

Preface

Friends, in the previous unit we observed that communication-revolution is necessary for globalization which is caused by means of communications. In this unit, we will obtain knowledge about means of communication.

As soon as the school bell rings, you go to your class, you say hello to your teacher and s/he responds in the same way. You read newspaper, talk over phone or watch television – all these have become possible due to communication. The word communication originates from the Latin word *commûn*. In Hindi language, the words like *sanchar*, *soochana*, *sancharvyvastha*, *sansarg* etc. are used to denote communication while in Gujarati language; *sandeshavyvahar*, *sanchar*, *pratyayan* etc. are common. Communication is one of the fundamental needs of human society. It is an interaction between two or more parties, in which they affect each other internally or outwardly, through the use of sensorial and physical means. The process of communication begins with the birth and ends with the end of human life. In this way, communication is an integral part of human life. We will have primary knowledge about the process of communication, its meaning, means of communication and their impacts.

Definitions of communication

Edward Emery: ‘Communication is an art of transmitting information, ideas and attitudes from one person to another’.

Vidyut Joshi : ‘Communication is the process in which an individual conveys subjective, mental and abstract feelings such as ideas, emotions, sentiments, desires, or sensual experiences to another person through language or any other meaningful medium’.

Keith David : ‘Communication is the process of passing information and understanding from one person or group to another person or group’.

In brief, we can say that communication is a medium through which two persons or groups exchange their ideas and desires. The process of communication has two flows: at the one side is sender who sends messages and at the other side is recipient who receives messages and reacts.

Features of communication

(1) Communication is a ceaseless process :

Human life is not possible without communication. Without it, a person cannot be aware of the feelings of other person/s. In communication, the process of exchange of messages containing information, suggestion, instruction, order, opinion, education, inspiration, affection goes on continuously.

(2) Communication is a two way process :

In communication, exchange of messages takes place between two persons or groups. This endless process is a two-way process; sender sends messages and the recipient sends reactions.

(3) Medium is necessary for communication :

Medium is necessary in communication between two persons or groups. They can be sensorial mediums like speech, laughter, weeping, gesture, expression etc. or physical mediums like newspaper, radio, TV, telephone, mobile etc.

(4) Communication is a natural quality :

Communication begins with birth. The crying of child soon after birth suggests that communication is an inborn quality. The skill of speaking, and hearing among humans is different from animals. The skill of writing makes human beings unique.

(5) Communication is a social process :

In the process of communication which occurs between two persons or groups, the encoding or messages involved are defined by the society. For example, when a person raises and moves his/her hand to someone, the latter knows that the former is saying goodbye.

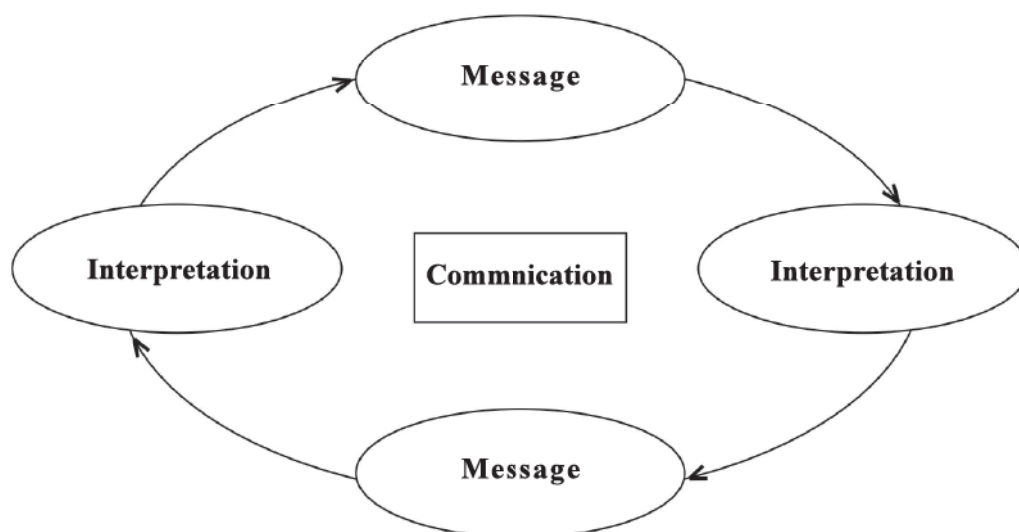
(6) Communication is a science and art :

Meaningful messages can be sent to audience by developing techniques of communication scientifically. For this purpose, language, dance etc. and technological means such as power point presentation can be used.

The process of communication

The process of communication passes through many phases. These are as follows :

(1) Osgood-Schramm's model :



According to Osgood and Schramm, those people who receive messages, understand and interpret the messages and respond to the sender of messages. Thus, this process of interpreting and exchange of messages goes on.

