category. The so-called quality newspapers try to cater to the tastes of the more affluent and educated readers.

In India, the English- language newspapers lay claim to be the “quality” ones. Newspapers like AnandaBazar Patrika and Malayala Manorma have a substantial number of readers belonging to this category.

However, there are apprehensions in some quarters that the press has an uncertain future as it faces a severe challenge from the New Media. While it is true that the press does face a severe threat. It would be premature to imagine that print journalism will die in the near future. In spite of the challenge from the new media, the press is very much alive. Besides, newspapers are also gearing themselves up by bringing about technological and editorial changes to face the challenge of the digital age.

3.1.7 Summing Up

- General rules of good writing will apply to writing for newspapers, too. It will have to be simple, direct, brief and precise.
- The rules of brevity and simplicity will especially apply to the introduction- or “intros” of a news report. The first paragraph is commonly known as the “intro”.
- A combination of Accuracy, balance, and Clarity will lead to Credibility which is publications’ greatest asset.
- News value will also differ from newspaper to newspaper, depending on the place of publication
- The main sources of news are (i) the news agencies and (ii) a newspaper’s own staff reporters and network of correspondents.
- In a democratic country like India, the Press plays a crucial role in shaping public opinion. A newspaper not only covers current affairs, but also serves as the public’s eyes and ears and helps set the national agenda.

3.1.8 Comprehensive Exercises

● **Short Answer Type Questions :**

1. Define News Sources
2. What do you understand by PTI?
3. What do you mean by 'Inverted pyramid style' of news reporting?
4. What do you know about James Augustus Hickey?

● **Medium Length Answer Type Questions :**

1. What do you mean by Sources of News?
2. What are the things you should keep in mind while writing a lead?
3. Discuss the various forms of News Writing?
4. What are the things you should keep in mind while writing a legal news reports?

● **Long Answer Type Questions :**

1. What are the essential qualities of good writing?
2. How is writing for newspapers different from other kinds of writing? Discuss with a few examples.
3. Discuss the different types of print media?
4. Discuss about the sources in Journalism.

3.1.9 Suggested Readings

- | | |
|------------------------------|----------------|
| 1. Good English | By G.H Vallins |
| 2. Mass Communication Today | By Subir Ghosh |
| 3. The Journalist's Handbook | By M.V. Kamath |

Unit-2 □ News Features and Interviews

Structure

3.2.0 Introduction and Objective

3.2.1 What is a feature?

3.2.2 Development Reporting

3.2.3 Interview

3.2.4 Summing Up

3.2.5 Comprehensive Exercises

3.2.6 Suggested Readings

3.2.0 Introduction and Objective

General rules of good writing will apply to writing for newspapers, too. It will have to be simple, direct, brief and precise. Newspaper readers are generally in a hurry. They want to acquaint themselves with the stories of the day before they go out for work. Also, the educational and cultural levels of all newspaper readers are not the same. Even more educated and sophisticated readers will like to go straight to the point than wading through verbiage.

As the International Press Institute Manual suggests, while writing or editing for a newspaper, the writer/ editor must ask himself a few questions: Does this story tell the most important news in the simplest way? Is it immediately clear to anybody who has not been reading the newspaper for, say, about a week?

He/ she must always assume that the reader is always new to a story. It should not be assumed that the reader will remember even the news of a couple of days ago. So, when following up a story, the reporter must inform the reader in brief what happened earlier.

The rules of brevity and simplicity will especially apply to the introduction- or “intros” of a news report. The first paragraph is commonly known as the “intro”. The sentences should be short and sharp, as should be the paragraph itself. It should be try and convey “a maximum fact in a minimum of phrase”. Long intros not only look shabby but are also difficult to read. It should be possible to read the “intro” without much effort.

The staple of a newspaper is, of course, news. We read newspapers mainly for news. But as every readers knows, a newspaper contains many other items other than news- features, articles, photographs, cartoons, and so on.

3.2.1 Feature Writing

A feature is a piece of writing that is not concerned with the spot coverage of news or daily reporting. All readers are interested in what is called “hard news”, but there are stories or events beyond these daily reporting which are likely to draw their attention. if properly presented. They are also interested in analyses of events and background information.

A report on a road accident is “hard news”, but if a newspaper carries with it a write-up on the bad conditions of our roads which cause accidents, it will be in the nature of a feature. When a leader of the stature of Indira Gandhi was assassinated, every daily carried much more than the spot news. It was full of other items: her obituary, an assessment of her leadership, stories on her family, Indira as a person, and so on. Many of these will come under the category of features.

Features can be on any subject / topic, ranging from transport, health, roads, and educational institutions to business, entertainment, women affairs and crime. But, most importantly, they should be about people. There is nothing quite so fascinating to write about people. Features can be written on all sorts of personalities- writers, actors, scientists, singers, men with usual professions and spouses of celebrities. Readers will always be interested to know what it is like being married to famous persons, what is politician’s normal routine or what it is like running a big company, to give a few examples. these features are often based on interviews. Readers are very much interested to know only about who topped the merit list in the Higher Secondary Examination but also about his /her family, how he/ she had prepared for the examination and what the topper wanted to do next.

Almost all newspapers have their regular feature pages devoted to specific areas like entertainment, science, law, industry and business, health, women, etc. They carry write-ups on the concerned subject.

A feature is different from an article in the sense that the latter is generally argumentative and opinionated, whereas the former is not so. An Article relies on facts and reasoning to build up a case for or against a particular issue. Every piece of writing is written with an objective, but in the case of a feature the objective may not be so obvious. It is more concerned with painting a picture with making a direct point.

A feature is written in a style which is different from that of a “hard” story. While the rule of simplicity and brevity is applicable here as well. The main point need not always be in the first paragraph, there is scope for gradually building the story and creating the necessary ambiance. The nature of the headline will also be somewhat different, matching the tone of the story. A headline such as

IT’S NOT ALL WORK AND NO PLAY FOR RANVIR SINGH

will never suit a hard news story, but would be quite a good one describing a day in the life of the busy actor.

3.2.2 Development Reporting

Development journalism is a new phenomenon in India. The advent of newspapers and magazine specifically devoted to economic journalism has undoubtedly given a fillip to development reporting. To start with, newspaper found it somewhat difficult to deal with development reporting, which meant usually writing success stories. Newspapers generally delight in reporting “negative” stories: reports of crises, conflicts, and disasters. Success stories are not sensational by nature. Writing success story features, therefore, posed a problem. How to present a success story to the reader? Would it appear to him that the newspaper was acting as a mouthpiece of the Government or a business organization?

But the problem is not the success story itself, but how it is presented. Often, success story or development reporting reads like official news releases, on which most of the stories are based. There is not enough research or investigation. Most importantly, most of the stories are not people-oriented. Some reporters mistakenly believe that presenting some statistics and quotes from officials will make an excellent development story. But, infact, they don’t.

In order to write a good development story, the writer must have an understanding of what is development. Development reporting must concern itself with people. An important aspect of development reporting is success stories of people who have adopted new technologies, tried new methods and benefited themselves and helped society.

Development Journalism need not always concern itself with economic activities. reports on the social and cultural changes being brought about by the development process and how they are affecting the lives of the people also make for interesting reading.

Development Journalism should not, however, always be equated with success stories. It may also involve “negative” reporting. Billions of rupees are being spent on development, but none all of it is being properly utilized. Much of it is wasted and the fruit of development are failing to reach the people for which they are meant. And, of course, there is the issue of corruption. These are also very much worth reporting; it is part of a newspaper’s responsibility.

3.2.3 Interviews

Interviews often make news and it is part of a journalist’s job to interview people and write stories based on the interviews. Interviews can be a source of lively, human story, but they have to be properly handled.

For an interview to be fruitful from the point of view of a newsman, it should be properly planned. If the interviewee is an important person, the reporter should know about his/her background and then prepare a list of probable questions in advance. He should know how to be polite yet firm while persisting with questions. But nothing should be done that would irritate the interviewee.

While writing it up, the main point should be picked up first. Then will follow the details, including a few sentences on the interviewee’s personality, his dress and surroundings.

The writer will always have to be fair to the interviewee and should not quote anything out of context. The answers can be reported totally in the third person, or it can be a mix of the third person speech and direct quotes. An interview can also be written in a question-and answer form with a brief introduction.

A journalist is often required to report speeches by people, most of whom are important persons. A speech, in itself, is not always a news item. It is always lengthy and wordy. A speech is to be reported only if it has news value and, even then, it has to be summarized in all but very few cases. A speech is seldom reported word for word. A reporter has to decide which is the main news-point in a speech and that should come in the beginning. The important point may be half way through a speech, or even at the end. The report should always begin with the news. The setting, sometimes even the name of the speaker, can come latter.

There is, however, always a place for description in speech reporting. Such details as what the speaker wore, how the audience reacted to the speech, if he/she was gesticulating will always interest the reader. But such descriptions must always be fair.

Each story in a newspaper has a dateline. This indicates the place of origin of the item as well as the date on which it is sent.

E.g - Kolkata, November 14

Asansol (West Bengal), November 15

Fred Zimmerman, a long time reporter for *The Wall Street Journal*, has these suggestions about how to prepare for an interview:

1. Do research on the interview topic and the person to be interviewed, not only so you can ask the right questions and understand the answers, but also so you can demonstrate to the interviewee that you have taken the time to understand the subject and also that you cannot easily be fooled.
2. Devise a tentative theme for your story. A major purpose of the interview will be to obtain quotes, anecdotes and other evidence to support that theme
3. List question topics in advance.
4. In preparing for interviews on sensitive subjects, theorize about what the person's attitude *is likely* to be toward you and the subject you are asking about, what is his or her role in the event? Whose side is he or she on? What kinds of answers can you logically expect to your key questions?

Few guidelines:

1. Almost never plunge in with tough questions at the beginning. Instead, break the ice, explain who you are, what you are doing, why you went to him or her.
2. Get the person talking, set up a conversational atmosphere. This will provide you with important clues about his or her attitude toward you, the subject and the idea of being interviewed.
3. Watch and listen closely. How is he or she reacting? Does he seem open or secretive? Maybe interrupt him in the middle of an anecdote to ask a minor question about something he is leaving out, just to test his reflexes
4. Start through your questions to lead him along a trail you have picked. One question should logically follow another. Lead up to a tough question with two or three preliminaries.
5. Listen for hints that suggest questions you had not thought of. Stay alert for the possibility that the theme you picked in advance is the wrong one, or is

only a subsidiary one. Remain flexible. Through an accidental remark of his you may uncover a story that is better than the one you came for. If so, go after it right there.

6. Keep reminding yourself that when you leave, you are going to do a story. As she talks, ask yourself: Do I have enough information to write a coherent account of the anecdote she just told me?
7. Do not forget to ask the key question the one your editors sent you to ask, or the one that will elicit supporting material for your theme.
8. Do not be reluctant to ask an embarrassing question. After going through all the preliminaries you can think of, the time finally arrives to ask the tough question. Just ask it.
9. Get in the habit of asking treading water questions, such as “What do you mean?” or “Why’s that?” This is an easy way to keep the person talking.
10. Sometimes it helps to change the conversational pace, by backing off a sensitive line of inquiry, putting your notebook away, and suddenly displaying a deep interest in an irrelevancy
11. Do not give up on a question because the subject says “no comment.” That is only the beginning of the fight. Act as if you misunderstood her and restate the question a little differently. If she still clams up, act as if she misunderstood you and rephrase the question again.
12. Occasionally your best quote or fact comes after the subject thinks the interview is over. As you are putting away your notebook and are saying goodbye the subject often relaxes and makes a crucial but offhand remark. So stay alert until you are out the door

Assignment: Pair with a classmate and take turns conducting 10-minute interviews of each other as if you were going to write a feature story about him or her.

At this stage, your questions aren’t really what your story ultimately will be about, but they’ll help you find a focus for that story.

Find out basic profile information about your subject.

Start with the easy, nonthreatening questions: What courses is he/she taking? After-College or other extracurricular activities? Interests? Sports? Family? Weekend plans for the next month? Etc.

Be listening for unique info about your partner that might make for an interesting article.

Find a focus and Develop Interview Questions: Next select the one thing you found most interesting about your subject in the preliminary interview. If you knew more about that one thing — say, his or her collection of giant wooden forks — could you write a whole story about it? Develop questions you have (and that readers will have) about that focus.

Primary interview: Ask your questions. Take notes. Get quotes!

Feedback: Read your quotes back to your subject to see how accurate you were in taking notes.

Ask your subject whether he or she agrees with your focus.

Have your partner evaluate the quality of your questions and suggest other interview questions that might have drawn out additional information.

Share with class:

How did it go?

What focus did you find?

How accurate were your quotes?

What was the most challenging part of the exercise?

3.2.4 Summing Up

- A feature is a piece of writing that is not concerned with the spot coverage of news or daily reporting.
- Features can be on any subject / topic, ranging from transport, health, roads, and educational institutions to business, entertainment, women affairs and crime. But, most importantly, they should be about people.
- A feature is different from an article in the sense that the latter is generally argumentative and opinionated, whereas the former is not so.
- Development journalism is a new phenomenon in India. the advent of newspapers and magazine specifically devoted to economic journalism has undoubtedly given a fillip to development reporting
- An important aspect of development reporting is success stories of people who have adopted new technologies, tried new methods and benefited themselves and helped society.
- Interviews often make news and it is part of a journalist's job to interview people and write stories based on the interviews. Interviews can be a source of lively, human story, but they have to be properly handled.

3.2.5 Comprehensive Exercises

● **Short Answer Type Questions :**

1. What do you mean by hard news?
2. What do you mean by success stories?
3. Why research is important in an interview?
4. Discuss the two types of news interview?

● **Medium Length Answer Type Questions :**

1. Discuss the ground rules a reporter should follow while taking an Interview for a newspaper.
2. Discuss the different types of Feature Writing
3. Imagine You are assigned to write an article about 'Pet care'. Think of a possible source to Interview. Write 5 interview questions on this topic
4. Write a development story of your locality.

● **Long Answer Type Questions :**

1. How is writing for newspapers different from other kinds of writing? Discuss with a few examples.
2. "A feature is a piece of writing that is not concerned with the spot coverage of news". Enumerate the idea.
3. What do you understand by "development stories"?
4. Imagine you are assigned to write an article about 'IPL T-20'. Think of a possible source to interview. Write 5 interview questions on this topic.

3.2.6 Suggested Readings

● Mass Communication Today

By Subir Ghosh

● The Journalist's Handbook

By M.V. Kamath

Unit-3 □ Story Board for Television and Radio

Structure

3.3.0 Introduction and Objective

3.3.1 Story Board

3.3.2 Main Section

3.3.3 The Three-Act Structure

3.3.4 The Synopsis

3.3.5 The Script

3.3.6 Example of a Shooting Schedule

3.3.7 Common Mistakes

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3.3.9 Radio Script and Storyboard

3.3.10 Behind the Story Board for Radio

3.3.11 Summing Up

3.3.12 Comprehensive Exercises

3.3.13 Suggested Readings

3.3.0 Introduction and Objective

From feature films and documentaries to scripted reality-TV shows, every film and video tries to tell a story. In this unit you'll learn how to write a synopsis and how to develop a script or a storyboard for your television project – the basis of all good television productions. You'll also find out about putting together a shooting schedule to help you at the production stage.

Vision in Action

1. Decide what type of television production you want to make, and then write a synopsis and script.
2. Draw a detailed storyboard scene by scene (or, if you're keen, shot by shot) based on your script.

3. Discuss your synopsis, script and storyboard with colleagues and friends.
4. 'Kill your idols!': Don't hesitate to make changes to your plan if, during the shoot, it turns out that a particular idea doesn't make sense anymore. For example, you might have planned to use a drone for a beautiful sweeping shot at the end of a scene, but it's more important to focus on the character and their state of mind.
5. Remember the axis of action. Check if transitions between shots and scenes work well.
6. Number each scene of your storyboard and use these numbers in your shooting schedule.
7. Write a shooting schedule with your team and remember to think about the key points mentioned in this chapter.
8. Discuss your progress with colleagues regularly, from the initial idea right through to shooting the production. Communication and team work are key for a smooth production process and a good television programme.
9. Be clear about what you want to achieve and how. It's also important to be realistic throughout the project about the time, money and motivation you have.

3.3.1 Story Board

Storyboard is designing for TV advertisements. It is a series of sketches that visually tell the story. It outlines the story, scenes and action.

The storyboard shows the 'key' frames of the story or the design idea while the action between frames is completed in the mind of the viewer/client. The storyboard includes directional cues, such as arrows, to indicate actions and camera movements.

The storyboard helps to develop a strong visual story, spot weaknesses in plot or timing or important missing elements or shots and to plan the composition, layout, camera placement, scene transitions etc.

It consists of Sound

- Dialogue
- Music
- Effects Editing

- Sequence Cinematography
- Framing
- Lighting
- Movement Image
- Arrangement of scenes which form TV Advertisement.

A Storyboard should convey

- What characters are in the frame?
- What are they doing?
- What are the characters saying to each other?
- Is there going to be any other audio in this frame?
- How much time has passed between the frames?
- Where the “camera” is in the scene?
- What is the angle of the camera? ■ close-up ■ long shot ■ low camera angle etc.

How to work on a storyboard?

Think of the key moments in your story (arc).

- What is the beginning, middle and end of this story?
- What are the other key ‘scene’ changes?
- How will the action progress?
- How will text, images and other elements enter and exit the screen or transit from one frame to the next?
- Think about timing : The length of a frame ■ the time from one frame to another.
- Develop a storyboard that consists of at least 6-9 frames.
- Show the characters and their narration.
- Write the sound effects or use arrows to add emphasis to or illustrate actions.
- Write below each frame to explain what kind of action is taking place on screen.
- Describe in visual or words the camera shot(s).

Equipment and Tools

You'll need something to make notes with. This could be a pen and paper, computer, tablet or a combination of these.

For example, if you write your script on a computer, you can share the electronic document with people who are not where you are. But you might find that pen and paper are best when you're drawing a storyboard.

3.3.2 Main Section

At the heart of every television production is the story you want to tell.

It might be a story that already exists in some form – for example as a written text or a radio play. Or it might be written specially for your film. In the case of documentaries, the story could even develop during the shoot itself.

Including drama in the narrative – conflicts and contrast between characters, unexpected events, extreme emotion – can make the story more interesting. The less predictable the outcome is the more dramatic the story.

To help you develop a story with good dramatic effect and bring it to life in television production, you'll need:

- a synopsis
- a script
- a storyboard

Having these in place before you start working on your television production is also important if you're looking for people to support your project.

3.3.3 The Three-Act Structure

The so-called three-act structure is a common approach to script-writing. Here is a quick outline.

- **Act I:** Set-up or exposition. We find out about the main characters, their inner and outer conflicts and key locations.
- **Act II:** Confrontation. The main character struggles to overcome the obstacles that keep him or her from resolving his or her conflicts.
- **Act III:** Resolution and conclusion. A dramatic event leads to the resolution of the main conflicts and the conclusion of the story.

3.3.4 The Synopsis

A synopsis is a short description of what happens in the film. It's the idea for the film, put into words.

A synopsis is different from a script in that it includes only the most important or interesting parts of the story. It is usually used to present the film idea to producers and directors. You might also use it when you're submitting your film to a festival, or when you're applying for funding.

Length of Synopsis:

- Short Television Film – 10 lines
- Documentary – 30 lines
- Full-length Television Featured Film – 2 pages

Example of Synopsis for a Short Film

The Misunderstood Dog

by Robert Biggins

Fluffy is an unlucky dog. Neither of his owners – a couple who live in an old-fashioned house in the suburbs – seems to like or understand him. They're always asking him to do things he doesn't understand, and they don't care about his needs.

Two days before Christmas Fluffy decides to run away and find a place where he feels more comfortable. On his quest he faces many risky situations which make him homesick. He wishes he could be at home again.

In the meantime, his owners are looking for him all around the house and fearing the worst. But on Christmas Eve, with snow falling heavily, Fluffy arrives at the house again. From here on Fluffy is treated much better by his owners, and finally becomes aware what they mean to him as well.

3.3.5 The Script

Every film or TV broadcast is based on a script. The script could be noted down/drawn in detail or it could just be an idea in your head.

A film or broadcast should never be filmed at random. You'll always need a script, which is the product of your creative thinking and helps to guide the shoot.

Writing a Script

Remember that you're narrating through film. The story should come across in the moving image, combined with original sound, voice-overs and any additional sounds and music.

This might seem obvious but it's crucial for writing a good script. Unlike with a book or a radio play, you can actually show what happens so you don't need to explain it verbally as well.

A good script will lay out what happens in each scene, which helps you work out what material you need to shoot. It might even include ideas for the editing stage, for example what transition to use from one scene to another. This saves a lot of time during the shoot itself and it gives the director or camera operator an idea of what needs to be captured and how.

The script should describe everything about the scene. This includes the place, time of day, props, lighting, how the protagonists look, what they're wearing, what happens in the scene and any dialogues between the characters. The script might also contain the text narrated through a voice-over as well as hints about what sort of music will need to be added in post-production.

All scenes usually follow the same format in the script: first describing the background setting, then the characters, then the dialogue.

Example of a Script:

Title

THE MISUNDERSTOOD DOG

By Robert Biggins

Scene 1

Two days before Christmas in the 1970s. No snow has fallen yet and the weather is quite cloudy.

We see an old-fashioned two-storey house in a suburban area from the street. A light is on in the attic and on the ground floor. Mr. Miller (pensioner, the stereotype of a grandfather, wearing a blue-checked shirt, black trousers with braces) and his dog Fluffy (terrier) are in the attic of his house, searching for something under a load of dusty old furniture and other random stuff.

MR. MILLER

Fluffy, do you know where I put those old Christmas records?

FLUFFY

(barking, as if to say 'No!')

MR. MILLER

Oh, Fluffy, you're not much help, are you!

Fluffy is offended and runs down the stairs.

Scene 2

Mrs. Miller (the stereotype of a grandmother, wearing an apron) is baking Christmas cookies in the kitchen of the house. There is a very warm atmosphere.

MRS. MILLER

(talking to herself)

Oh, Jesus. Every year I have to bake all these cookies and every year it seems to get harder and harder.

Fluffy enters the room hastily, happy to see Mrs. Miller.

MRS. MILLER

Oh, Fluffy, my dear! Good to see you. Where have you left Grandpa?

Fluffy sits down next to Mrs. Miller and looks at her full of expectation.

MRS. MILLER

Oh no, Fluffy. These cookies are not for you! Don't you dare stare at me like that. You already had your lunch!!

Fluffy is offended again and runs out of the kitchen.

Scene 3

Fluffy runs out of the main door of the house into the garden, which leads onto a field. After hesitating briefly, Fluffy leaves the garden and enters the field.

The Storyboard

Ok, so you have a script! Now you need to make sure that everyone involved in the production interprets it the same way and has a shared idea of how the film will look.

In other words, you need to develop a storyboard based on the script. A storyboard is similar to a comic strip: each scene is drawn shot by shot, showing the camera angles and framings to use. Remember to consider things like the rule of thirds, composition, axis of action, film structure and so on.

Any movement – of the actors or the camera – can be shown with arrows. Under each shot you can describe the action or dialogue that takes place, the lighting to use, and give any pointers to the camera operator, for example if they should use racking focus. Mention any titles or information that could be relevant at the editing stage.

Give as much detail as possible on each shot to make sure you get the exact result you want.

The Shooting Schedule

A shooting schedule is a chronologic overview of all shooting days and shots based on the script / and or storyboard.

Its main aim is to keep costs and organizational efforts low. So if several scenes in the film take place in the same location, it makes sense to shoot all of them together, on the same day. Documentaries are the exception to this approach as the story can develop in the process of filming.

For each day of the shoot, note down: the exact date and the time to film, the location(s) and exact spot (for example, in front of the house), the individual shots, the crew members and their tasks, and the actors.

You should also make a note of any equipment, wardrobe, props and safety issues. What will you need to do with electronic devices if it starts to rain? Is there any risk to the actors, for example from a fire in the scene?

Logistics such as transport (how will everybody get there/where can you park) and providing refreshment will also need to be considered on a daily basis.

3.3.6 Example of a Shooting Schedule

Date	Shot No	Location(s and Spots)	Production Team and Tasks	Actors	Equipment	Wardrobe and Props	Safety Issues	Transport	Catering
01.11.2019	1	Peter's house:	John (director) Susan (camera 1) Bob (camera 2) Patricia (audio and lighting) Leon (wardrobe and props)	Mr Miller and his dog Fluffy	2 cameras 2 tripods 1 microphone rod	Blue-checked shirt, Black trousers	In case of rain no shooting outside	Everybody travelling by car, on-street parking	Mrs. Miller (also think about walking the dog)
	2	attic	John (director) Susan (camera 1) Bob (camera 2) Patricia (audio and lighting) Leon (wardrobe and props)						
	6	attic	John (director) Susan (camera 1) Bob (camera 2) Patricia						

3.3.7 Common Mistakes

- Lack of knowledge about building a dramatic narrative, the story is not told in an interesting way or it's not presented in enough detail and so the audience can't follow what's happening.
- Breaking the rules on combining shots: for example, filming over the axis of action, no continuity of props or clothes, actors have a different haircut/ facial hair in a scene shot over several days.
- Lack of motivation because teacher and or students are aiming too high.

3.3.8 Exercise

It can take time to come up with a good idea for a story but there are things you can do to help you get the inspiration you need.

- Good stories often come from events and interactions that are happening right in front of us. Keep your eyes open and observe what people around you are doing day to day.
- Even something as small as a photo can act as inspiration. Look around you and see if there are any everyday/interesting objects that tell a story and try to develop it further.
- Creative writing exercises can also help you generate ideas for a television production. You will find plenty of those online and in specialist books.
- When you have an idea, write it down as soon as possible – even if it's in the middle of the night. Carry a notebook, use your phone or do it any other way you want. Just make sure you hold on to your idea.

3.3.9 Radio Script and Storyboard

Radio script is writing for the ear.

Script is defined as the written words of a play, movie or show, or a standard message to deliver on the phone or in person. Radio Script is the written document containing the words, sound effects, music and silence for the radio advertisement.

A radio advertisement has only 15, 30 or 60 seconds to catch the attention of the audience and motivate them to buy your product or service. Listeners have to get it

the first time around because they can't go back and hear it again (unlike re-reading a sentence in a print advertisement).

Most radio ads play for 30 seconds. Longer ads lose the listener's attention and shorter ads don't have the time to accomplish anything other than brand-name recognition.

Radio Script

- Script should be no longer than 65 words for a 30 seconds advertisement.
- Write scripts clearly. Use easy and simple words with short sentences and direct approach.
- Indicate sound effects with the phrase "SFX". Label each actuality "ACT".
- Write who's talking and how long it is.
- Mention the product clearly.
- Describe it in brief/give a special offer/state any updates etc.
- Conclude with a call for action.
- Some creative aspects include.
- Be friendly not formal.
- Be energetic.
- Use words that give a chance for listeners to imagine visuals.
- Use interesting sounds and/or silence to enhance the words.

3.3.10 Behind the Story Board for Radio

A researcher at a Radio Station in America once told, "You have to make the numbers dance. Give them life. You don't see people by citing '20 percent'. People start to come to life when they are 'one out of five' because one out of five becomes stick figures. It's that basic."

Basic to telling the radio story is sharing those stories. These success stories are from local businesses all around the country that are seeing results by using radio, including some using radio exclusively.

If you are reading this now, we hope you will become one of the storytellers. First, however, you have to be able to create the stories or help those already in progress come fully to life.

That typically begins by sketching a storyboard. A good storyboard provides the foundation for the story, one that defines and directs its focus, organizes the process and decides what should be included in it. Filling that blank board, however, takes a constant flow of materials in the pipeline that will eventually turn into stories.

Over the years, it has found that the best stories develop when time and energy are managed by some very basic concepts, ones that play to your strengths, the strength of the relationships you build as a representative and the strengths of your clients.

Spending time or spinning wheels? : Make sure you're spending time with the right people. Is it quality time you're spending or is it a comfort zone? Remember time is money so parcel out your time carefully.

Easy to say no to. : Some clients believe that the "path of least resistance" is knowing to whom it's easiest to say no. If that's you, you may lose out, not because someone else has a better product or price, but simply because the client dreads saying no to someone else. You can be likeable but argue your position respectfully. Just make sure you're getting ample consideration even as you maintain a friendly demeanor.

This isn't baseball three strikes doesn't mean you're out. : Most sales take at least five calls to close. Three calls are, at most, only the middle not the end of the typical cycle.

Encourage clients to "think out of the box" too. : Maybe the client hasn't used radio or your station. Perhaps they've been using other media for years. Possibly even worse, may be they continue to advertise the same thing or use the same copy, month in and month out. Bottom line, don't be afraid to offer new or different ideas. Two things may happen. First, the client recognizes you are really interested in his business and second you open up a mutually beneficial dialogue.

Get "one foot" in the door — literally. : Be creative in approaching hard-to-reach clients. It's an idea as old as time but it's still clever. Buy an inexpensive pair of sneakers. Send one to that unresponsive client with a note that says something like, "Now that I've got one shoe in, when may I place both feet through your door?" Making friends with the office staff or receptionist can also help in a big way. During Administrative Professionals Week, buy a bunch of flowers and give one to the gatekeeper at various clients that week. It's an inexpensive but terribly thoughtful gesture and it works.

Work with the Client. : When reviewing event calendars (community and station), look for opportunities for clients to work together. This can help extend

client budgets, form future marketing partnerships and strengthen your own credibility as a marketing resource to the clients involved.

If it's fit to print. : It may also be time to shrink, save, and make a "Sound" investment in radio. Always be on the lookout for print clients who might be able to afford radio to enhance their advertising effectiveness simply by cutting down on print ad size.

Speaking of radio. : And while we're at it, don't forget to continue to sell radio's benefits. Don't take for granted that clients or potential clients understand the medium, much less believe in its power. Some key benefits (and there are many more) include its ability to cut through clutter, affordable frequency (and frequency sells), and a product pitch closest to the point of sale (i.e. in the car).

Always have an option. : Start with a "high-end" package. Explain the advantages of its placement as part of the pricing justification and then, if necessary, offer alternatives. Alternatives must never be strictly price-driven, however. If you modify the price, you must also modify the schedule. Otherwise, you undermine the value of the station and your own credibility. That doesn't mean there's no room for negotiation but there is a difference between an initial offer and an eventual negotiation.

People love to buy. : They don't, however, like to be sold. Make sure you're creating buying opportunities, not high-pressuring for sales. Put some fun in the buying process but don't forget to ask for the order.

Listen. : It's true. Clients will tell you what they need in order to become buyers. But you have to listen and with both ears. Be earnest, ask questions, demonstrate sincerity but in the end, truly listen to the answers.

Show them that you care. : Even in today's more casual atmosphere, there's nothing like being well dressed and neatly groomed if you want to make a good impression one that conveys respect, competence and trust.

Ideas sell. : Tell clients about the radio station but never pitch it as an entity. Instead, present ideas to them a special schedule to promote their sale or a sponsorship for a particular program on the station. They may say no to some of your ideas, but you can always return with another one. What you don't want is to give them the chance to say no to your station.

If everyone representing radio and its platforms, at all levels, decides to stretch their efforts and raise the bar by seeking out the stories and positioning the possibilities with creativity that brings the metrics to life, we can out-market the competition with a better story and give radio one more advantage.

3.11 Summing Up

Storyboard is designing for TV advertisements. It is a series of sketches that visually tell the story. It outlines the story, scenes and action. The storyboard helps to develop a strong visual story, spot weaknesses in plot or timing or important missing elements or shots and to plan the composition, layout, camera placement, scene transitions etc. To help you develop a story with good dramatic effect and bring it to life in television production, you'll need:

- a synopsis
- a script
- a storyboard

A radio advertisement has only 15, 30 or 60 seconds to catch the attention of the audience and motivate them to buy your product or service. Listeners have to get it the first time around because they can't go back and hear it again (unlike re-reading a sentence in a print advertisement).

3.3.12 Comprehensive Exercises

- **Short Answer Type Questions :**

Write Short Notes on:

- a. Main Section of a Television Production
- b. The Three Act Structure
- c. The Synopsis of a Television Production
- d. The Shooting Schedule
- e. Common Mistakes while preparing a Story Board
- f. Radio Script

- **Medium Length Answer Type Questions :**

5. Prepare a Shooting Schedule for shooting of a few sequence of a television film.
6. What is a Radio Script? -Explain.
7. Prescribe a Checklist for making a Storyboard for Radio.

● Long Answer Type Questions :

1. What is a Storyboard? What are its utilities? How do you work on a Storyboard?
2. While preparing a storyboard, what will be the visions in action? -Explain.
3. Write an example of synopsis for a short television film.
4. Prepare a Script for a few sequence of a television film.

3.3.13 Suggested Readings

- Mass Communication Today
- The Journalist's Handbook

By Subir Ghosh

By M.V. Kamath

Unit-4 □ Writing for Web

Structure

3.4.0 Introduction

3.4.1 Why it Matters

3.4.2 How to Write User-Friendly Content

3.4.3 Testing Your Document's Readability

3.4.4 Summing Up

3.4.5 Comprehensive Exercises

3.4.6 Suggested Readings

3.4.0 Introduction

To say the Internet is a crowded space is like saying there are a lot of stars in the sky, sand on the beach or atoms in a cell. According to Internet Live Stats, there are more than 1.9 billion websites in existence, more than 3.5 billion Google searches every day and roughly 350,000 tweets sent every minute.

Capturing readers' interests in this exploding digital universe can be immensely challenging. A study from analytics service Chartbeat found that 55 percent of visitors spend 15 seconds or fewer on a webpage.

Good website writing is the key to beating these statistics. Well-written content that's optimized for the web rises to the top of search results and holds readers' attention.

When writing for the web, using plain language allows users to find what they need, understand what they have found and then use it to meet their needs. It should also be actionable, findable and shareable.

It's important to understand how what you are writing fits into the overall content strategy, what the content lifecycle entails and who is involved in the process.

3.4.1 Why it Matters

People read differently online than they do when they read print materials web users typically scan for information. In a study of online reading behavior, Jakob

Nielsen found that “on the average webpage, users have time to read at most 28% of the words during an average visit; 20% is more likely”.

Identify Your Users’ Top Tasks

People come to your website with a specific task in mind. When developing your site’s content, keep your users’ tasks in mind and write to ensure you are helping them accomplish those tasks. If your website doesn’t help them complete that task, they’ll leave. Conduct market research, perform a task analysis and other types of user research and analyze metrics to better understand what users are looking to accomplish.

Knowing your users’ top tasks can help you identify:

Content to feature on your homepage or landing pages

Page headers and sub headers

A logical structure to each page’s content

3.4.2 How to Write User-Friendly Content

It’s important to target your audience when writing for the web. By knowing who you are writing for, you can write at a level that will be meaningful for them. Use the personas you created while designing the site to help you visualize who you are writing for.

- Use the words your users use. By using keywords that your users use, you will help them understand the copy and will help optimize it for search engines.
- Chunk your content. Chunking makes your content more scannable by breaking it into manageable sections.
- Front-load the important information. Use the journalism model of the “inverted pyramid.” Start with the content that is most important to your audience and then provide additional details.
- Use pronouns. The user is “you.” The organization or government agency is “we.” This creates cleaner sentence structure and more approachable content.
- Use active voice. “The board proposed the legislation” not “The regulation was proposed by the board.”
- Use short sentences and paragraphs. The ideal standard is no more than 20 words per sentence, five sentences per paragraph. Use dashes instead of

semi-colons or, better yet, break the sentence into two. It is ok to start a sentence with “and,” “but,” or “or” if it makes things clear and brief.

- Use bullets and numbered lists. Don't limit yourself to using this for long lists. One sentence and two bullets is easier to read than three sentences.
- Use clear headlines and subheads. Questions, especially those with pronouns, are particularly effective.
- Use images, diagrams, or multimedia to visually represent ideas in the content. Videos and images should reinforce the text on your page.
- Use white space. Using white space allows you to reduce noise by visually separate information.
- It's also important to create an editorial calendar. You can encourage visitors to return to your site by keeping your content fresh and up-to-date, especially when working with blogs, social media or dynamic content websites.

Remember that developing web copy in plain language is the law. Learn more about the plain language standard and find a checklist to help you in your projects.

3.4.3 Testing Your Document's Readability

Use Microsoft Word's Readability Statistics feature part of the Spelling & Grammar check to measure your progress as you write and edit copy. Try to make your reading ease number go up and your grade level go down. You can improve your readability by using active voice and short words, sentences and paragraphs.

Some writing tips apply regardless of whether your prose appears on screen, in print or carved into a pyramid wall. Other tactics are especially relevant for digital scribes. Follow these principles to make sure your website content gets the attention it deserves.

1. Know your audience

It sounds simple, but so many writers put pen to paper or finger to keyboard before thinking about who it is they're trying to reach. Before drafting content, ask yourself these questions : Who is my primary audience? What about a secondary audience who can influence and inform my primary audience? How will they find my site online?

For example, say you're creating a website for a law firm. Your primary audience might be existing clients. However, your secondary audience is much broader and

could include other attorneys, law reporters or anyone who might need your services in the future. You'll need to make sure your content is both accessible and interesting to all of these audiences. What kind of questions might these groups ask about a particular topic? Where are they most active online? What kind of information do they need?

Audiences find web content through many different paths social media sharing, links from other websites, email sharing and search engine results. That last method is especially important when you write for the web. Text could be extremely well-written and informative but if it's not optimized for search engines, chances are few people will find it. Think of your audience again: What search terms would they type into Google? Make sure to include those terms in headlines and sub-headers.

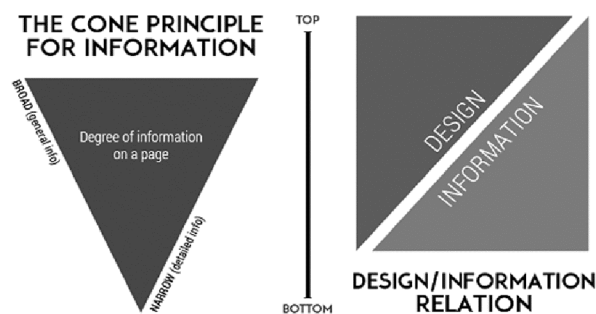
2. Follow the “inverted pyramid” model

Web readers have short attention spans. They'll decide whether your site has the information they need in seconds. Structure your content like an upside-down pyramid or cone. The most important messages go at the top of the page. Then, gradually drill down to the more specific, supporting information. End with tangential details.

For example, say you're creating a webpage about a conference. The most pertinent details i.e. a description of the theme, date, and location would appear at the top of the page. Supporting details like speakers and their lecture topics would follow. The less important information such

as conference organizers, the history of the conference series or a list of related resources would appear at the bottom of the page.

These two graphs may help to guide our own website makeover and can help you conceptualize the structure of your site.



3. Write short, simple sentences

Long sentences are for Charles Dickens the short attention span of today's reader demands sentences of 35 words or fewer. According to webpagefx.com, the average American adult reads at a 7th to 9th-grade level. So website content that's accessible and easy to read will naturally reach a wider audience.

Focus on using nouns and verbs; use adverbs and adjectives sparingly. Don't use words like "equanimity" or "obfuscate" when words like "calm" or "confuse" will do.

If you're not sure what grade level you write at (like most of us) then it's useful to check how your texts score on readability models.

Most of the popular models are based on the length of words and sentences in a text. Your text's readability is then scored by a number or an education level. These three tools will scan your text and score its readability:

The Readability Test Tool

The Readability Calculator

Microsoft Word

Can your text be easily understood at a 7th to 9th-grade reading level?

4. Stick to active voice

Use active rather than passive verbs and specify the subject of the sentence. For example, rather than writing "A coffee was ordered," write "The man ordered a coffee." Instead of saying "Products can be ordered on our website," say "You can order products on our website."

Active voice helps create succinct, reader-friendly sentences. It's also more direct; when you speak directly to the audience ("You can do it") it's more engaging than saying "It can be done."

5. Show, don't tell

Don't limit your prose to generalities and high-level statements. Specific, real-world examples help readers better understand and visualize your messages. Consider these two descriptions:

This is the best dog toy money can buy.

Or

We made the "Rough Rover" dog toy from durable, 100 percent natural rubber, designed to resist punctures and tears from even the most dedicated of chewers.