(2) David Burgo's SMCR model : It includes following:

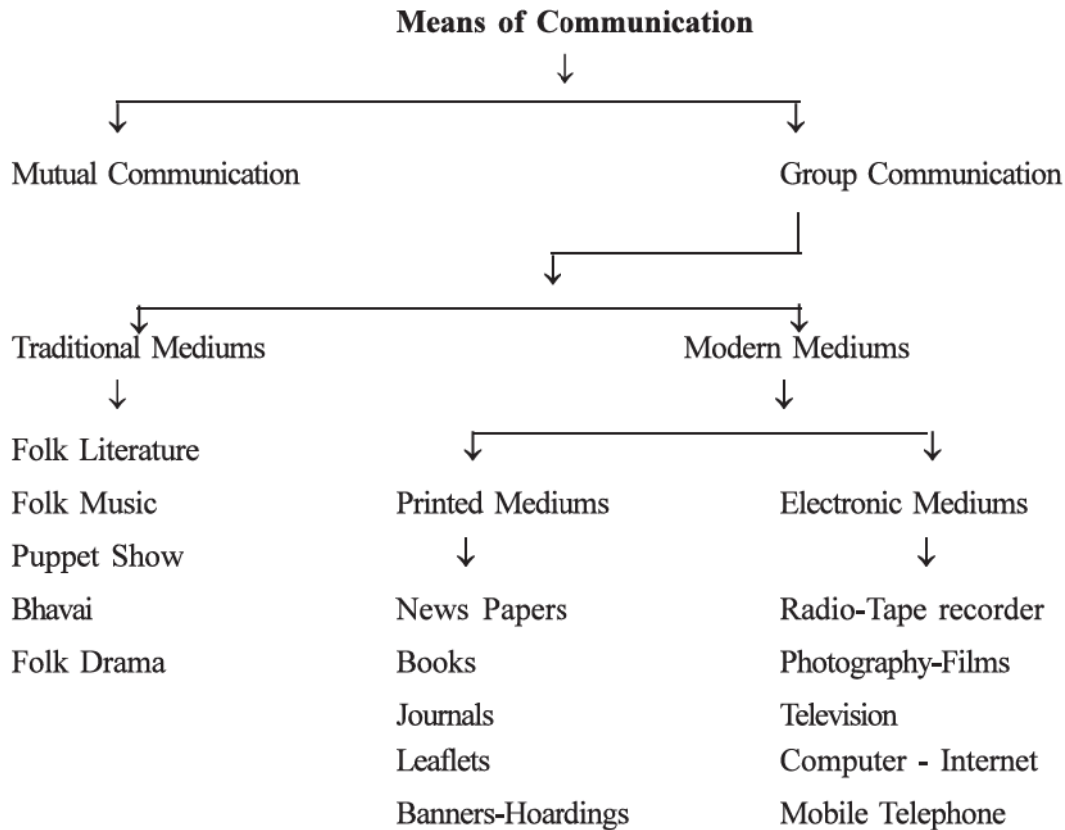
Source.

Message.

Channel.

Receiver.

Types of Means of Communication



Considering the means, communication can be divided into two parts :

Mutual communication : When two persons or groups interact with each other through talk or express themselves through feelings like laughter, crying, gesture, affection and thus influence each other, it is known as mutual communication.

Group communication : Mass media are used to address larger groups of humans. Communication in a vast and complex community is made possible through newspapers, radio, television, computer, mobile, internet etc.

Mass media can be further divided into two parts :

- Traditional mass media
- Modern mass media

(1) Traditional mass media : From the ancient time, traditional mass media have been dominant in India in more or less degree. Folk literature, folk music, folk dance have their own identity in different states of India. Generally, *veerkatha* (tales of bravery), *satikatha* (tales of great women) and religious tales were presented through folklores, folksongs, *aakhyans* (mythological stories), *chhand* and *duha* (kinds of poetry) etc. of Gujarat, Saurashtra and Kachchh. Similarly, *nautanki* (operas based on a popular folk theme) in Uttar Pradesh, *baul* (a group of mystic *minstrels*) in Bengal, *bharand* in Maharashtra and *pandva* in Madhya Pradesh were very popular forms of folk-drama. Puppet show, wrestling, snake-charmer's game etc. were traditional mass media providing entertainment. Besides, they also used to disseminate knowledge and moral values. Due to development of modern mass media in the present time, the influence of traditional mass media has receded.

These traditional media were mutual and direct media, lacking mechanics or technology. As mentioned above, they used to highlight moral values while presenting social, historical or religious

events to rural community. Under the increased influence of television, these traditional mediums are nearly disappearing.