Which version gives you a clearer picture of the type of toy you're buying? Specific details in the second description show readers the dog bone rather than tell them about it.

As an added bonus, more specific, descriptive product information helps your website's SEO and gives customers the information they need to make those purchases.

We love the product descriptions on Zingerman's website—they explain in mouthwatering detail why their gourmet foods are the best choice.



The screenshot shows the Zingerman's Mail Order website. At the top left is the logo "Zingerman's mail order". To the right is the phone number "1.888.636.8162" and the text "8am-midnight (Eastern Time) We're open now!". Below this is a search bar with the placeholder text "type keyword, product code or price" and a magnifying glass icon. Further right are links for "Welcome!", "My Account", "Log In", and a shopping cart icon. A navigation bar below contains links for "GIFTS", "NEW", "THANKSGIVING", "BREAD", "SWEETS", "CHEESE", "MEAT", "ZINGERMAN'S MADE", "MONTHLY CLUBS", and "MORE...". Below the navigation bar is a breadcrumb trail: "HOME > GIFTS > ALL GIFTS > ROASTED FIGS FROM CALABRIA". The main content area features the heading "Roasted Figs from Calabria" and the sub-heading "The flight of the figs." To the right of the text is an image of a round fig wrapped in twine. The text describes the figs as a seasonal crop, hand-picked, and caramelized. It also includes a quote from Julia Della Croce: "I'm a fig aficionado, and I never tasted figs so delectable as these... Just eat them. They're incredibly good."

6. Fix the jargon

The web is for everyone not just technical experts. So make sure information is understandable for the educated non-specialist. Spell out acronyms on first reference. Avoid insider language. Explain complex or niche terms. And provide hyperlinks to other articles where readers can get more background information on a particular topic.

Consider this sentence:

The journalist grabbed a SOT from the MOS, drove back to the station and put the story in the can.

Many of these terms are comprehensible only to broadcast journalists. A reader-friendly revision would be:

The journalist interviewed a bystander about the incident, and recorded her statement to include in the story.

This tip is especially important if you work in a technical industry but want your website to attract non-expert customers. Remember that you need to write for your audience and not for your colleagues. Using accessible language will help you come across as approachable and open just what you want to convey to future customers.

7. Mix up your word choice

Words are like cookies, we all have our favorites. But when it comes to keeping your visitors interested, variety is the key. Word clouds are fun to use and can help you vary your word choice by visualizing which words you use the most. Just copy and paste your text into a free word cloud tool like this one to generate your cloud. The more you use a word, the bigger it will look in your cloud. Have you overused a certain word? Type it into Thesaurus.com to find new synonyms to enhance your text.

Negative words standing out in your cloud? Now you know exactly what to tweak for a more positive tone. Keep an eye out for your website keywords as well: these should appear several times in your text, so it should be easy to recognize them in a word cloud.

Here's the exception: keep key terms consistent across your site to avoid confusing your visitors. For example, if you're a photographer, don't offer "photoshoots" on one page then call them "photography sessions" on the next.

Make a list of terms that describe your company and group together any words you use to mean the same thing. Pick your top choice and stick to it everywhere on your website. Like this:

Use: invoice

Not: bill

Use: photoshoot

Not: photography session, photo appointment, shoot

Do you call your customers clients, patients or users? Do you refer to services, packages or plans? Once you have this list, you can use it to review any text before you publish it.

8. Make text scan able

In addition to putting the most important information up top, make sure text is easy to skim. Most web readers will scan the page to find the specific piece of information they're looking for. If they don't find it easily, they'll move on.

Don't believe it? Try paying attention the next time you open a webpage you haven't seen before. Are you reading every word beginning to end? Or is your eye jumping around, looking for the information you want?

Instead of text-heavy paragraphs, use bulleted or numerical lists. Instead of one long page of text, organize content into labeled tabs.

Always include "white space." This is the empty space that surrounds paragraphs, images and other elements on your web page. Though it may seem like this is just wasted space, it's actually a web designer's best friend. Comfortable amounts of white space around text make it more legible and more enjoyable to read.

H1 is for Your Page Title

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H2 is Great for Making a New Section

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- Temper invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.
- At vero eos et accusam et justo duo dolores et ea rebum.
- Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.



H3 is best for finer points

Loem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua

Here's an example of how to use Headings to break up a page and make it easier to read.

It's also important to divide content into sections with descriptive sub-headers. For example, a webpage about climate change might organize information under the following headings:

What is Climate Change?

Drivers of Climate Change

Current and Projected Impacts of Climate Change

Solutions to Reduce Emissions

Learn More

These sub-headers not only help readers navigate the page, they'll help search engines find your content. On your site, just select the text you want to edit, highlight your heading, then hover over the Style options to set your heading size. Use one large (H1) heading at the top of each page, use medium (H2) headings to separate your main content and use small (H3) headings for any minor points.

9. Incorporate multimedia

Sometimes a picture or info-graphic or video really is worth a thousand words. Research shows that 90 percent of the information transmitted to the human brain is visual and people process visual information 60,000 times faster than text. An easy-to-read chart or graph can also do a better job of explaining a complex topic than text alone. If you're not a graphic designer by trade, there are lots of ways to use visuals on your website and some great services out there to help you make graphics yourself, like Canva and Piktochart.

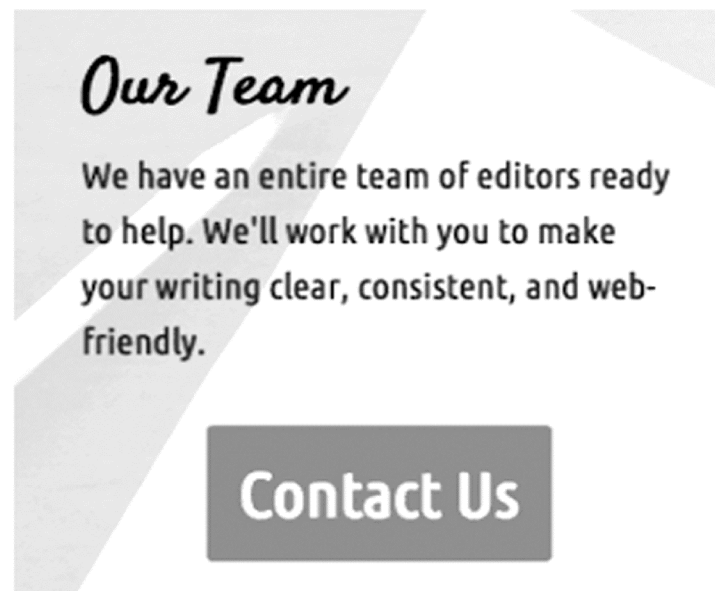
Images also help break up text, making your page easier to read. We recommend having at least one image on each page of your website.

10. Layer website content

The great thing about a website is that it's easy to direct readers from one page to another. Help readers find more great content by hyperlinking certain words or phrases to other relevant resources especially those on your own website. This will help keep people engaged with your content and moving through your site.

For example, say this sentence appeared on your cooking website: Ratatouille is a low-fat dish that consists of seasonal ingredients like eggplant, squash and tomatoes. You could hyperlink "low-fat dish" to a page with other blog posts on healthy eating.

Building these internal links within your own site also helps but keep in mind that links should always be relevant and helpful. Visually, if you overload your text with links, people won't know what to click on. Google recommends keeping the amount of hyperlinks on a page to a "reasonable number."



Here's an example of what a call-to-action button can look like on your website.

11. Leave them wanting more

Good websites end each page with a strong call-to-action (or CTA for short). With Jimdo, you can too with easy-to-customize buttons on your website. Is there a person a reader should contact for more information? An interesting video they should watch? How about a related blog post they can read or a report they can download? This strategy helps direct readers to other areas of your website and encourages them to promote your content to their friends and family.

Keep these calls-to-action succinct, and start them with action verbs like "Download," "Share," "Join," "Sign Up," "Learn More" or "Watch." And of course, make sure to include a hyperlink that actually allows readers to fulfill the action you're asking them to take.

Writing, in general, is hard work, writing content for your website, even more so. But remember, you don't need to write perfect texts first time around. Once your content is live, you can do monthly website checks to monitor and optimize its performance. With these tips, you're prepared to create effective content that resonates with even the most flighty and time-pressed of internet readers.

3.4.4 Summing Up

Good website writing is the key to beating these statistics. Well-written content that's optimized for the web rises to the top of search results and holds readers' attention. When writing for the web, using plain language allows users to find what they need, understand what they have found and then use it to meet their needs. It should also be actionable, findable and shareable. It's important to understand how what you are writing fits into the overall content strategy, what the content lifecycle entails and who is involved in the process. Some writing tips apply regardless of whether your prose appears on screen, in print or carved into a pyramid wall. Other tactics are especially relevant for digital scribes.

Writing, in general, is hard work, writing content for your website, even more so. But remember, you don't need to write perfect texts first time around. Once your content is live, you can do monthly website checks to monitor and optimize its performance. With these tips, you're prepared to create effective content that resonates with even the flightiest and time-pressed of internet readers.

3.4.5 Comprehensive Exercises

● **Short Answer Type Questions :**

Write Short Notes on the following:

- a. Identification of the Users' Top Tasks
- b. Testing of the Reliability of the Document
- c. Knowing the Audience
- d. Application of Inverted Pyramid Model
- e. Avoidance of usage of Jargons
- f. Incorporation of Multimedia

● **Long Answer Type Questions :**

1. How will you write use friendly contents while writing for the web? - Elaborate.
2. Prescribe some principles to make sure your website content gets the attention it deserves.

3.4.6 Suggested Readings

Bentley, Clyde H. 2011. Citizen journalism: Back to the future? *Geopolitics, History, and International Relations* 3 (1): p. 103ff.

Deuze, Mark. 2003. The web and its journalisms: Considering the consequences of different types of newsmedia online. *New Media & Society* 5 (2): 203-230.

Module - 4
Introduction to Cyber Media and
Social Media

Unit-1 □ Internet and Journalism

Structure

4.1.0 Introduction and Objective

4.1.1 Internet

4.1.2 Impact of Internet On Journalism

4.1.3 Emerging Trends In New Media

4.1.4 Online Journalism

4.1.5 Online Journalism: Its Characteristics

4.1.6 Digital Journalism

4.1.7 Online Journalism Vs Traditional Journalism

4.1.8 Summing Up

4.1.9 Comprehensive Exercises

4.1.10 Suggested Readings

4.1.0 Introduction and Objective

An Information revolution is now sweeping the world. It has affected almost every aspect of our life, including industry and trade. It is only to be expected that it will have a significant impact on journalism as well.

Technological breakthroughs have always paved the way for better communication, whether it is the invention of the telephone, the telegraph, printing, radio, film or TV. The recent developments in telecommunications and computer technologies are no exception. The successful marriage of these two technologies, as evidenced in the coming of the Internet Age, has changed the face of the world. The world has now shrunk to a truly “global village”. It has provided all professional communicators-media professionals with new and powerful tools and opened up new opportunities for them.

Internet has become part of our life, including business. it has taken over many of the everyday communication functions. Internet can be described as a global

communication system of interconnected computer networks. Not just a few computers (as in Local Area Networks or LAN), or even a larger number of computers (as in Wide Area Network or WAN), but millions of them. And not just computers, but networks of them. Hence, Internet is also described a network of networks.

The internet has revolutionized the communication world. It has eventually changed the way people play, learn, create and communicate. Today it has become an integral part of our life. It is not just a technology, but a vehicle of social change, one that has modified work habits, education, social relations and maybe most important, our hopes and dreams.

We are living in an age of rapid technological modifications. Every day we are bombarded with information from everywhere. In the process of news gathering and writing, the arrival of computers along with the phenomenon of the internet has promulgated the concept of new media. Today, Millions of people are pouring out their souls and their minds on personal “blogs” and on social media platforms like Twitter and Face book every day and millions more read their ramblings. Listening to radio, music, playing games and watching TV via the web has become increasingly popular.

In this Unit, we shall discuss the concept and definition of New Media. We shall also point out the difference between conventional media and New Media. You’ll also learn about the common vehicles of New Media and the Impact of New Media on Journalism.

4.1.1 Internet

Internet, which owes its origin to a research project of the U.S. Defense Department, gradually grew through 1970s and 1980s and became a real new force to reckon with worldwide in 1990s Videsh Sanchar Nigam limited (VSNL) introduced Internet access in India in 1995.

At the center of the Internet revolution is the World Wide Web (WWW). It is a large system of servers which offers all kinds of information to anyone on the Net. To access a particular website on the WWW, one needs to use a programme called “Browser”. A website can hold information in various forms, text, photographs, movies, sound, music, and graphics. The material is collected in a computer called a server. It is connected to the Internet backbone of high-speed telecom lines. Anyone in any part of the world can access the information on the website by using the browser. The Web is made up of “pages”- hundreds and thousands of pages, all over the Internet. Each page is connected to other pages.

The WWW has become immensely popular because it is very easy to use. It is also easy to create a website to share information with others over the Net.

The Web is being used as a tool of mass communication like newspapers, television, and radio. An increasing number of organizations and individuals are now having their own websites. These contain information about their activities which can be accessed by anyone who is interested. The website of an organization serves the same purpose as does a corporate profile. Information on the website can be more easily updated than it is possible in the case of a printed profile or a corporate film.

A website can be created or designed by a web designer. On being briefed by the organization, the designer conceptualizes the structure of the site and its pages. He decides on the balanced mix of the various elements- texts, photographs, graphics, animations, and so on. Every site has a home page which indicates the contents. The browser need not go through all the pages if he doesn't wish to; he can select the pages he is interested in and can go through them.

All major newspapers/magazines have their own websites on which the publication is available for viewing. There are also newspapers and magazines which are only available on the web.

4.1.2 Impact of Internet on Journalism

The Internet has turned the world of journalism utterly upside down. It has drastically changed how journalism is now accessed and shared. Well written stories are hard to come by these days and it's largely down to the impact the internet is having on this dying art. You can forget about reporters, readers, features, tabloids and broadsheets because nowadays it's all about online 'dumbed-down' articles, news feeds, timelines, search engines and page/site views.

“Power is moving away from the old elite in our industry — the editors, the chief executives and, let's face it, the proprietors. A new generation of media consumers has risen demanding content delivered when they want it, how they want it, and very much as they want it”. — Rupert Murdoch

There has been a seismic shift in journalistic methods during this new period, BUT, the main idea of storytelling has remained the same. Journalism has always been and will still always be (hopefully) about informing the reader with matters of interest the journalist has worked hard to source and produce for the reader. The only problem is, just about anyone can be a so called journalist these days.

This wouldn't have been normal if we go back a couple of centuries. The publishers were the only people who could distribute the news. They wrote, edited, printed and sold their papers all by themselves.

This is similar to today's independent bloggers. Unfortunately, the publishers could never scale and grow, as technology was not as advanced as we find today.

Fortunately, as the 20th century came and along with it came a mass market and a larger circulation of newspapers. The publishers put their thinking caps on and began to attract advertisers. With this came money that they made from advertisement revenues which led to much more jobs in Journalism sector. This resulted in the Printing Press becoming a very decorated job at the time.

Right now absolutely anyone can publish information and share it with the world. Absolutely anyone can build an army of subscribers, viewers and readers at only a fraction of the time, and the cost, and the effort the original publishers had to deal with.

As technology continues to advance, it continues to change the entire journalism industry. It's true that a journalists' job is still to tell stories but the modern journalist must carry out much more than that. It's no longer the case where a journalist just feeds the reader with information. These days it's all about the journalist and their involvement with their audience. With everything online now it means that journalists must now engage with their readers.

Twitter is where we find breaking news now, not from the newspapers or even the news channels. Twitter has become a great source of stories for journalists and it has massively changed the way the news is given to us. It's immediate and can also be used to share live videos of the events that are occurring for example the videos from phones that were used by the news channels when the Grenfell Fire happened were largely sourced from twitter!

Journalists and News companies have had to think outside the box when publishing their stories online. There are new, more exciting ways in which the news can now be told now and if you're not clued in you will fall far, far behind. Journalists now look to platforms other than just the regular newspaper site with a simple black and white layout.

A good example of this is the New York Times' Medium page. They have created a more interactive, user friendly form of news. As blogging continues to become more and more popular it's vital for these large media organizations to have their own blog-style news sites and I believe the New York Times are doing a great

job in mixing the so called hard news that we're all used to, with a more creative and free flowing form of news which we are becoming more accustomed to!

We all know there is a decline in newspaper sales and with that it has become outrageously difficult for these publishers to generate a profit. It seems the only way newspapers have tackled this problem is with higher advertising rates and more advertising space. Newspapers have gone under the knife and transitioned from a heavy text based document to one that's now not dissimilar to a magazine in terms of advertisements.

It's not all doom and gloom for the news industry. Leaders in the field like the New York Times and The Washington Post have seen what is known as "The Trump Bump" in terms of their online subscriptions. It looks like Mr. Trumps' continuous attack on what he terms as "Fake News" has had an invigorating effect for readers towards trusted online news sites.

Knowledgeable readers have realized that online news through their social news feeds is untrustworthy and have decided to subscribe to broadsheet brands to ensure that they are getting trusted news. Although this hasn't yet replaced the declining print revenues, it does have the capability to do so! It also helps news and media companies businesses to mend their relationship with their readership.

Journalists have become self-promoters as they now must help spread their news stories across the internet through their Facebook and Twitter accounts. A substantial change to the new journalist's job description is that the printed word is now only a small part of what they must be proficient at. Today, journalists have to create all kinds of content suitable for their internet audience.

Old-School Print journalists are having to learn about broadcast, so they can create their own videos or podcasts whereas the newer breed of journalists will have these skills already from learning it in college.

A notable difference in how journalists now write their stories online is the creation of content specifically designed to attract readers through the use of keywords that are easily found through Search Engine Optimization, this basically means journalists create stories that are easily found on google so they then receive more readers and page views.

Even more fascinating is how journalists can now track their stories and content. They can monitor page views and they can see the most commented, most shared and most emailed content.

The last decade has brought the art of journalism to its knees. The Internet has

completely changed the way we source and view information. Journalists have to adapt to this if they're going to survive the next decade.

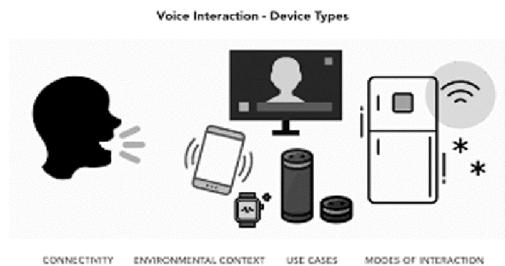
4.1.3 Emerging Trends In New Media

Here are a few trends that will affect the news and entertainment media:

Natural Language Generation (NLG): this new trend of New media is going to rewrite content for all different types of readers. With the aid of the NLG, new organizations can write different versions of the same story for different audiences. The advantage of using NLG is that the data remains the same, but the selection of vocabulary would be modified according to different audiences.

Computer Assisted Reporting (CAR): this new trend is an investigative journalism technique. Using machine learning algorithms can help to analyse the data to help find hidden storylines.

Voice interfaces: Google Now, Amazon's Alexa and others are on the roll to offer more than one set of facts and opinion on a topic. There is an emerging trend in using voice interfaces to help professionals understand different sides of a discussion or argument.



Podcasts and digital content and AR: Augmented Reality integrations are expected soon in these different content offerings.

Immersive storytelling: Storytellers started producing stories built specifically for immersive environments. Publishers are gearing up for POV storytelling templates and story formats specifically developed for new technologies.

Fake news: While Facebook and Twitter promise to curtail both-generated content operations on their platform, fake news continues to spread. Unfortunately, in 2018, little success is anticipated. In fact, as social media companies are

experimenting hard to stop the spread of fake news, more problems and potentially more fake news stories continue social platforms.

Limited-edition news products: these offer a myriad of opportunities to provide audiences with temporary podcasts, newsletters, chatbots, and text messages about topics like weather events, big sports games, and elections.

They also create a unique opportunity for revenue, audience engagement, and data collection.

4.1.4 Online Journalism

Online Journalism or web journalism is a relatively new concept. It engulfs a number of things like websites which are run by established newspapers like The Times of India, The Telegraph, The Hindu etc.; citizen journalism; non-profit news sites and blogs. Empowering the common man, citizen journalism has opened up new possibilities. Anyone can report on any issue as a citizen journalist. This is a significant power shift. Social networking websites like Facebook, Twitter, Myspace etc. are helping a significant audience to reach a maximum audience to promote their website worldwide. There is also the option for uploading numerous videos on YouTube and other similar sites. The challenge of online Journalism on the web is how to arrest the attention of viewers. David Gauntlett in his book “Web studies” (2000) says that it is the provision of engaging content that gets the attention of the web audience, and where you have content creation, you have journalism. It is the challenge of making journalism work on the web that lies at the heart of the current exercise and is based on defining what this is all about and how it can be practiced best within this new and evolving medium.

The essential characteristics of online journalism include interactivity, customization of content, hypertextuality, and convergence. Today, journalists are spending less time out in the community and more time in front of the monitors. There is greater scope for interactivity and participative communication in online journalism. Scope for instant feedback to blogs and news based websites through comments and emails can heighten the accountability standards. One of the advantages of blogs is that they can be updated anytime. In times of emergency when news break online newspapers can publish information instantaneously, that is not possible in printed formats. Online newspapers are delivering news in context. Newspapers can easily link the present story to a previous one thereby allowing the possibility that was absent previously in printed formats.

4.1.5 Online Journalism: Its Characteristics

With the advent of the Internet, a growing number of populations have been reading newspapers and other happenings around the globe online. And this is posing a threat to newspapers and reporters who practice traditional journalism. Online journalism has certain potential distinctive characteristics along with the elements of journalistic activities like researching, story structure, reporting, and publishing. With an increasing amount of information getting digitized and made available online, a consumer can benefit from web's range of activities. It takes only a few seconds or sometimes less than a second for the search engines to grab millions of pages of related and even remotely related information from computers spread across the globe. The Internet can not only embark on a new avenue information dissemination but also build a more open and dynamic relationship with its readers because of its features like immediacy, multimedia presentation, interactivity, and hyperlinking writing.

- ❖ **Convergence of Media/Multimedia Approach:** Online Journalism has the potential to carry a minute-by-minute update of any breaking news on any page simultaneously and repeatedly. Now the old concept of 'news cycles' has given way to 24-hour deadlines. Websites can offer an array of new features like an eyewitness account of an event with text, audio, video, and graphics.
- ❖ **Mobile Journalism:** A single piece of news can also be delivered via a mobile phone or SMS. Only the format of presentation needs to be in tune with various delivery vehicles.
- ❖ **Non-linear:** The reading of the news is driven by the user's choice. Not by the providers. He/she can choose stories that entice him/her.
- ❖ **Hypertextuality:** The texts in online media which are interconnected through links. Hyperlinks can refer internally to other texts within the text's domain or externally to texts located elsewhere on the Internet. A media site can hyperlink the story to backgrounders run on specialist's sites or to related news stories run on other media sites.
- ❖ **Participatory medium:** Online Journalism is a participatory medium. Its democratic potential needs to be recognized and fully harnessed.
- ❖ **New breed:** More and more online stories can be disseminated via online without engaging the services of professional journalists. This is possible through interactive facilities on the web like e-mails, weblogs, message

boards, and newsgroup. Some readers may post eyewitness account of an event. Some others may land up posting their emotional outbursts on any sensitive issues. Readers interacting with others through newsgroups may provide alternative perspectives to a story. This new breed of journalists is popularly known as ‘Citizen Journalism’.

- ❖ **Immediate Feedback:** Feedback is immediate. Through online news sites, you can take part in opinion polls or write comments.

4.1.6 Online Journalism Vs Traditional Journalism

Traditional Journalism vs. Online Journalism

S.No	Traditional Journalism	Online Journalism
1	It is based on the principle of one-to-many.	It is based on the principle of many-to-many.
2	An editor decides what news is; which news reports should be published in the day's newspaper. The news consumers have no role to play in the creation or dissemination of content.	An individual can create and share content.
3	The traditional media is primarily a news media. It has traditionally performed the function of gathering and disseminating news.	It need not be news-based. People come to interact with friends, relatives, acquaintances etc.
4	All communication is one-way: from the Gatekeeper to the consumers. The most that a reader can hope is to get a letter published in the Letters to the Editor column.	It allows users to comment on content created. All comments re in real time.
5	The traditional media can work in only one format- either as radio, print or as television. There is no scope for convergence in the Traditional media space	Online journalism is a truly convergent format. You can publish content as text. Audio, graphics, or photographs.

6	Traditional Journalism takes time to disseminate information.	Online Journalism is instant. Reports published on online journalism can be accessed instantly.
7	It needs an investment to set up a newspaper, radio or television station	Online journalism allows free posting of content. Anyone can be publishers.
8	The reach of traditional journalism is limited to the number of readers or viewers that individual newspapers or channels may have.	The reach of online journalism is staggering. It has the scope to connect billions of individuals across the globe.

4.1.7 Summing Up

- The WWW has become immensely popular because it is very easy to use. It is also easy to create a website to share information with others over the Net.
- The advent of new media has revolutionized the traditional form of journalism. The main focus shifts to online- real-time reportage of happenings.
- The advent of new media has given rise to a new breed of journalist- ‘the citizen journalist’. who are regularly updating and contributing news as like the mainstream media does.
- Mainstream media outlets are receiving news from other new media generated platforms like Facebook and Twitter.
- Online Journalism or web journalism is a relatively new concept. It engulfs a number of things like websites which are run by established newspapers like The Times of India, The Telegraph, The Hindu etc.
- The essential characteristics of online journalism include interactivity, customization of content, hypertextuality, and convergence.
- With an increasing amount of information getting digitized and made available online, a consumer can benefit from web’s range of activities.

4.1.8 Comprehensive Question

● **Short Answer Type Questions :**

1. Define ‘browser’.
2. Define ‘fake news’.

3. Define 'Natural language Generation'.
4. Define 'Computer Assisted Reporting'

● **Medium Length Answer Type Questions :**

1. What do you mean by the term 'Convergence'?
2. What do you mean by the term 'Mobile Journalism'?
3. Discuss the difference between Online Journalism and traditional Journalism.
4. What do you understand by the term 'Internet'?

● **Long Answer Type Questions :**

1. Discuss the impact of Internet on Journalism.
2. What are the new trends in Digital Media?
3. Discuss the characteristics of Online Journalism.
4. 'The advent of digital media has given rise to a new breed of journalist'- Discuss.

4.1.9 Suggested Readings

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Unit-2 □ Types of Social Media

Structure

4.2.0 Introduction and Objective

4.2.1 Definition and Classification

4.2.2 Mobile Social Media

4.2.3 Different Types of Social Media Networks

4.2.4 Summing Up

4.2.5 Comprehensive Exercises

4.2.6 Suggested Readings

4.2.0 Introduction and Objective

Social media are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features:

Social media are interactive Web 2.0 Internet-based applications.

User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media.

Users create service-specific profiles and identities for the website or app that are designed and maintained by the social media organization.

Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

Users usually access social media services via web-based technologies on desktops and laptops, or download services that offer social media functionality to their mobile devices (e.g., smartphones and tablets). As users engage with these electronic services, they create highly interactive platforms through which individuals, communities, and organizations can share, co-create, discuss, participate and modify user-generated content or self-curated content posted online.

Networks formed through social media change the way groups of people interact

and communicate or stand with the votes. They “introduce substantial and pervasive changes to communication between organizations, communities, and individuals.” These changes are the focus of the emerging fields of technoself studies. Social media differ from paper-based media (e.g., magazines and newspapers) and traditional electronic media such as TV broadcasting, Radio broadcasting in many ways, including quality, reach, frequency, interactivity, usability, immediacy, and performance. Social media outlets operate in a dialogic transmission system (many sources to many receivers). This is in contrast to traditional media which operates under a mono-logic transmission model (one source to many receivers), such as a newspaper which is delivered to many subscribers, or a radio station which broadcasts the same programs to an entire city. Some of the most popular social media websites, with over 100 million registered users, include Facebook (and its associated Facebook Messenger), You Tube, We Chat, Instagram, QQ, Q Zone, Weibo, Twitter, Tumblr, Telegram, Baidu Tieba, LinkedIn, LINE, Snapchat, Pinterest, Viber and VK, reddit, bbm and more.

Observers have noted a range of positive and negative impacts of social media use. Social media can help to improve an individual’s sense of connectedness with real or online communities and can be an effective communication (or marketing) tool for corporations, entrepreneurs, non-profit organizations, advocacy groups, political parties, and governments.

In this unit we will discuss about the different types of social media.

4.2.1 Definition and Classification

The variety of evolving stand-alone and built-in social media services makes it challenging to define them. However, marketing and social media experts broadly agree that social media includes the following 13 types of social media:

- blogs,
- business networks,
- collaborative projects,
- enterprise social networks,
- forums,
- microblogs,
- photo sharing,

products/services review,
social bookmarking,
social gaming,
social networks,
video sharing, and
virtual worlds.

The idea that social media are defined simply by their ability to bring people together has been seen as too broad, as this would suggest that fundamentally different technologies like the telegraph and telephone are also social media. The terminology is unclear, with some early researchers referring to social media as social networks or social networking services in the mid-2000s. A more recent paper from 2015 reviewed the prominent literature in the area and identified four common features unique to then-current social media services:

Social media are Web 2.0 Internet-based applications.

User-generated content (UGC) is the lifeblood of the social media organism.

Users create service-specific profiles for the site or app that are designed and maintained by the social media organization.

Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

In 2019, Merriam-Webster defined "social media" as "forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)"

The development of social media started off with simple platforms such as sixdegrees.com. Unlike instant messaging clients, such as ICQ and AOL's AIM, or chat clients like IRC, iChat or Chat Television, sixdegrees.com was the first online business that was created for real people, using their real names. The first social networks were short-lived, however, because their users lost interest. The Social Network Revolution has led to the rise of networking sites. Research shows that the audience spends 22% of their time on social networks, thus proving how popular social media platforms have become. This increase is because of the widespread daily use of smartphones. Social media are used to document memories, learn about and explore things, advertise oneself and form friendships as well as the growth of

ideas from the creation of blogs, podcasts, videos, and gaming sites. Networked individuals create, edit, and manage content in collaboration with other networked individuals. This way they contribute to expanding knowledge. Wikis are examples of collaborative content creation.

4.2.2 Mobile Social Media

Mobile social media refer to the use of social media on mobile devices such as smartphones and tablet computers. Mobile social media are a useful application of mobile marketing because the creation, exchange, and circulation of user-generated content can assist companies with marketing research, communication, and relationship development. Mobile social media differ from others because they incorporate the current location of the user (location-sensitivity) or the time delay between sending and receiving messages (time-sensitivity). According to Andreas Kaplan, mobile social media applications can be differentiated among four types:

Space-timers (location and time sensitive): Exchange of messages with relevance mostly for one specific location at one specific point in time (e.g. Facebook Places WhatsApp, Foursquare).

Space-locators (only location sensitive): Exchange of messages, with relevance for one specific location, which is tagged to a certain place and read later by others (e.g. Yelp, Tumblr, Fish brain).

Quick-timers (only time sensitive): Transfer of traditional social media mobile apps to increase immediacy (e.g. posting Twitter messages or Facebook status updates).

Slow-timers (neither location nor time sensitive): Transfer of traditional social media applications to (mobile devices (e.g. watching a YouTube video or reading/editing a Wikipedia article).

Seeing the popularity and power of Social Media Channels, businesses and marketers look for different types of Social Media networks that they can use to target and convert their audiences.

General people are only aware of Facebook, Twitter, Snapchat, and Instagram sorts of social channels.

4.2.3 Different Types of Social Media Networks

1. Social Networks: Facebook, Twitter, LinkedIn

Such types of Social Media are used to associate with individuals (and brands)

on the web. They are helping many businesses via branding, social awareness, relationship building, customer service, lead generation, and conversion.

You should learn how to channelize different types of Social Media campaigns on these networks. Some of the benefits of these Social Marketing Networks are-

- (i) They encourage individuals and businesses to interact online and share data and thoughts for ensuring mutually productive relationships
- (ii) In case you are searching for the best ways to optimize current marketing campaigns then you will discover a variety of organic and paid ways to do this on Facebook, Twitter, and LinkedIn sorts of social networks.

2. Media Sharing Networks: Instagram, Snapchat, YouTube

Media sharing types of Social Media are used to find and share photographs, live video, video and other kinds of media on the web.

They are also going to help you in brand building, lead generation, targeting and so on. They give individuals and brands a place to discover and share media so the target audiences can be targeted and converted into a convincing and result-driven way possible.

Social networks nowadays also offer these features, however, for Media Sharing Networks, sharing of media is their basic role.

- (i) Starting with image or video on Instagram, YouTube and Snapchat types of media sharing networks would be more beneficial for you.
- (ii) To decide whether you should use these networks for your business or not, you should consider your resources and target audiences. These channels will help you run well-planned campaigns to generate leads and widen your audience base.

3. Discussion Forums: Reddit, Quora, Digg

Such types of Social Media channels are used for finding, sharing and discussing different kinds of information, opinions, and news.

They help businesses by being a top-notch resource for doing immaculate market research. These forums are the oldest ways of running Social Media Marketing campaigns.

Before the entry of popular Social Media players like Facebook, these forums were the places where professionals, experts and enthusiasts used to do different kinds of discussions concerning a variety of fields.

- (i) These discussion forums have a massive number of users and it ensures unprecedented reach for your business. These are the places that provide the answers to different queries of any domain.
- (ii) In case your business needs deep customer research then these places would be the most befitting one for your business.
- (iii) Along with sharing information and knowing answers, these places are very impactful in advertising as well.

4. Bookmarking & Content Curation Networks: Pinterest, Flipboard

Opting for such types of Social Media will help you find out, share, discuss and save a variety of latest content and media that are trending as well.

They are very helpful in channelizing brand awareness for your business, plus, choosing this one to run different types of Social Media Marketing campaigns will help you generate website traffic and customer engagement.

In case you want to run some out of the box highly creative campaigns that can not only inform your audience and but also attract them then this one is the best fit.

- (i) To run a Social Media campaign on Pinterest, you need to have a site that is bookmark-friendly. You should optimize headlines and images for the feeds that Bookmarking and Content Curation Networks use for accessing and sharing your content.
- (ii) Flipboard lets you create your own Flipboard magazine by using most engaging content and then you can showcase that to your audiences.

5. Consumer Review Networks: Yelp, Zomato, TripAdvisor

Using Customer Review networks will help you find out, share and review different information about a variety of products, services or brands.

When a business has positive reviews on these networks, their claims turn more credible because reviews on these networks act as Social Proof.

For running a successful Social Media Marketing Campaigns, it is very important for today's businesses to have positive reviews on these sites.

In addition, resolving all the issues that your customers are posting on these Review platforms is another thing that is going to be very important for the positive and productive outcomes for your business.

- (i) These networks offer a place to users for reviewing different kinds of products and services that they have used.
- (ii) Review content adds great value to any brand because it will influence more and the number of new buyers to attempt your services.
- (iii) Yelp and Zomato are the types of social media platforms that offer location-based review services that will help you run location-based social campaigns.

6. Blogging & Publishing Networks: WordPress, Tumblr, Medium

You should choose these types of Social Media networks for publishing, discovering and commenting on articles, social media blogs and other content on the web.

Content marketing is one of the most powerful ways to target, attract, engage and convert a target audience. It is going to be the base of successful online marketing campaigns that play the most important role in conversion funnels of Digital Marketing campaigns.

WordPress and Blogger are the traditional blogging platforms while Tumblr (micro-blogging service) and Medium (Social Publishing Platform) is the latest blogging and publishing networks.

- (i) These networks are must for the businesses that want to effectively use Content Marketing, plus, you can share this content on a variety of Social Networks like Facebook, Twitter, LinkedIn, etc.
- (ii) Content that you use on these networks will also help you create a niche for your business and audiences who are in search of information concerning that niche will for sure visit your blog or site.

7. Social Shopping Networks: Polyvore, Etsy, Fancy

Want to find out all the latest trends in the marketing or crave to know the shopping tips then such types of Social Media channels are for you.

In addition, they help you follow different brands, share interesting things and make a purchase on these Social Shopping networks.

Businesses can use such types of Social Media Platforms for creating brand awareness, boosting engagement and selling products on some new and effective platforms. These channels transform e-commerce by making them more engaging via some interesting social elements.

- (i) To use these networks effectively you should create a site that integrates shopping experience with social experience.
- (ii) These networks are very result-driven for small businesses and startups as they can sell their products without any land-based office or store.

8. Interest-Based Networks: Goodreads, Houzz, Last.fm

You can use such types of Social Media networks for connecting with other people who have the same sorts of hobbies or interests.

You can easily find the audiences who are interested in knowing more and more about the kinds of products and services that you offer.

This makes it one of the best networks for engaging with your audience and creating exclusive brand awareness online. Compared to big social networks, using Interest-based networks would help you run a more targeted campaign.

- (i) Choosing these networks will help you focus solely on a single product or service related to any particular subject, for instance, home décor, Digital Marketing Training, Music, Books, etc.
- (ii) These networks are the best places to engage with the audiences of a particular niche.

4.2.4 Summing Up

While summing up this post, let us talk about some other social networks that are not as prominent as the aforesaid ones but they can also create an impact if your business suits their working.

In the list, first one is Sharing Economy Networks such as Airbnb, Uber, TaskRabbit that let you advertise, buy, find, sell, share and do a trade of a variety of products and services amongst the peers.

Then comes some anonymous social networks such as Whisper, After School and Ask.fm that are generally used for venting, gossiping, snooping sorts of activity.

They are not going to be very beneficial for your business but in case you want to post something anonymously, you can choose these types of social media platforms.

As a social media pro, you probably already use all the biggest social networks (Facebook, Twitter, LinkedIn) and media sharing sites (Instagram, YouTube, Snapchat), along with maybe a handful of others like Pinterest and Google Plus.

But there's much more to social media than the top social media and media sharing networks. Look beyond those social media juggernauts and you'll see that people are using many different types of social media to connect online for all kinds of reasons.

In our quest to bring you the latest and best social media news from all corners of the internet, we've stumbled upon plenty of hyper-focused niche social networks for everything from jet setting and green living to knitting and all things manly. However, grouping social networks according to subject matter quickly gets overwhelming—and sometimes utterly distracting. (Plus, Wikipedia's already done it for us.)

And while there was once a time when you could simply categorize networks according to their functional capabilities (Twitter for short text content, YouTube for video, and so on), that time has passed. As more networks add rich features like livestreaming and augmented reality, the lines between their feature sets continue to blur and change faster than most people have time to read up on the changes.

So instead of categorizing networks according to hyper-specific user interests or shifting technology features, we prefer to think like marketers and group networks into 10 general categories that focus on what people hope to accomplish by using them.

Here's our list of 10 types of social media and what they're used for:

Social networks—Connect with people

Media sharing networks—Share photos, videos, and other media

Discussion forums—Share news and ideas

Bookmarking and content curation networks—Discover, save, and share new content

Consumer review networks—Find and review businesses

Blogging and publishing networks—Publish content online

Interest-based networks—Share interests and hobbies

Social shopping networks—Shop online

Sharing economy networks—Trade goods and services

Anonymous social networks—Communicate anonymously

Knowing about these categories of social media and understanding why people

use them can open up new ideas and channels for engaging with your audience more effectively—so let's get started.

Bonus: Get the step-by-step social media strategy guide with pro tips on how to grow your social media presence.

1. Social networks

Examples: Facebook, Twitter, LinkedIn

Why people use these networks: To connect with people (and brands) online.

How they can benefit your business: Let us count the ways. Market research, brand awareness, lead generation, relationship building, customer service... the list is pretty much endless.

Social networks, sometimes called “relationship networks,” help people and organizations connect online to share information and ideas.

While these networks aren't the oldest type of social media, they certainly define it now. These channels started as relatively simple services—for example, Twitter was the place to answer the question “what are you doing?” and Facebook was where you might check the relationship status of that cute Economics 101 classmate.

Now, and especially since the rise of the mobile internet, these networks have become hubs that transform nearly every aspect of modern life—from reading news to sharing vacation photos to finding a new job—into a social experience.

If you're not using these core networks yet as part of your social media marketing plan—or if you're looking for ideas to improve your existing strategy—you'll find a wealth of usable information in our guides to Facebook, Twitter, and LinkedIn.

2. Media sharing networks

Examples: Instagram, Snapchat, YouTube

Why people use these networks: To find and share photos, video, live video, and other media online.

How they can benefit your business: Like the major relationship networks, these sites are invaluable for brand awareness, lead generation, audience engagement, and most of your other social marketing goals.

Media sharing networks give people and brands a place to find and share media online, including photos, video, and live video.

The lines between media sharing networks and social networks are blurring these days as social relationship networks like Facebook and Twitter add live video, augmented reality, and other multimedia services to their platforms. However, what distinguishes media sharing networks is that the sharing of media is their defining and primary purpose.

While the majority of posts on relationship networks contain text, posts on networks like Instagram and Snapchat start with an image or video, to which users may decide to add content like captions, mentions of other users, or filters that make you look like a bunny.

Similarly, on sites such as YouTube and Vimeo, video is the primary mode of communication.

When determining whether or not your business needs to establish a presence on a media sharing network, it's important to consider your available resources. If there's one thing the most successful brands on platforms like YouTube or Instagram have in common, it's a thoroughly planned mission and carefully designed media assets, usually following a specific theme.

To increase your business's chances of success on media sharing networks, see our guides to marketing on Instagram, Snapchat, YouTube, and Vimeo.

3. Discussion forums

Examples: reddit, Quora, Digg

Why people use these networks: To find, discuss, and share news, information, and opinions.

How they can benefit your business: These networks can be excellent resources for market research. Done right, you can also advertise on them, though you'll need to be careful to keep your ads and posts separate.

Discussion forums are one of the oldest types of social media.

Before we connected to our first university friends on The Facebook, we discussed pop culture, current affairs, and asked for help on forums. Take a look at the wide reach and massive user numbers on forums such as reddit, Quora, and Digg and you'll see that the public's thirst for collective knowledge and wisdom remains unquenchable.

The screenshot shows the Quora interface for the topic 'Social Media Marketing'. At the top, there are navigation options: 'Ask Question', 'Read', 'Answer', and 'Notifications'. Below the topic name, there are sub-sections for 'Read', 'Answer', 'Topic FAQ', and 'Most Viewed Writers', along with a 'Follow Topic' button showing 390.8k followers. The main content area is divided into a 'Feed' and an 'About' section. The 'Feed' contains two questions: 'How do the UK political parties present themselves on social media?' by Hisham Itani, answered May 29, and 'How much do companies make through ads on Facebook?' with 1 answer. The 'About' section describes the topic as 'The process of gaining attention of potential customers through social media websites' and lists statistics: 27.5k Questions, 390.8k Followers, and 221 Edits. A 'Related Topics' list includes Social Media Strategy (41.8k Followers), Social Media (402.2k Followers), Social Media Management (44.2k Followers), Marketing on Facebook (110.1k Followers), and Digital Marketing (294.7k Followers).

Image via Quora.

These are the sites where people go to find out what everyone’s talking about and weigh in on it—and users on these sites generally aren’t shy about expressing their opinions. While social relationship networks are increasingly implementing measures to reduce anonymity and create a safe space online, discussion forums generally allow users to remain anonymous, keeping some of the “wild west” feel that used to define the online experience.

This can make discussion forums such as reddit (the self-styled “front page of the internet”) and Quora great places to go for deep customer research and brutally honest opinions. If you’re careful to keep ads and posts separate, they can even be a place to advertise—for all the details, see our guide to reddit advertising.

4. Bookmarking and content curation networks

Examples: Pinterest, Flipboard

Why people use these networks: To discover, save, share, and discuss new and trending content and media.

How they can benefit your business: These networks can be highly effective for driving brand awareness, customer engagement, and website traffic.

Bookmarking and content curation networks help people discover, save, share, and discuss new and trending content and media.

These networks are a hotbed of creativity and inspiration for people seeking information and ideas, and by adding them to your social media marketing plan, you'll open up new channels for building brand awareness and engaging with your audience and customers.

Bookmarking networks like Pinterest help people discover, save, and share visual content. An easy first step for getting started with Pinterest is to make your website bookmark-friendly. This entails optimizing headlines and images on your blog and/or website for the feeds these networks use to access and share your content. You should also pay close attention to the images featured on your site or blog—these are the window displays of Pins, so you want them to be good representations of your content.

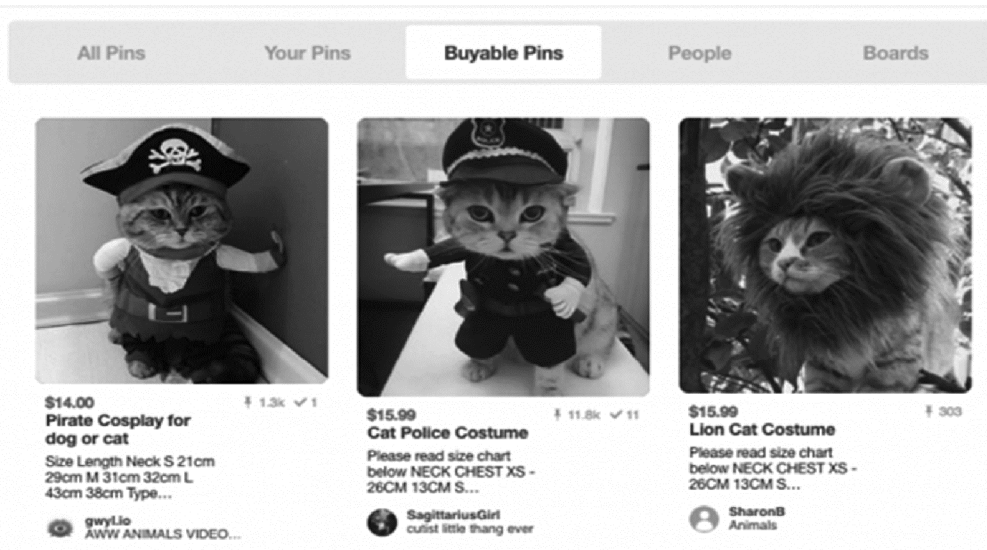


Image via Pinterest.

Content curation networks like Flipboard are similar to bookmarking networks, but with a focus on finding and sharing articles and other text content. You can create your own Flipboard magazine to sort through the most engaging content on your topic of choice from third-party sources, and to showcase your own content.

Other types of networks are also adding bookmarking and curation features. For example, Instagram now offers features for users to save content and create private collections.

To start planning your strategy for bookmarking and content curation networks, see our guides on using Pinterest and Flipboard. And if you're looking for inspiration, check out these 10 Pinterest accounts that will make you a better social media marketer.

5. Consumer review networks

Examples: Yelp, Zomato, TripAdvisor

Why people use these networks: To find, review, and share information about brands, products, and services, as well as restaurants, travel destinations, and more.

How they can benefit your business: Positive reviews bring social proof to your claims. Handled well, you can resolve issues with unhappy customers.

Consumer review networks give people a place to review brands, businesses, products, services, travel spots, and just about anything else.

Reviews are a type of content that adds a lot of value to many websites and online services—think about the buying experience on Amazon, or the experience of searching for a local business on Google Maps. Consumer review networks take it one step further by building networks around the review as a core part of the value they provide.

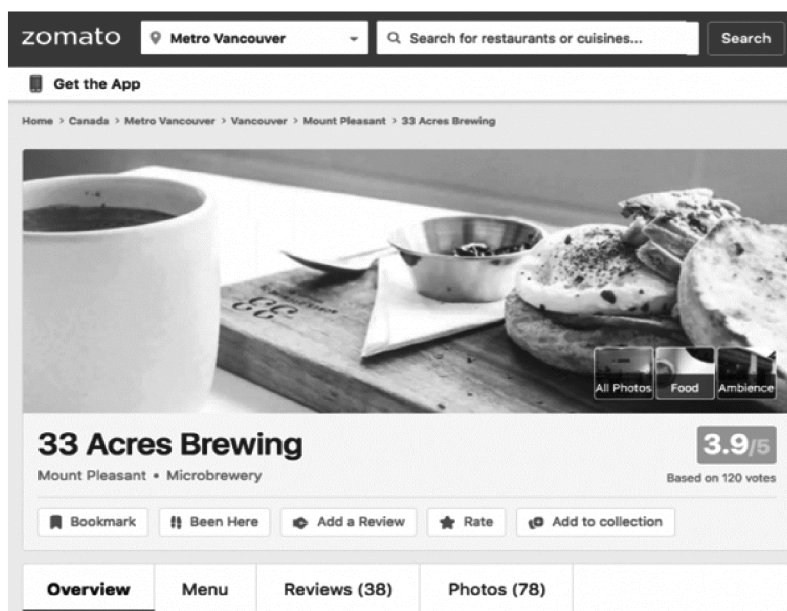


Image via Zomato.

Location-based review services such as Yelp and Zomato continue to grow as personal social networks adopt geolocation and more users choose to consult the internet along with their friends for recommendations of best dining spots.

There are sites to review anything from hotels and restaurants to the business where you're thinking of applying for a job—and user reviews have more weight than ever before. In fact, according to a survey by BrightLocal, 88 percent of consumers trust online reviews as much as a personal recommendation.

It's vital for your brand to have the ability to attract positive user reviews and handle negative ones. To do this, you can select a customer success team member to address reviews on sites relevant for your business. Entrust them with answering any questions or concerns from clients with average or negative experiences, and see if there is anything that can be done on your end to turn a possible detractor into a fan. For more on this topic, read our blog posts on how to respond to negative reviews and online reputation management.

6. Blogging and publishing networks

Examples: WordPress, Tumblr, Medium

Why people use these networks: To publish, discover, and comment on content online.

How they can benefit your business: Content marketing can be a highly effective way to engage with your audience, build your brand, and generate leads and sales.

Blogging and publishing networks give people and brands tools to publish content online in formats that encourage discovery, sharing, and commenting. These networks range from more traditional blogging platforms like WordPress and Blogger to microblogging services like Tumblr and interactive social publishing platforms like Medium.

If your promotion strategy includes content marketing (and if it doesn't, you might want to consider it), your business can gain visibility by keeping a blog. A blog doesn't just help increase awareness of your business and generate more engaging content for your social channels such as Facebook; it can also help carve out a niche for your brand as a thought leader in your industry.

If you're getting started with blogging and content marketing, see our guides to starting a blog, promoting your blog, content marketing strategy, and creating great content.

7. Social shopping networks

Examples: Polyvore, Etsy, Fancy

Why people use these networks: To spot trends, follow brands, share great finds, and make purchases.

How they can benefit your business: Brands can build awareness, increase engagement, and sell products via new channels.

Social shopping networks make ecommerce engaging by adding a social element.

Of course, elements of ecommerce appear in many other types of social networks—for example, Pinterest features Buyable Pins, and Instagram provides call-to-action tools in the form of “shop now” and “install now” buttons. Social shopping networks take it one step further by building their site around a focused integration between the social experience and the shopping experience.

Services like Etsy allow small businesses and individual crafters to sell their products without an existing brick-and-mortar location, and networks such as Polyvore aggregate products from different retailers in a single online marketplace, and. Polyvore is one of the largest social style communities on the internet, and it’s a good example of a network designed to integrate the social experience with the buying experience. Most of the content is generated by users, who choose products they like, create collages, publish them as a set, and then share sets with other users.

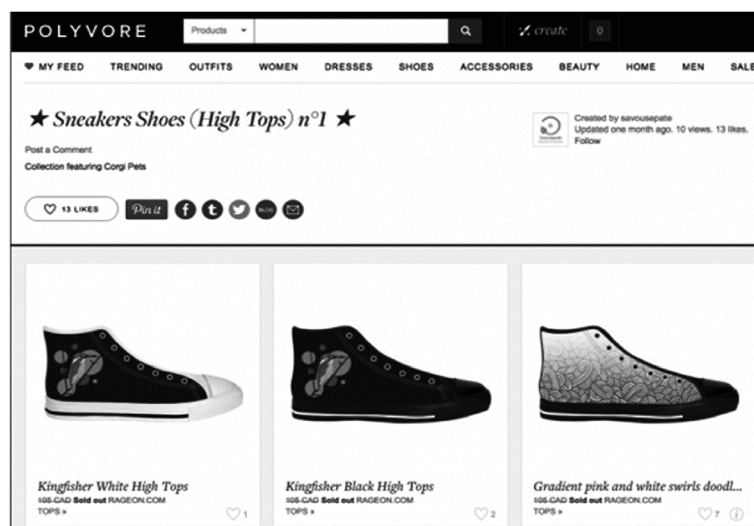


Image via Polyvore.

For more information about these networks and how they can benefit your business, see our guide to social commerce.

8. Interest-based networks

Examples: Goodreads, Houzz, Last.fm

Why people use these networks: To connect with others around a shared interest or hobby.

How they can benefit your business: If there's a network devoted to the kind of products or services you provide, these networks can be a great place to engage with your audience and build brand awareness.

Interest-based networks take a more targeted approach than the big social networks do by focusing solely on a single subject, such as books, music, or home design.

While there are groups and forums on other networks that are devoted to these interests, focusing solely on a single area of interest allows these networks to deliver an experience tailor-made for the wants and needs of the people and communities who share that interest. For example, on Houzz, home designers can browse the work of other designers, create collections of their own work, and connect with people looking for their services.

Networks such as Last.fm (for musicians and music lovers) and Goodreads (for authors and avid readers) also provide an experience designed specifically for their niche audience.

If your customers and social audience share a common interest (for example, if you're a publishing house), an interest-based network can be a good place to keep up with current trends among fans of a your industry or its products.

9. 'Sharing economy' networks

Examples: Airbnb, Uber, Taskrabbit

Why people use these networks: To advertise, find, share, buy, sell, and trade products and services between peers.

How they can benefit your business: If you happen to offer the kind of products or services traded here, these networks can be another channel for bringing in business. (For example, if you operate a bed-and-breakfast, Airbnb could help you find customers.)

“Sharing economy” networks, also called “collaborative economy networks,” connect people online for the purpose of advertising, finding, sharing, buying, selling, and trading products and services.

And while you’re probably already familiar with big-name networks like Airbnb and Uber, there are a growing number of niche networks you can use to find a dog sitter, a parking spot, a home-cooked meal, and more.

This online model for peer commerce has become viable and popular in recent years as people started trusting online reviews and feeling comfortable using them to gauge the reputation and reliability of sellers and service providers. According to a report by digital research firm Vision Critical, “The collaborative economy today works because trust can be verified electronically through social networks... social media lets the collaborative economy run smoothly.”

While most marketers will find these networks too specifically targeted or restrictive, if you happen to provide the kind of product or service that’s traded on a particular network, you might want to look into it as another channel to generate leads and sales.

Bonus: Get the step-by-step social media strategy guide with pro tips on how to grow your social media presence.

10. Anonymous social networks

Examples: Whisper, Ask.fm, After School

Why people use these networks: To gossip, vent, snoop, and sometimes bully.

How they can benefit your business: They almost certainly can’t. Steer clear.

Last—and least—are anonymous social networks. While major social networks are making increasing efforts to hold users accountable for their social activity, these sites go the other way and allow users to post content anonymously. CBS New York described Whisper as “the place to go these days to vent, come clean, or peer into other people’s secrets,” saying the site focuses on “turning confessions into content.”

These networks might sound like a fun place to blow off steam (for example, if you’re a teen and want to complain about your parents, teachers, boyfriend, and so on).

However, they’ve been shown to provide a consequence-free forum for cyberbullying and have been linked to teen suicides.

In our opinion, anonymous social networks are a step back toward the wild-west early days of the internet in a time when we've learned the importance of keeping the internet a safe place for everyone. If it's worth saying, it's worth standing behind.

Whether you're exploring new potential markets for your business or just looking for new channels to connect with your customers, there are many types of social media you can use. Some are pretty much mandatory for any business; others are useful for a smaller subset of niche businesses; and some you should steer clear of entirely.

Whatever your needs and your goals, it's a safe bet you'll find what you're looking for somewhere on social.

4.2.5 Comprehensive Exercises

● Short Answer Type Questions :

4. Write Short Notes on the following :
 - a. Mobile Social Media
 - b. Media Sharing Networks
 - c. Discussion Forums
 - d. Blogging & Publishing Networks
 - e. Social Shopping Networks
 - f. Interest-Based Networks
 - g. Bookmarking and Content Curation networks

● Long Answer Type Questions :

1. What is Social Media? – Explain.
2. Define and Classify Social Media with examples.
3. Describe in brief about the different types of social media networks.

4.2.6 Suggested Readings

Benkler, Yochai (2006). *The Wealth of Networks*. New Haven: Yale University Press. ISBN 978-0-300-11056-2. OCLC 61881089.

Fuchs, Christian (2014). *Social Media: A Critical Introduction*. London: Sage. ISBN 978-1-4462-5731-9.

Gentle, Anne (2012). *Conversation and Community: The Social Web for Documentation* (2nd ed.). Laguna Hills, CA: XML Press. ISBN 978-1-937434-10-6. OCLC 794490599.

Hayat, Tsahi; Samuel-Azran, Tal (2017). “‘You too, Second Screeners?’ Second Screeners’ Echo Chambers During the 2016 U.S. Elections Primaries”. *Journal of Broadcasting & Electronic Media*. 61 (2): 291–308. doi:10.1080/08838151.2017.1309417.

Johnson, Steven Berlin (2005). *Everything Bad Is Good for You*. New York: Riverhead Books. ISBN 978-1-57322-307-2. OCLC 57514882.

Unit-3 □ Finding and Evaluating Online Information

Structure

4.3.0 Introduction and Objective

4.3.1 Online and Offline

4.3.2 Generalizations

4.3.3 Evaluating Online Information

4.3.4 What is a Credible Source? How to Evaluate Online Information

4.3.5 Tips for Checking the Source

4.3.6 Step-by-Step Guide to Evaluating Online Resources

4.3.7 Finding and Evaluating Information

4.3.8 What are Primary and Secondary Sources?

4.3.9 Why Do We Need to Evaluate Online Resources?

4.3.10 Checklist on Evaluating Websites

4.3.11 Content Issues : Plagiarism, Copyright, and Accessibility

4.3.12 Comprehensive Exercises

4.3.13 Suggested Readings

4.3.0 Introduction and Objective

In computer technology and telecommunications, online indicates a state of connectivity, and offline indicates a disconnected state. In modern terminology this usually refers to an Internet connection, but (especially when expressed “on line” or “on the line”) could refer to any piece of equipment or functional unit that is connected to a larger system. In this unit we will discuss about the online information, plagiarism.

4.3.1 Online and Offline

“Online” has come to describe activities performed on and data available on the Internet, for example: “online identity”, “online predator”, “online gambling”, “online shopping”, “online banking”, and “online learning”. Similar meaning is also given by the prefixes “cyber” and “e”, as in the words “cyberspace”, “cybercrime”, “email”, and “ecommerce”. In contrast, “offline” can refer to either computing activities performed while disconnected from the Internet, or alternatives to Internet activities (such as shopping in brick-and-mortar stores). The term “offline” is sometimes used interchangeably with the acronym “IRL”, meaning “in real life”.

Antecedents

During the 19th century, the term “on line” was commonly used in both the railroad and telegraph industries. For railroads, a signal box would send messages down the line (track), via a telegraph line (cable), indicating the track’s status: “Train on line” or “Line clear”. Telegraph linemen would refer to sending current through a line as “direct on line” or “battery on line”, or they may refer to a problem with the circuit as being “on line”, as opposed to the power source or end-point equipment.

Examples

Offline e-mail

One example of a common use of these concepts with email is a mail user agent (MUA) that can be instructed to be in either online or offline states. One such MUA is Microsoft Outlook. When online it will attempt to connect to mail servers (to check for new mail at regular intervals, for example), and when offline it will not attempt to make any such connection. The online or offline state of the MUA does not necessarily reflect the connection status between the computer on which it is running and the internet. That is, the computer itself may be online—connected to Internet via a cable modem or other means—while Outlook is kept offline by the user, so that it makes no attempt to send or to receive messages. Similarly, a computer may be configured to employ a dial-up connection on demand (as when an application such as Outlook attempts to make connection to a server), but the user may not wish for Outlook to trigger that call whenever it is configured to check for mail.

Offline Media Playing

Another example of the use of these concepts is digital audio technology. A tape

recorder, digital audio editor, or other device that is online is one whose clock is under the control of the clock of a synchronization master device. When the sync master commences playback, the online device automatically synchronizes itself to the master and commences playing from the same point in the recording. A device that is offline uses no external clock reference and relies upon its own internal clock. When a large number of devices are connected to a sync master it is often convenient, if one wants to hear just the output of one single device, to take it offline because, if the device is played back online, all synchronized devices have to locate the playback point and wait for each other device to be in synchronization. (For related discussion, see MIDI timecode, word sync, and recording system synchronization.)

Offline Browsing

A third example of a common use of these concepts is a web browser that can be instructed to be in either online or offline states. The browser attempts to fetch pages from servers while only in the online state. In the offline state, users can perform offline browsing, where pages can be browsed using local copies of those pages that have previously been downloaded while in the online state. This can be useful when the computer is offline and connection to the Internet is impossible or undesirable. The pages are downloaded either implicitly into the web browser's own cache as a result of prior online browsing by the user or explicitly by a browser configured to keep local copies of certain web pages, which are updated when the browser is in the online state, either by checking that the local copies are up-to-date at regular intervals or by checking that the local copies are up-to-date whenever the browser is switched to the online state. One such web browser capable of being explicitly configured to download pages for offline browsing is Internet Explorer. When pages are added to the Favourites list, they can be marked to be "available for offline browsing". Internet Explorer will download to local copies both the marked page and, optionally, all of the pages that it links to. In Internet Explorer version 6, the level of direct and indirect links, the maximum amount of local disc space allowed to be consumed, and the schedule on which local copies are checked to see whether they are up-to-date, are configurable for each individual Favourites entry.

Offline Storage

Likewise, offline storage is computer data storage that is not "available for immediate use on demand by the system without human intervention." Additionally, an otherwise online system that is powered down may be considered offline.

Offline Messages

With the growing communication tools and media, the words offline and online are used very frequently. If a person is active over a messaging tool and is able to accept the messages it is termed as online message and if the person is not available and the message is left to view when the person is back, it is termed as offline message. In the same context, the person's availability is termed as online and non-availability is termed as offline.

4.3.2 Generalizations

Online and offline distinctions have been generalized from computing and telecommunication into the field of human interpersonal relationships. The distinction between what is considered online and what is considered offline has become a subject of study in the field of sociology.

The distinction between online and offline is conventionally seen as the distinction between computer-mediated communication and face-to-face communication (e.g., face time), respectively. Online is virtuality or cyberspace, and offline is reality (i.e., real life or meatspace). Slater states that this distinction is "obviously far too simple". To support his argument that the distinctions in relationships are more complex than a simple dichotomy of online versus offline, he observes that some people draw no distinction between an online relationship, such as indulging in cybersex, and an offline relationship, such as being pen pals. He argues that even the telephone can be regarded as an online experience in some circumstances, and that the blurring of the distinctions between the uses of various technologies (such as PDA versus mobile phone, internet television versus internet, and telephone versus Voice over Internet Protocol) has made it "impossible to use the term online meaningfully in the sense that was employed by the first generation of Internet research".

Slater asserts that there are legal and regulatory pressures to reduce the distinction between online and offline, with a "general tendency to assimilate online to offline and erase the distinction," stressing, however, that this does not mean that online relationships are being reduced to pre-existing offline relationships. He conjectures that greater legal status may be assigned to online relationships (pointing out that contractual relationships, such as business transactions, online are already seen as just as "real" as their offline counterparts), although he states it to be hard to imagine courts awarding palimony to people who have had a purely online sexual relationship. He also conjectures that an online/offline distinction may be seen by people as "rather quaint and not quite comprehensible" within 10 years.

This distinction between online and offline is sometimes inverted, with online concepts being used to define and to explain offline activities, rather than (as per the conventions of the desktop metaphor with its desktops, trash cans, folders, and so forth) the other way around. Several cartoons appearing in *The New Yorker* have satirized this. One includes Saint Peter asking for a username and a password before admitting a man into Heaven. Another illustrates “the off-line store” where “All items are actual size!”, shoppers may “Take it home as soon as you pay for it!”, and “Merchandise may be handled prior to purchase!”

4.3.3 Evaluating Online Information

Introduction

The quality of information found online is extremely variable. Anyone can post data and information on the Internet and not all online sources are equally reliable, valuable, or accurate. It is important to carefully evaluate information found online before relying on it for your own research.

How to Use This Guide

Looking for general strategies for evaluating information? See below for an introduction to evaluating information effectively, and for some questions to keep in mind in any situation.

Looking for information on evaluating specific kinds of resources? The tabs in the sidebar menu link to pages with some red flags to look out for and questions to consider for different types of resources. Try reading through before starting your research, so you know what to look out for when you start. You can also refer to this guide when you’ve got a source you aren’t so sure about - we’ll walk through it together.

If this guide doesn’t have quite what you need, just ask a librarian! Come see us at the Research Help Desk in the Goldfarb Library, send us an email, or contact us via chat.

The most important thing is to know what questions to ask when reviewing a source. The more research you do, the more of a habit it becomes! Here’s a handy mnemonic for remembering some of the most important questions to ask:

The CRAAP Test

C - Currency - Is the information in this source current, or has it become outdated?

R - Relevance - Is the information relevant to your research question or topic? And is this kind of source appropriate for your uses?

A - Authority - Who's the author and what are their qualifications? How do they know what they're telling you is accurate?

A - Accuracy - You might not know right away if the information is accurate - after all, that's why you're researching it - but there are some flags you can watch out for. Are the claims supported by evidence, and are sources cited? Are there editors or peer reviewers? Do any other sources support or verify the information?

P - Purpose - Why is this information out there? Does it appear impartial or biased? Are the authors or the publisher trying to present facts or to convince you of something?

4.3.4 What is a Credible Source? How to Evaluate Online Information

Practically anyone can create a website.

Schools, businesses, government entities, churches, and libraries create websites so people can learn more about what they do.

Individuals can create personal sites or blogs to write about their families, friends, work, or any other subject.

Corporations can make websites to promote their products, and political activists can publish websites to promote their cause. Anyone with an idea and internet access can create a website and fill it with just about any content they want.

As of 2018, there are over 1.8 billion websites in the world, many of which are protected by free speech and anti-censorship laws. Website owners can print anything they want, true or not, without worrying about the consequences.

As a result, life online has undoubtedly changed the procedures used to gather and assess information forever.

Even in the cut-and-paste Age of Wikipedia, evaluating sources based on their authority, relevance, and accuracy is still a requirement for serious writers.

Bad sources, like bad seeds, can bear bitter fruit for those who use them.

Fortunately, the oceans of data and globe-spanning inter-connectivity of the internet make verifying sources easier than ever as well.

There are time-honored practices of using primary sources, identifying their authors, and verifying the accuracy of the information they provide. But writers can use additional tools to keep their sources credible and authoritative.

Some, such as Grammarly's Plagiarism Checker, can be used to make sure the content being cited is original. Other tools, such as the Online Writing Lab (OWL) at Purdue University, provide in-depth advice and examples for evaluating sources both on and off the web.

The future of written communication is surely set not in stone, but in the glowing ether of cyberspace. Yet as long as humans continue to rely on the written word for the exchange of information, wisdom, and insight, effective and compelling writing will demand sources that are credible, authoritative, and accurate.

With so much content and so little oversight, determining which information is reliable can be a daunting task. But failing to do so could leave you looking foolish or worse. Thankfully, there are some easy steps you can take to evaluate the credibility of a website.

4.3.5 Tips for Checking the Source

How did you find your source? Top results in Google are often won by commercial websites with big budgets. Sources found via social media have the same problem. Read the tips below to get an idea of what to look for online.

This guide will help you whether you are a hobbyist web surfer or a professional or academic researcher. What's more, we have links to resources with even more in-depth information on things like primary and secondary sources.

Start with Sites You Know

If we had to choose between getting your world news from The New York Times or Smitty's Basement Newspaper, most of us would grab the Times, because it's a name we know and trust.

The same is true for internet research. If you want to know the results of last week's election, visiting your favorite news outlet's website is a great place to start.

If you want tips on investing, pick an investing company you respect and see if their website provides the information you're looking for.

There may be better information out there, but starting with a company you already trust is a good way to narrow your search. Then if you do decide to look up information from other sources, you can compare it to what you found first.

If the election results on Smitty’s Web Press don’t agree with the ones you found on BBC News, chances are Smitty is not the most reliable journalist.

Check the Date

Another helpful tip is to look at the date of an article as well as the dates attached to studies and resources within an article.

If an article cites a study done 10 years ago, it brings into question the reliability of the information. This is especially true if there are more recent studies available on the subject.

Another good indication that an article may be outdated is broken or “dead links.”

Many website articles include links that visitors can click on for more information (like those at the bottom of this page). If those links don’t go anywhere, chances are the article is old. One dead link is probably nothing to worry about, but a bunch of them should raise a red flag.

The creator of a legitimate website will take the time to keep links up to date so visitors can learn more. The presence of dead links is a good indication that the website is no longer maintained.

Check Credentials

One of the best ways to evaluate an article or other type of content published online is to check the author’s credentials. If you’re looking for information about toothaches, a certified dentist who has been practicing for over 20 years is a more reliable source than a hobbyist with a blog.

If the author provides a list of references to validate their credentials, even better. Remember, you can write anything you want online, so just because someone says they’re a dentist doesn’t mean they actually are.

Many sites, including trusted news sites, leave the writing of articles to staff or freelance writers. These may not be professionals in the field they’re writing about; however, the best of them will rely on professional sources and often include quotes from experts.

Check the TLD and Domain

One of the simplest ways to determine the credibility of an online resource is to look at the purpose of the website, which can often be learned from the ending of the site’s address.

Every website ends in a Top Level Domain (TLD). This is the bit after the last period in the domain name. For instance, WhoIsHostingThis.com ends in .com, which lets you know that this is a commercial website.

It is the most popular TLD on the internet and can be used by any person, business, or other entity, which means if you're researching something, .com sites require more evaluation than some other types of sites.

Make sure to start with those trusted sources, and then look for any potential bias. Businesses often use .com for their sites, and in most cases, those sites are created to help them sell a product or service.

Therefore, any information on their website is liable to have a bias toward getting a visitor to buy whatever it is that's for sale there. If you're looking for an honest comparison between iOS and Android, you should assume that anything you find on Apple.com is going to have a major bias toward the former.

Alternatively, an address that ends in .edu belongs to an educational institution such as a college or university.

A visitor may find an article there written by a professor who is an expert on a particular topic. The professor may include their credentials at the end of the article as well as citations. These elements serve to make the website a more reliable online resource.

As a note, students are also able to contribute to many .edu websites. It's a good idea to look for citations when dealing with a student's writing to ensure credibility.

Also, if you're searching for information for a research paper, you probably need to look for peer-reviewed articles. Just because a professor publishes something on a .edu website doesn't mean their peers have reviewed and validated the information.

An address that ends in .gov is a government website. If you're looking for reliable information about government policy, tax codes, or a political office, these sites are a great place to start.

The TLD .org was originally intended to be used by non-profit organizations, but any organization can register a .org address. Much like .com sites, you should expect that anything you read on a .org site will have a bias toward that particular organization's mission or goals.

At the time of this writing, there were over 700 top-level domains available, including everything from .barber to .ninja.

While these unique TLDs may prove useful when you are looking for a particular type of service, they can't guarantee the credibility of any content. It's always beneficial to read all online articles with a critical eye.

Digging Deeper

If you're still not sure, do a little snooping. Read other articles on the site, particularly ones written by the same author. Do you trust their opinion on other topics? Is the writing consistent and strong? Do articles seem unbelievable or even made up?

Facebook feeds are notorious for posting articles from the fake news site The Onion as factual stories! Reading other articles may also help you detect a website's biases — nearly all sites have them — so you can better judge the information they're presenting.

The presence of many misspellings on a website is also a clue that it's not a credible resource. Someone who creates a legitimate website designed to provide people with factual information takes care with both spelling and grammar in order to appear more professional.

Check Your Local Library

The internet is a great source of information, but when accuracy counts, the library is still one of the best places to do research. Most libraries now allow patrons to utilize their research tools online, so you can still do your research from the comfort of your computer chair.

Libraries have access to research databases, many of which require a subscription and aren't available through traditional search engines. These databases allow you to search for articles in print and online journals and books.

Since many of these resources are peer-reviewed, the information you find in them is not only written by professionals but has been reviewed and approved by other professionals within their field.

Don't Trust Your First Source

Finally, no matter where you find information, it's a good idea to double-check it against other sources. You can do this by performing additional online research or checking some print publications at the library.

If you find the same information on several other legitimate websites as well as in a print publication, it increases the odds that the information is accurate.

4.3.6 Step-by-Step Guide to Evaluating Online Resources

Now that you know the overview of finding and evaluating web resources, you can use this guide to help you with the process in a step-by-step manner.

Check the URL

Personal Pages:

Not always reliable, try to learn more about the author.

URL usually includes the person's name.

If their name isn't the site name, it will likely be in the URL after a tilde or percentage sign.

Type of Domain:

The domain type should match the content type:

.com = commercial

.edu = educational

.mil = military

.gov = government

.org = nonprofit

Who Published It?

Find the agency or person that published the article

Reliable publisher = reliable content and authors

Look at the first part of the URL between http:// and the first /.

Who Wrote It?

Find out who is accountable for the information.

Find the author/organization responsible for the content.

Look for a link or About Me/About Us/Background page that will tell you more about them

Look for info on their education and experience

Evaluate what you know about them and decide if you believe they are qualified to write about the topic.

Timeliness

An outdated source is not always credible.

Current topics: publishing dates are important

Outdated topics: date should be near the time the content became known.

Check Sources

Look at how sources are cited and what type of source is used.

Scholarly content should always have source info, and should not be an opinion piece.

Check the sources for reliability and workability.

If the content is reproduced from another source, go to the original source to ensure it has not been altered.

Links to the Site

Links from other reliable sites shows credibility

If they are the only one linking to the site (from other parts of their site) then it may not be reliable.

Find out who is linking to them:

Type the URL into the search box on Alexa.com. Click on “Get Details”. Learn about site’s traffic info, who is linking to them and other details.

Find Related Sites

Type the link into Google search box. Paste the URL directly after the colon, no spaces. Different search engines may have different results so try more than one. If you don’t see any links, shorten the URL.

Overall Evaluation

Once you have reviewed all of this info, you can decide whether you believe the source to be credible.

Since the internet is open to everyone, remember that you may be looking at false info or opinions instead of fact.

If you’re unsure, go to a reference desk in the library or ask an expert for advice.

Sources

Evaluation of Sources – Lee.edu

Evaluating Web Sources – Berkeley.edu

A Visual Guide to Evaluating Sources on the Web

Here is a more detailed graphic (with animated elements) to help you evaluate information sources on the web. The step-by-step guide is probably better to use on a day-to-day basis, but this graphic contains a lot more detail.

If you would like to use this graphic in your work, see right below it for more information.

How to Use This Graphic

We are very proud of our data visualizations. Each one is the result of the work of many talented people over a long time researching, writing, editing, rendering. And we get flooded with requests to use them. We are happy to oblige. But under strict guidelines.

Non-Profit Use

If you are an educational, governmental, or non-profit group, feel free to use it in your work. But please add a note to it saying that it is copyrighted and courtesy of WhoIsHostingThis.

The following link will download the graphic: Evaluating Web Resources: A 60 Second Guide.

Other Uses

If you wish to embed this graphic on your website, use the code below. Just click in the box. This will highlight the text. Then copy it to your computer's clipboard, and paste it onto your web page.

4.3.7 Finding and Evaluating Information

Information is a key element of your studies, from assignments and exam preparation, to your doctoral thesis. But it's just as important to know where information comes from. We can help you find what you need and assess the reliability of your sources.

Identifying Types of Information

- Is this a scholarly source?
- Does it contain references?
- Is it detailed (multiple pages long)?
- Does it have an argument or conclusion?
- Is it original research (primary article)?
- Is it peer reviewed?

Does the author have any qualifications?

Is subject specific language used?

Are graphics included to inform rather than entertain?

If you have answered yes to most these, your source is scholarly.

4.3.8 What are Primary and Secondary Sources?

A primary source is a document or object that was written or created at the time under investigation. It provides a firsthand account or personal viewpoint of an event or time period.

Examples of a primary source are an:

eyewitness account

diary entry

newspaper article

interview

Artworks, photographs, music, music scores, poems, government records and arte facts can also be primary sources.

Secondary Sources describe, analyze or evaluate these primary sources.

Comparison of Primary and Secondary Sources

Subject	Primary Source	Secondary Source
Art	original artwork	document describing the artwork
History	indigenous artefact letter from an eyewitness	book describing indigenous artefacts book or article that references the letter
Literature	A Shakespeare sonnet	Book on Shakespeare that references sonnets
Archaeology	Egyptian mummy	book or article about the process of mumification
Social Sciences	original research study	review of several studies on the same topic
Theatre	videotape of a performance	biography of a playwright

4.3.9 Why Do We Need to Evaluate Online Resources?

Everyone and anyone can create content online. Today, it's hard to determine whether an internet resource you find is authentic or not.

Evaluating online resources is an important step in any research process. Identifying trustworthy content should be part of your research journey.

If you're looking for factual resources, search through newspaper publications, TV news, journals, official pamphlets, books, and magazines. But, nowadays people opt to search for information on the Internet. They tend to believe anything posted on the Internet without even checking for credibility.

Satire and fake news sites publish erroneous data; people believe these sites because of their persuasive, believable nature. If you're looking for a credible resource, you should avoid hoax sites as this may affect the veracity of your study.

Meanwhile, many content publishers rely heavily on copying content and owning those as theirs to get decent followership. Duplicating content and passing it as if it is their own content is copyright infringement or plagiarism.

In this guide, we will help you improve your knowledge and skill in evaluating online resources. We will guide you on how to check a resource for authenticity and credibility.

Moreover, we will discuss skills that you will need to assess a resource such as speed reading and skimming. As an evaluator, you should be familiar with the different citation and referencing styles. Also, we will review several content issues like plagiarized content, DMCA, and copyrights, and web content accessibility.

Evaluating Online Resources

There are several aspects that you should look for in evaluating online resources. You should check:

- who published the content (Authorship),
- where was it published (Publication),
- when was it published (Currency and Relevance),
- the truthfulness and integrity of the facts (Accuracy),
- how it is written and presented (Purpose and Objectivity),
- and what references are cited within the article (Links)

Authorship

The author of the content is a concern when considering the eligibility of the

content. First of all, the author should be an expert on the subject discussed in the article. He should have the credentials to back up his knowledge of the subject matter.

Usually, the information about the author can be found on the website along with the content. The name of the author can be found below the title, on the side of the article, or at the bottom. Sometimes, more information on the author is found below the article, also known as an author's bio. An author may be credited if he is oftentimes mentioned in other authoritative websites.

But, it is not easy to verify an author's background through the Internet. Website articles and resources rarely have fact-checkers or editors for copyediting an article. Another thing to consider is that authors vary in tone and purpose. Some do it for their personal blog. Other authors are advocates of a cause, while others do it for marketing their product or service.

Publication

If the information about the author is not present, the publisher of the resource article can be checked for authority.

Take a quick look at the website. Are you familiar with the publication name? Is the publisher reputable and credible on the subject matter? Look at the website name, its logo, the URL of the website, and other indicators that can prove its reliability on the topic. One quick look at the URL can help you determine if it's a reliable source or not. Trustworthy websites end in .org, .edu, .gov, or any recognizable web address.

Another way to check the publisher's site is via its About Us and Contact Us page. These pages will contain information about the publisher. You can countercheck their details by conducting another search.

Reliable websites publish content that is relevant or under the same scope as the resource page that you found. Check how often do they publish content and if they published related content as well. News and publication websites (NYTimes, BBC, The Washington Post, TIME, etc.), are authority sites for facts. Consider the resource's credibility if the publisher has mentioned or been mentioned by authority sites.

Currency and Relevance

In conducting research, the currency and timeliness of data are important in making inferences for data gathering and analyses.

David Loshin, President of Knowledge Integrity, is a well-known thought leader in data quality and management. He has defined the difference between currency and timeliness when it comes to data:

“Currency,” Loshin explained, “refers to the degree to which data is current with the world that it models. Currency can measure how up-to-date data is, and whether it is correct despite the possibility of modifications or changes that impact time and date values. Currency rules may be defined to assert limits to the lifetime of a data value, indicating that it needs to be checked and possibly refreshed.”

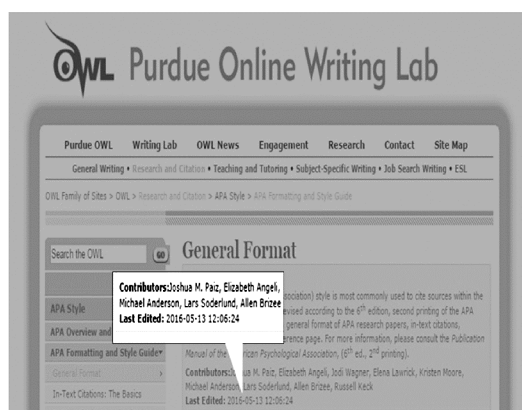
On the other hand, timeliness refers to the time expectation for the accessibility of data. Timeliness can be measured as the time between when data is expected and when it is readily available for use.”

Information changes throughout the years. On the Internet, it’s easy to get lost among the billions of data available at your fingertips. Even academic articles such as theses and investigative reports can have obsolete data. Out-of-date content has information that is not relevant or applicable in today’s time. How can you determine if the content that you’re looking at isn’t outdated? How do you check if the data you have is current and timely?

Look for the date of publication. Oftentimes, it is located near the title of the resource. You can look for the date at the side information of the article, and even at the end of the article.

Currency is a modern issue; some websites update their articles to adapt to the modern world. Data does not become obsolete, but you need to check its relevance to the current times. For updated content, look for the date of publication and the date when it was recently changed and updated.

Here’s an example from Purdue Online Writing Lab (OWL):



The American Psychological Association (APA) is used as a citation style in academic and scholarly articles for social sciences. Since it started in 1929, the APA style has changed over the years and it is in its 6th edition.

With that said, updated resources oftentimes tag relevant statistical data with proper citations and referencing. Aside from that, these resources mention other resource and link back to them, regularly updating any link references should they find that those links are obsolete.

Accuracy

In writing, accuracy refers to a writer's correctness in using the language system. This means that the writer's use of grammar and vocabulary should be correct and as good as it could be.

Minimal errors are virtually present in all kinds of publications, but poor spelling and grammar can easily reflect how careless an author is, and this may result in distrust. Again, web resources are prone to technical errors since not all web publications go under the scrutinizing eye of a copy editor.

Online resources can be verified easily through a quick search on the Internet. Other resources provide a reference list that can help in double-checking facts cited in the article.

Purpose and Objectivity

It should teach, inform, explain, or persuade. By reading the article, it should become evident what the article aims to impart to its readers. The author should not be biased with his views reflected in the article unless stated otherwise. You should comprehend whether the content is backed up with facts or based on opinion and propaganda. The content should show its intended audience.¾An online resource clearly serves its purpose

Links

Links are used to citing and credit references found on other websites. During the evaluation, links on the content are useful and relevant to the topic of the content. On the other hand, links on the content should proceed to an existing web page. In any case that the links within the content proceed to a 404 page or "Not Found", the content may be outdated, thus may be unreliable for new information.

4.3.10 Checklist on Evaluating Websites

We'll help you assess online resources easier with this concise infographic checklist brought to you by Hosting Facts:

Improve Your Evaluation Skills

Effective evaluation of online materials requires a set of skills. To effectively evaluate online materials, you must be able to do proper speed reading and skimming of content, as well as citing of references. Possessing these skills will give you the ability to objectively and successfully critique online materials. Let's discuss in detail how these skills can help you in evaluating content.

Speed Reading and Skimming

Before you will be able to evaluate any material, you will have to read it first. Going through the whole thing, even up to every punctuation mark, can eat up your time. Reading entire materials will not be practical especially if you have a lot of materials piled up. Therefore, it is vital that you possess speed-reading and skimming skills.

The average reader can run through approximately 200 words per minute. A good reader can reach 400 to 500 without sacrificing comprehension of what he had just read. Any more than 500 words risk losing comprehension so going beyond that is not advisable. We shall then consider those who can read at least 400 words a minute as a speed reader. It is, however, crucial that comprehension is maintained as there is no point in being able to finish a material quickly if you were not able to pick up anything from it. Speed reading is, therefore, a fast-paced manner of reading that retains understating of the material.

There are two, speed reading, techniques: scanning and skimming. Scanning is a very quick running through of the material in an attempt to find a specific piece of information. If you pass through an article very quickly in search of a name, a date, an amount, or the likes, what you are doing is scanning. Skimming, on the other hand, is rapid reading that goals to get the main ideas contained in the material in an effort to get the general overview of the content. Skimming is then considerably slower the scanning.

In trying to evaluate online materials, what you would most likely do is to skim through them. Unless, of course, if you're trying to look for specific information that you are trying to verify. Skimming through an article allows you to quickly complete a material without losing its essence.

Skim effectively and finish a lot of materials with less time. Always remember than comprehension must never be sacrificed for speed. Speed reading is a total waste of time if you did not understand what you have just read.

Citation and Referencing Styles

In order to check the validity of the facts stated in online material, references must be presented so that you can verify them. It is the responsibility of the author of the material to include citations and references in a way that follows standard referencing styles, but as the evaluator, you must also be aware of how to do this so that you can use it as criteria in critiquing the said material.

First of all, have a check on the references for the material. Make sure that these are credible resources. A lot of satirical sites and content are available on the web and one may easily come across them and eventually use them as part of the material. The writer must be careful enough to distinguish the validity and credibility of the site or content that he is basing his material from.

There are a couple of ways to include ideas from other materials into your own. It can be done by quoting, summarizing, or paraphrasing. Quoting is done by directly placing portions or parts of what was included in your resource material. It is a word-for-word placement of the resource material. Summarizing is providing a shorter version of the resource material while acknowledging that your material is based on the information you got from the source. Paraphrasing is trying to reword your source material but with the necessary attribution of where you got the idea from.

These three methods of including ideas from other materials should have a list of references. This list of references must obey one of the referencing standards and styles. There are two prevailing referencing styles that are being followed: the APA format, and the MLA format.

The Modern Language Association (MLA) format is distinguished by the following characteristics:

Authors' and editors' names are spelled out completely. If there are more than three authors, list the first one only and then write "et. al" as a substitute for all other authors.

Important words in a title are capitalized.

The shortened name of the published is placed.

Only the city is placed on the place of publication.

Dates are placed at the end of the citations.

The second and subsequent lines are indented while the first line is made to align with the left margin.

The in-text citation uses the author's name and page.

On the other hand, the American Psychological Association (APA) format is as follows:

All authors are listed and use the last name, and then the first initial.

Only the first word in a title is capitalized.

Full names are used for publishers.

Includes state abbreviations for the place of publication.

Dates are placed after the author's name.

The first line of the citation is indented while subsequent aligned to the left margin

In-text citations use the author's name, date of publication, and page number.

Always remember that citation is done because you have the responsibility to give credit to the author of your source material. You would not want to steal other people's work. Also, you would not want other people from passing off your work as their own so you must also do the same for the work of others.

The MLA Style Center is the best and most interactive guide you can check out for your research. Aside from a citation guide, they also have a research format guide for your paper and an FAQ section.

Meanwhile, to see how APA citations are usually written in reference lists, visit this guide made by The University of Western Australia. It's already updated to the 6th edition. Here you can check how different resources are cited, such as Books and eBooks, Journal articles, Newspapers & Magazines and Web sources (pages, blogs, social media, etc).

4.3.11 Content Issues : Plagiarism, Copyright, and Accessibility

Plagiarism, copyright infringement, and problems with accessibility are some of the issues that you may stumble upon when dealing with online content. Let's discuss in detail the implications of each of these content issues.

Plagiarism : Problems of Duplicity

One of the biggest sins you can commit while writing online materials is plagiarizing, which is the omission of reference to the original source of information, which gives the impression that it is the writer of the material at hand who originally said a statement even if that is not the case. This can be done on purpose or as a result of neglect. Even if it is by mere neglect that the citation was not made, plagiarism is still inexcusable. Plagiarism can be committed against written or spoken texts, and even against graphical content such as photos, drawings, sketches, paintings, and the like.

As an evaluator of online materials, your goal is to identify whether the author of the material you are assessing committed plagiarism, may it be partial or total in nature. Plagiarism should never be tolerated, and it is the responsibility of the evaluator to ensure whether or not plagiarism was committed in any piece of material that he handles, especially those that the general public can see.

Plagiarism is really unfair to the original owner of the unduly cited content. It takes credit away from him and awards it to the plagiarizer. All the hard work, creativity, and that the original owner of the content is put into waste, while the plagiarizer is praised for creating outstanding content – of course, why would anyone copy something that he does not consider as at least a good write-up, statement, or photo?

DMCA and Copyright Issues

Merriam-Webster dictionary defines copyright as the exclusive legal right to reproduce, publish, sell, or distribute the matter and form of something (as a literary, musical, or artistic work). With a copyright, you can sue others who try to reproduce your work without your permission or consent. It is a protection given to the original creator, or to whom he grants the said protection, to benefit from his work.

In essence, violation of copyright (or more commonly referred to as copyright infringement) and plagiarism are similar. However, copyright infringement backed up by a legal construct while plagiarism is more of an ethical issue for academic, journalistic, or corporate institutions. Both of these promote originality and creativity as they protect the original creator of the work.

Copyright infringement and plagiarism do not go hand-in-hand. Not all cases of copyright infringement are cases of plagiarism as well, and vice versa. You can plagiarize content that does not qualify for copyright, and you can also commit infringement even if you have provided the necessary citation.

When talking about copyright, the Digital Millennium Copyright Act (DMCA) almost always follows. The DMCA is a copyright law of the United States which was made to implement two 1996 treaties of the World Intellectual Property Organization (WIPO), as well as to heighten the penalties given to those who commit copyright infringement. The provisions of the DMCA will be discussed in detail on future write-ups focused on the topic. For now, it must just be fully understood that copyright infringement is a serious matter and there are strong laws against it.

As an evaluator, you must deal with copyright infringement issues before matters get worse. It is your duty to uphold the observance of applicable laws and ethical standards.

Content Accessibility

One billion people, or 15 % of the world's population, experience some form of disability, and disability prevalence is higher for developing countries. One-fifth of the estimated global total, or between 110 million and 190 million people, experience significant disabilities. – WorldBank.org

One billion people. A significant amount of this population has access to the Internet, but sadly, not all can access content found on the Internet. With the increasing demands for website accessibility, several countries have already pushed for accessibility legislation to support the disabled users' rights to information.

Disabled users commonly addressed by these efforts are those with visual, mobility, auditory, seizures, and cognitive disabilities. Those with visual disabilities include low vision and color blindness. Motor disabilities include those who lack muscle control due to tremors or neurological conditions. Hearing impairments such as deafness are included in auditory disabilities. Meanwhile, people with seizures are a special case; those triggered by visual strobes or flashing effects are mainly affected in this category. Last but not least, cognitive disabilities range from developmental to learning disabilities.

4.3.12 Comprehensive Exercises

● Short Answer Type Questions :

Write Short Notes on the following :

- a. Offline e-mail
- b. Offline Media Playing

- c. Offline Browsing
- d. Offline Storage
- e. CRAAP Test
- f. Authorship
- g. Currency and Relevance
- h. Accuracy
- i. Speed Reading and Skimming
- j. Citation and Referencing Styles
- k. Plagiarism
- l. Content Accessibility

● **Long Answer Type Questions :**

1. What is a Credible Source? How to evaluate Online Information? – Explain.
2. Prescribe some steps you can take to evaluate the credibility of a website.
3. What are Primary and Secondary Sources? Compare between them.
4. Why do we need to evaluate Online Resources? – Explain.
5. There are several aspects that you should look for in evaluating online resources/information. – Comment.

4.3.13 Suggested Readings

Federal Standard 1037C [1]

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Unit-4 □ Foundations of New Media

Structure

4.4.0 Introduction and Objective

4.4.1 History

4.4.2 Definition

4.4.3 As Tool for Social Change

4.4.4 Interactivity

4.4.5 Summing Up

4.4.6 Comprehensive Exercises

4.4.7 Suggested Readings

4.4.0 Introduction and Objective

The new media technologies have tremendous influence on the flow of information. They have brought about changes in the increased accessibility of information, the transformation of markets and the interactivity between the suppliers and the consumers of this news and information.

In this unit we will learn about the different facets of new media.

4.4.1 History

In the 1950s, connections between computing and radical art began to grow stronger. It was not until the 1980s that Alan Kay and his co-workers at Xerox PARC began to give the computability of a personal computer to the individual, rather than have a big organization be in charge of this. “In the late 1980s and early 1990s, however, we seem to witness a different kind of parallel relationship between social changes and computer design. Although causally unrelated, conceptually it makes sense that the Cold War and the design of the Web took place at exactly the same time.”

Writers and philosophers such as Marshall McLuhan were instrumental in the development of media theory during this period. His now famous declaration

in *Understanding Media: The Extensions of Man* (1964) that “the medium is the message” drew attention to the too often ignored influence media and technology themselves, rather than their “content,” have on humans’ experience of the world and on society broadly.

Andrew L. Shapiro (1999) argues that the “emergence of new, digital technologies signals a potentially radical shift of who is in control of information, experience and resources” (Shapiro cited in Croteau and Hoynes 2003: 322). W. Russell Neuman (1991) suggests that whilst the “new media” have technical capabilities to pull in one direction, economic and social forces pull back in the opposite direction. According to Neuman, “We are witnessing the evolution of a universal interconnected network of audio, video, and electronic text communications that will blur the distinction between interpersonal and mass communication and between public and private communication” (Neuman cited in Croteau and Hoynes 2003: 322). Neuman argues that new media will:

- Alter the meaning of geographic distance.

- Allow for a huge increase in the volume of communication.

- Provide the possibility of increasing the speed of communication.

- Provide opportunities for interactive communication.

- Allow forms of communication that were previously separate to overlap and interconnect.

Consequently, it has been the contention of scholars such as Douglas Kellner and James Bohman that new media, and particularly the Internet, provide the potential for a democratic postmodern public sphere, in which citizens can participate in well informed, non-hierarchical debate pertaining to their social structures. Contradicting these positive appraisals of the potential social impacts of new media are scholars such as Edward S. Herman and Robert McChesney who have suggested that the transition to new media has seen a handful of powerful transnational telecommunications corporations who achieve a level of global influence which was hitherto unimaginable.

Scholars, such as Lister et al. (2003), have highlighted both the positive and negative potential and actual implications of new media technologies, suggesting that some of the early work into new media studies was guilty of technological determinism – whereby the effects of media were determined by the technology themselves, rather than through tracing the complex social networks which governed the development, funding, implementation and future development of any technology.

Based on the argument that people have a limited amount of time to spend on the consumption of different media, Displacement theory argue that the viewership or readership of one particular outlet leads to the reduction in the amount of time spent by the individual on another. The introduction of New Media, such as the internet, therefore reduces the amount of time individuals would spend on existing “Old” Media, which could ultimately lead to the end of such traditional media.

4.4.2 Definition

New media is considered as “those digital media that are interactive, incorporate two-way communication and involve some form of computing,” Robert Logan comprehends in his book *Understanding New Media*. New media is “very easily processed, stored, transformed, retrieved, hyperlinked and, perhaps most radical of all, easily searched for and accessed.”

A common difference between new media and old media is that old media is being used by most of the mass media. In addition, new media is highly interactive whereas old media is not.

New media theorist and Professor Lev Manovich comprehends new media as being native to computers or relying on computers for distribution: websites, human-computer interface, virtual worlds, virtual reality, multimedia, computer games, computer animation, digital video, special effects in cinema and interactive computer installations.

4.4.3 As Tool for Social Change

Social movement media has a rich and storied history (see Agitprop) that has changed at a rapid rate since New Media became widely used. The Zapatista Army of National Liberation of Chiapas, Mexico were the first major movement to make widely recognized and effective use of New Media for communiques and organizing in 1994. Since then, New Media has been used extensively by social movements to educate, organize, share cultural products of movements, communicate, coalition build, and more. The WTO Ministerial Conference of 1999 protest activity was another landmark in the use of New Media as a tool for social change. The WTO protests used media to organize the original action, communicate with and educate participants, and was used as an alternative media source. The Indymedia movement also developed out of this action, and has been a great tool in the democratization of information, which is another widely discussed aspect of new media movement.

Some scholars even view this democratization as an indication of the creation of a “radical, socio-technical paradigm to challenge the dominant, neoliberal and technologically determinist model of information and communication technologies.” A less radical view along these same lines is that people are taking advantage of the Internet to produce a grassroots globalization, one that is anti-neoliberal and centered on people rather than the flow of capital. Chanelle Adams, a feminist blogger for the Bi-Weekly webpaper *The Media* says that in her “commitment to anti-oppressive feminist work, it seems obligatory for her to stay in the know just to remain relevant to the struggle.” In order for Adams and other feminists who work towards spreading their messages to the public, new media becomes crucial towards completing this task, allowing people to access a

movement’s information instantaneously. Of course, some are also skeptical of the role of New Media in Social Movements. Many scholars point out unequal access to new media as a hindrance to broad-based movements, sometimes even oppressing some within a movement. Others are skeptical about how democratic or useful it really is for social movements, even for those with access.

Another social change seen coming from New Media is trends in fashion and the emergence of subcultures such as Text Speak, Cyberpunk, and various others.

Following trends in fashion and Text Speak, New Media also makes way for “trendy” social change. The Ice Bucket Challenge is a recent example of this. All in the name of raising money for ALS (the lethal neurodegenerative disorder also known as Lou Gehrig’s disease), participants are nominated by friends via Facebook, Twitter and ownmirror to dump a bucket of ice water on themselves, or donate to the ALS Foundation. This became a huge trend through Facebook’s tagging tool, allowing nominees to be tagged in the post. The videos appeared on more people’s feeds, and the trend spread fast. This trend raised over 100 million dollars for the cause and increased donations by 3,500 percent.

Music Industry- The music industry was affected by the advancement of new media. Throughout years of technology growth, the music industry faced major changes such as the distribution of music from shellac to vinyl, vinyl to 8-tracks, and many more changes over the decades. Beginning in the early 1900s audio was released on a brittle material called “shellac.” The quality of the sound was very distorted and the delicacy of the physical format resulted in the change to LPs (Long.Playing). The first LP was made by Columbia Records in 1948 and later on, RCA developed the EP (Extended.Play) which was only seven inches around and had a longer playing time in comparison to the original LP (Kendall, 2017: 2-4). The

desire for portable music still persisted in this era which projected the launch of the compact cassette. The Cassette was released in 1963 and flourished after post-war where Cassette tapes were being converted into cars for entertainment when traveling. Not long after the development of the cassette did the music industry begin to see forms of piracy. Cassette tapes allowed people to make their own tapes without paying for rights to the music (Kendall, 2017: 4-6). This effect caused a major loss in the music industry but it also led to the evolution of mixtapes. As music technologies continued to develop from 8-tracks, floppy discs, CD's, to today's MP3, so did new media platforms as well. The discovery of MP3's in the 1990s has since changed the world we live in today. At first, MP3 tracks threatened the industry with massive piracy file-to-file sharing networks such as Napster, until laws were established to prevent this (Kendall, 2017: 8-16). However, Consumption of music is higher than ever before due to streaming platforms like Apple Music, Spotify, Pandora, and many more!

Memes - A meme, often seen on the internet, is an idea that has been replicated and passed along. Ryan Milner compared this concept to a possible tool for social change. The combination of pictures and texts represent pop polyvocality ("the people's version").

A meme can make more serious conversations less tense while still displaying the situation at stake (Milner, R.2013).

National Identities- Miller and Slater discuss online Trinidad culture on online networks through the use of ethnographic studies. The study argues that internet culture does exist and this version of new media cannot eliminate people's relations to their geographic area or national identity. The focus on Trini culture specifically demonstrated the importance of what Trini values and beliefs existed within the page while also representing their identities on the web (Miller, D & Slater, D. 2000).

4.4.4 Interactivity

Interactivity has become a term for a number of new media use options evolving from the rapid dissemination of Internet access points, the digitalization of media, and media convergence. In 1984, Rice defined new media as communication technologies that enable or facilitate user-to-user interactivity and interactivity between user and information. Such a definition replaces the "one-to-many" model of traditional mass communication with the possibility of a "many-to-many" web of communication. Any individual with the appropriate technology can now produce his or her online media and include images, text, and sound about whatever he or she

chooses. Thus the convergence of new methods of communication with new technologies shifts the model of mass communication, and radically reshapes the ways we interact and communicate with one another. In “What is new media?” Vin Crosbie (2002) described three different kinds of communication media. He saw Interpersonal media as “one to one”, Mass media as “one to many”, and finally New Media as Individuation Media or “many to many”.

When we think of interactivity and its meaning, we assume that it is only prominent in the conversational dynamics of individuals who are face-to-face. This restriction of opinion does not allow us to see its existence in mediated communication forums. Interactivity is present in some programming work, such as video games. It’s also viable in the operation of traditional media. In the mid-1990s, filmmakers started using inexpensive digital cameras to create films. It was also the time when moving image technology had developed, which was able to be viewed on computer desktops in full motion. This development of new media technology was a new method for artists to share their work and interact with the big world. Other settings of interactivity include radio and television talk shows, letters to the editor, listener participation in such programs, and computer and technological programming. Interactive new media has become a true benefit to everyone because people can express their artwork in more than one way with the technology that we have today and there is no longer a limit to what we can do with our creativity.

Interactivity can be considered a central concept in understanding new media, but different media forms possess, or enable different degrees of interactivity, and some forms of digitized and converged media are not in fact interactive at all. Tony Feldman considers digital satellite television as an example of a new media technology that uses digital compression to dramatically increase the number of television channels that can be delivered, and which changes the nature of what can be offered through the service, but does not transform the experience of television from the user’s point of view, and thus lacks a more fully interactive dimension. It remains the case that interactivity is not an inherent characteristic of all new media technologies, unlike digitization and convergence.

New Media changes continuously because it is constantly modified and redefined by the interaction between users, emerging technologies, cultural changes, etc.

New forms of New Media are emerging like Web 2.0 tools Facebook and YouTube, along with video games and the consoles they are played on. It is helping to make video games and video game consoles branch out into New Media as well. Gamers on YouTube post videos of them playing video games they like and that

people want to watch. Cultural changes are happening because people can upload their gaming experiences to a Web 2.0 tool like Facebook and YouTube for the world to see. Consoles like the Xbox One and the PlayStation 4 have WiFi connectivity and chat rooms on most of their video games that allow gamer-to-gamer conversations around the world. They also allow people to connect to YouTube, so if they stream/record a gamer, it allows for easy uploading to YouTube for the world to see. Even the older video game consoles are becoming new media because YouTube can display the walkthroughs and let's plays of the game. YouTube gaming is evolving because some YouTubers are getting wealthy and earning money from their videos. The more people that become YouTube members, the popular YouTube becomes and the more it starts emerging as a new source of media, along with video games and consoles. The chat room/online gaming/WiFi consoles are getting the highest increase in popularity because they are not only the most advanced, but because of the newest video games being created that the majority of the gaming community wants to buy, play and watch. The older video games and consoles also get popularity, but from YouTube's capabilities of uploading them to the gamer's channels for everyone to see. The older games get popularity from the communities nostalgia of the game(s), and the old school graphics and gameplay that made people see how old-school technology was the best at some point in time. Facebook helps those video games and consoles get popularity as well. People can upload the videos they create to Facebook as well. Facebook is a much larger website with a lot more users, so people use Facebook to spread their gaming content as well.

4.4.5 Summing Up

New media are often contrasted to “old media”, such as television, radio, and print media, although scholars in communication and media studies have criticized inflexible distinctions based on oldness and novelty. New media does not include television programs (only analog broadcast), feature films, magazines, books, – unless they contain technologies that enable digital generative or interactive processes.

4.4.6 Comprehensive Exercises

● **Short Answer Type Questions :**

Write Short Notes on the following:

- (a) New Media as Tool for Social Change
- (b) New Media in Interactivity

(c) New Media in Artificial Intelligence

● **Medium Length Answer Type Questions :**

1. Discuss few definitions of New Media.

● **Long Answer Type Questions :**

1. What is New Media? – Explain.
2. Trace the History of New Media.
3. Define New Media by using various propositions.
4. 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, videos, pictures, and other user-generated media. – Comment.

4.4.7 Suggested Readings

Poynter Institute: New Media Timeline (1969-2010) created by David B. Shedden, Library Director at Poynter Institute

Wardrip-Fruin, Noah and Nick Montfort, ed. (2003). *The New Media Reader*. The MIT Press. ISBN 978-0-262-23227-2.

Leah A. Lievrouw, Sonia Livingstone (ed.), *The Handbook of New Media*, SAGE, 2002

Logan, Robert K. (2010) *Understanding New Media: Extending Marshall McLuhan*, New York: Peter Lang Publishing.

Croteau and Hoynes (2003) *Media Society: Industries, Images and Audiences* (third edition) Pine Forge Press: Thousand Oakes.

Timothy Murray, Derrick de Kerckhove, Oliver Grau, Kristine Stiles, Jean-Baptiste Barrière, Dominique Moulon, Jean-Pierre Balpe, Maurice Benayoun *Open Art*, Nouvelles éditions Scala, 2011, French version, ISBN 978-2-35988-046-5

Flew and Humphreys (2005) “Games: Technology, Industry, Culture” in Terry Flew, *New Media: an Introduction* (second edition), Oxford University Press: South Melbourne.

Holmes (2005) “Telecommunity” in *Communication Theory: Media, Technology and Society*, Cambridge: Polity.

Unit-5 □ Cyber Laws

Structure

- 4.5.0 Introduction and Objective**
- 4.5.1 Different types of computer crimes**
- 4.5.2 Cyber Law Introduction**
- 4.5.3 Importance of Cyber Law in India**
- 4.5.4 Need for Cyber Law**
- 4.5.5 Cyber Laws in India**
- 4.5.6 Importance of Cyber Laws**
- 4.5.7 Summing Up**
- 4.5.8 Comprehensive Exercises**
- 4.5.9 Suggested Readings**

4.5.0 Introduction and Objective

Life is about a mixture of good and evil. So is the Internet. For all the benefit it provides to us, cyberspace has its worse sides too. Unlike conventional communities' though, there are no policemen patrolling the information superhighway, leaving it susceptible to everything from Trojan horses to cyber stalking, trademark, and cyber terrorism.

Our lives increasingly depend on the Internet and digital networks, but these create new vulnerabilities and new ways for criminals to exploit the digital environment. In this unit we will learn about different cyber laws pertaining to different cyber crimes.

4.5.1 Different types of computer crimes

- Cyber Crime
- Malware

- Denial-of-service Attack
- Hacking
- Computer Virus
- Information Warfare
- Cyber Stalking
- Fraud
- Phishing
- Virtual Crime

4.5.2 Cyber Law Introduction

Distributed DOS

A distributed denial of service (DoS) attack is accomplished by using the Internet to break into computers and using them to attack a network.

Hundreds or thousands of computer systems across the Internet can be turned into “zombies” and used to attack another system or website.

Types of DOS

There are three basic types of attack-

- a. **Consumption of scarce, limited, or non-renewable resources** like NW bandwidth, RAM, CPU time. Even power, cool air, or water can affect.
- b. **Destruction or Alteration of Configuration Information**
- c. **Physical Destruction or Alteration of Network Components**

Pornography

The literal meaning of the term ‘Pornography’ is “describing or showing sexual acts in order to cause sexual excitement through books, films, etc.” This would include pornographic websites; pornographic material produced using computers and use of internet to download and transmit pornographic videos, pictures, photos, writings etc. Adult entertainment is largest industry on internet. There are more than 420 million individual pornographic web pages today. Research shows that 50% of the web-sites containing potentially illegal contents relating to child abuse were ‘Pay-Per-View’. This indicates that abusive images of children over Internet have been

highly commercialized. Pornography delivered over mobile phones is now a burgeoning business, “driven by the increase in sophisticated services that deliver video clips and streaming video, in addition to text and images.”

Effects of Pornography

Research has shown that pornography and its messages are involved in shaping attitudes and encouraging behavior that can harm individual users and their families. Pornography is often viewed in secret, which creates deception within marriages that can lead to divorce in some cases. In addition, pornography promotes the allure of adultery, prostitution and unreal expectations that can result in dangerous promiscuous behavior

Pornography Addiction

Dr. Victor Cline, an expert on Sexual Addiction, found that there is a four-step progression among many who consume pornography.

1. **Addiction:** Pornography provides a powerful sexual stimulant or aphrodisiac effect, followed by sexual release.
2. **Escalation:** Over time addicts require more explicit and deviant material to meet their sexual “needs.”
3. **Desensitization:** What was first perceived as gross, shocking and disturbing, in time becomes common and acceptable.
4. **Acting out sexually:** There is an increasing tendency to act out behaviors viewed in pornography.

Forgery

Counterfeit currency notes, postage and revenue stamps, mark sheets etc can be forged using sophisticated computers, printers and scanners.

Also impersonate another person is considered forgery.

IPR Violations

These include software piracy, copyright infringement, trademarks violations, theft of computer source code, patent violations. etc.

Cyber Squatting - Domain names are also trademarks and protected by ICANN’s domain dispute resolution policy and also under trademark laws. Cyber Squatters registers domain name identical to popular service provider’s domain so as to attract their users and get benefit from it.

Cyber Terrorism

Targeted attacks on military installations, power plants, air traffic control, banks, rail traffic control, telecommunication networks are the most likely targets. Others like police, medical, fire and rescue systems etc.

Cyber terrorism is an attractive option for modern terrorists for several reasons.

1. It is cheaper than traditional terrorist methods.
2. Cyber terrorism is more anonymous than traditional terrorist methods.
3. The variety and number of targets are enormous.
4. Cyber terrorism can be conducted remotely, a feature that is especially appealing to terrorists.
5. Cyber terrorism has the potential to affect directly a larger number of people.

Banking/Credit card Related crimes

In the corporate world, Internet hackers are continually looking for opportunities to compromise a company's security in order to gain access to confidential banking and financial information. Use of stolen card information or fake credit/debit cards are common. Bank employee can grab money using programs to deduce small amount of money from all customer accounts and adding it to own account also called as salami.

E-commerce/ Investment Frauds

Sales and Investment frauds. An offering that uses false or fraudulent claims to solicit investments or loans, or that provides for the purchase, use, or trade of forged or counterfeit securities. Merchandise or services that were purchased or contracted by individuals online are never delivered. The fraud attributable to the misrepresentation of a product advertised for sale through an Internet auction site or the non-delivery of products purchased through an Internet auction site. Investors are enticed to invest in this fraudulent scheme by the promises of abnormally high profits.

I. Sale of illegal articles

This would include trade of narcotics, weapons and wildlife etc., by posting information on websites, auction websites, and bulletin boards or simply by using email communication. Research shows that number of people employed in this criminal area. Daily peoples receiving so many emails with offer of banned or illegal products for sale.

Online gambling

There are millions of websites hosted on servers abroad, that offer online gambling. In fact, it is believed that many of these websites are actually fronts for money laundering.

Defamation

Defamation can be understood as the intentional infringement of another person's right to his good name. Cyber Defamation occurs when defamation takes place with the help of computers and / or the Internet. E.g. someone publishes defamatory matter about someone on a website or sends e-mails containing defamatory information to all of that person's friends. Information posted to a bulletin board can be accessed by anyone. This means that anyone can place Cyber defamation is also called as Cyber smearing.

Cyber Stacking

Cyber stalking involves following a person's movements across the Internet by posting messages (sometimes threatening) on the bulletin boards frequented by the victim, entering the chat-rooms frequented by the victim, constantly bombarding the victim with emails etc. In general, the harasser intends to cause emotional distress and has no legitimate purpose to his communications.

Pedophiles

Also there are persons who intentionally prey upon children. Especially with a teen they will let the teen know that fully understand the feelings towards adult and in particular teen parents. They earn teens' trust and gradually seduce them into sexual or indecent acts. Pedophiles lure the children by distributing pornographic material, then they try to meet them for sex or to take their nude photographs including their engagement in sexual positions.

Identity Theft

Identity theft is the fastest growing crime in countries like America. Identity theft occurs when someone appropriates another's personal information without their knowledge to commit theft or fraud. Identity theft is a vehicle for perpetrating other types of fraud schemes.

Data diddling

Data diddling involves changing data prior or during input into a computer. In

other words, information is changed from the way it should be entered by a person typing in the data, a virus that changes data, the programmer of the database or application, or anyone else involved in the process of having information stored in a computer file. It also includes automatic changing the financial information for some time before processing and then restoring original information.

Theft of Internet Hours

Unauthorized use of Internet hours paid for by another person. By gaining access to an organization's telephone switchboard (PBX) individuals or criminal organizations can obtain access to dial-in/dial-out circuits and then make their own calls or sell call time to third parties. Additional forms of service theft include capturing 'calling card' details and on-selling calls charged to the calling card account, and counterfeiting or illicit reprogramming of stored value telephone cards.

Theft of computer system (Hardware)

This type of offence involves the theft of a computer, some part(s) of a computer or a peripheral attached to the computer.

Physically damaging a computer system

Physically damaging a computer or its peripherals either by shock, fire or excess electric supply etc.

Breach of Privacy and Confidentiality

Privacy

Privacy refers to the right of an individual/s to determine when, how and to what extent his or her personal data will be shared with others. Breach of privacy means unauthorized use or distribution or disclosure of personal information like medical records, sexual preferences, financial status etc.

Confidentiality

It means non-disclosure of information to unauthorized or unwanted persons. In addition to Personal information some other type of information which useful for business and leakage of such information to other persons may cause damage to business or person, such information should be protected. Generally, for protecting secrecy of such information, parties while sharing information forms an agreement about the procedure of handling of information and to not to disclose such information

to third parties or use it in such a way that it will be disclosed to third parties. Many times party or their employees leak such valuable information for monetary gains and causes breach of contract of confidentiality. Special techniques such as Social Engineering are commonly used to obtain confidential information.

4.5.3 Importance of Cyber Law in India

The computer-generated world of internet is known as cyberspace and the laws prevailing in this area are known as Cyber laws and all the users of this space come under the ambit of these laws as it carries a kind of worldwide jurisdiction. Cyber law can also be described as that branch of law that deals with legal issues related to use of inter-networked information technology. In short, cyber law is the law governing computers and the internet.

The growth of Electronic Commerce has propelled the need for vibrant and effective regulatory mechanisms which would further strengthen the legal infrastructure, so crucial to the success of Electronic Commerce. All these governing mechanisms and legal structures come within the domain of Cyber law.

Cyber law is important because it touches almost all aspects of transactions and activities and on involving the internet, World Wide Web and cyberspace. Every action and reaction in cyberspace has some legal and cyber legal angles.

Cyber Crime is not defined in Information Technology Act 2000 nor in the National Cyber Security Policy 2013 nor in any other regulation in India. Hence, to define cyber-crime, one can say, it is just a combination of crime and computer. In other words 'any offence or crime in which a computer is used is a cyber-crime'. Even a petty offence like stealing or pick pocket can be brought within the broader purview of cybercrime if the basic data or aid to such an offence is a computer or an information stored in a computer used (or misused) by the fraudster.

The I.T. Act defines a computer, computer network, data, information and all other necessary ingredients that form part of a cybercrime.

Cyber law encompasses laws relating to

Cyber crimes

Electronic and digital signatures

Intellectual property

Data protection and privacy

Cyber space includes computers, networks, soft ware, data storage devices (such as hard disks, USB disks etc), the internet, websites, emails and even electronic devices such as cell phones, ATM machines etc.

What is Cyber Crime?

Any crime with the help of computer and telecommunication technology.

Any crime where either the computer is used as an object or subject.

Categories of Cyber Crime

1. Cybercrimes against persons
2. Cybercrime against property
3. Cybercrime against government

1. Against a Person

- # Cyber stalking
- # Impersonation
- # Loss of Privacy
- # Transmission of Obscene Material
- # Harassment with the use of computer

2. Against Property

- # Unauthorized Computer Trespassing
- # Computer vandalism
- # Transmission of harmful programmes
- # Siphoning of funds from financial institutions
- # Stealing secret information & data
- # Copyright

3. Against Government

- # Hacking of Government websites
- # Cyber Extortion
- # Cyber Terrorism
- # Computer Viruses[2]

Some Other Crimes

- # Logic Bombs
- # Spamming
- # Virus, worms, Trojan Horse
- # E-Mail Bombing
- # E-Mail abuse etc.

4.5.4 Need for Cyber Law

In today's techno-savvy environment, the world is becoming more and more digitally sophisticated and so are the crimes. Internet was initially developed as a research and information sharing tool and was in an unregulated manner. As the time passed by it became more transactional with e-business, e-commerce, e-governance and e-procurement etc. All legal issues related to internet crime are dealt with through cyber laws. As the number of internet users is on the rise, the need for cyber laws and their application has also gathered great momentum.

In today's highly digitalized world, almost everyone is affected by cyber law.

4.5.5 Cyber Laws In India

In India, cyber laws are contained in the Information Technology Act, 2000 ("IT Act") which came into force on October 17, 2000. The main purpose of the Act is to provide legal recognition to electronic commerce and to facilitate filing of electronic records with the Government.

The existing laws of India, even with the most compassionate and liberal interpretation could not be interpreted in the light of the emergency cyberspace, to include all aspects relating to different activities in cyberspace. In fact, the practical experience and the wisdom of judgement found that it shall not be without major threats and pitfalls, if the existing laws were to be interpreted in the scenario of emerging cyberspace, without enacting new cyber laws. Hence, the need for enactment of relevant cyber laws.

None of the existing laws gave any legal validity or sanction to the activities in Cyberspace. For example, the Net is used by a large majority of users for email. Yet till today, email is not "legal" in our country. There is no law in the country, which gives legal validity, and sanction to email. Courts and judiciary in our country have

been reluctant to grant judicial recognition to the legality of email in the absence of any specific law having been enacted by the Parliament. As such the need has arisen for Cyber law.

4.5.6 Importance of Cyber Laws

We are living in highly digitalized world. All companies depend upon their computer networks and keep their valuable data in electronic form. Government forms including income tax returns, company law forms etc. are now filled in electronic form. Consumers are increasingly using credit cards for shopping. Most people are using email, cell phones and SMS messages for communication. Even in “non-cyber-crime” cases, important evidence is found in computers/ cell phones e.g. in cases of divorce, murder, kidnapping, organized crime, terrorist operations, counterfeit currency etc. Since it touches all the aspects of transactions and activities on and concerning the Internet, the World Wide Web and Cyberspace. Therefore, Cyber law is extremely important.

4.5.7 Summing Up

To sum up, though a crime free society is perfect and exists only in illusion, it should be constant attempt of rules to keep the criminalities lowest. Especially in a society that is dependent more and more on technology, crime based on electronic law-breaking are bound to increase and the law makers have to go the extra mile compared to the impostors, to keep them at bay.

Technology is always a double-edged sword and can be used for both the purposes – good or bad. Steganography, Trojan Horse, Scavenging (and even Dos or DDos) are all technologies and per se not crimes, but falling into the wrong hands with an illicit intent who are out to exploit them or misuse them, they come into the array of cyber-crime and become punishable offences.

Hence, it should be the tenacious efforts of rulers and law makers to ensure that technology grows in a healthy manner and is used for legal and ethical business growth and not for committing crimes. It should be the duty of the three stake holders viz. i) the rulers, regulators, law makers and agents ii) Internet or Network Service Suppliers or banks and other intercessors and iii) the users to take care of information security playing their respective role within the permitted limitations and ensuring obedience with the law of the land.

4.5.8 Comprehensive Exercises

● **Short Answer Type Questions :**

- a. Hacking
- b. Trojan Attack
- c. E-mail & IRC related Crimes
- d. Pornography
- e. Cyber Terrorism
- f. Data diddling
- g. Defamation
- h. Theft of Internet Hours
- i. Breach of Privacy and Confidentiality
- j. Categories of Cyber Crime
- k. Need for Cyber Law
- l. Cyber Laws in India and Its Importance

● **Long Answer Type Questions :**

1. What is Cyber Crime? – Explain.
2. Describe in brief the Importance of Cyber Law in India.

4.5.9 Suggested Readings

<http://www.legalserviceindia.com/legal/article-1019-importance-of-cyber-law-in-india.html>

<https://www.cyberlawsindia.net/>