(2) Modern mass media : These can be divided into two parts :

(a) Print media : newspapers, books, journals, posters, hoardings, leaflets.

(b) Electronic media : radio, photography, films, television, computer, mobile, internet.

(a) Print media : A complete printing system was developed by Gutenberg in 1440 in Germany. This made possible printing of thousands of copies simultaneously. Initially, newspapers were printed in form of small leaflets and gradually they acquired the form of daily newspaper. Simultaneously, printing of handwritten manuscripts also began. All these can be termed as the beginning of the modern age with mechanics and technology.

The history of newspapers in India started with publication of the first English newspaper in 1780, by James Augustus Hicky, named Bengal Gazette, which was a weekly. India's first daily newspaper was Kolkata Gazette. In independent India, a company named United News of India was established with the responsibility of dissemination of news. Press Trust of India (PTI) was founded on 27 August, 1947. These news papers appeared at four levels; international, national, regional and local, covering news from local to international level. However, illiteracy limits the use of print media.

In print media, textbooks, scriptures, novels, poetry, dramas etc. play an important role as mediums of communication. Due to digital technology which is linked with computer, Biba printing technology has come to an end. Digital technology has made the work of printing, photocopying through printers etc. much easier and speedy. Increased use of television, computer, internet, smart phone etc. has reduced reading of newspapers, books, journals etc.

(b) Electronic media : Electronic media include radio, photography, films, television, computer, internet, smart phone etc.

(1) Radio : The radio was invented in 1921 by an Italian scientist, Marconi. First radio station was established in England. In India, radio transmission started in 1923 in the form of a private radio club in Mumbai. Thereafter, in 1927, two transmitters were established, one in Mumbai and another in Kolkata, by the government. In 1930, the government took over the management and control of these radio stations and named it as Bhartiya Prasar Seva. In 1936, this name was changed to All India Radio. Then, since 1957, it is known as Akashvani. It is managed by the Ministry of Information and Broadcasting. At present, India has 187 radio stations and 180 transmitters which cover 83 percent of the area and 96 percent of the population of India.



Social Media

Radio is an effective medium in inaccessible and interior parts of India. Information about agriculture, animal husbandry, fishing, poultry etc. transmitted by radio has played an important role in development and change. Programmes related to youth, women, children, tribals are also transmitted. Other programmes include news in different languages, commentaries and recreational programmes. Earlier, license was required for keeping radio. Due to revolution in the field of technology and emergence of FM radio, the process of transmission and the form of radio programmes have changed in recent times.

(2) Photography : George Eastman of America invented the Kodak box camera in 1888. With the help of camera rolls, photography first started with black and white photos and later turned to coloured. Now the photography is done with digital cameras and smart phones. Photography has its own importance in society.

(3) Cinema : It is a process where pictures are shown with momentum. Cinema technology was invented by Thomas Edison. In India, the first film was released on 7th July, 1896. Dadasaheb Phalke's contribution to Indian film industry was remarkable and therefore an award on his name was introduced, namely, Dadasaheb Phalke Award given to film personalities for their contribution to Indian cinema. In 1948, Indian Film Division was founded in Mumbai. In 1952, Central Board of Film Certification (CBFC) was constituted. It is mandatory to get a certificate from this board before release of film. Films display different aspects of social life. Advent of multiplexes has added to the attraction towards cinema and even today it remains a popular source of entertainment. However, under the increasing influence of television, computer, internet, compact disk (C.D.), digital versatile disk (D.V.D.) and pen drive, proportion of people watching movies in cinema halls is on decline.

(4) Television : Television, an extraordinary and unimaginable device of the modern age, was invented by John L. Baird of England in 1926. Doordarshan (television), in India, started on 15th September 1959 in Delhi on an experimental basis. TV center started in 1972. With the live telecast of Asian games hosted by India in 1982, colour TV was introduced. The main aim of Doordarshan was national development through dissemination of information related to rural development, agricultural development, education, creation of awareness etc. However, after 1985, with the entrance of private channels, entertaining programmes have become predominant with widespread impact. Today, TV programmes are aired by more than 800 channels. Television now has become an integral part of almost all families.

(5) Computer : Today's age is the age of computer. The digital computer was invented by John Mauchly and J.P. Eckert in 1946. Computer is a device which accepts, stores and classifies information and gives it back in several forms. Today in India, use of computer in almost all fields has become essential and hence computer education.

(6) Internet : Internet is a huge net which links a number of computers and mobiles with each other. This is also known as internet network through which information can be exchanged. In India, internet started on 15th August 1995. Through internet, one can have access to knowledge of all aspects of the world at fingertips. One can also send any kind of information to any part of the world. Internet, connected with computer and smart phone is being used amazingly. The computer which serves or provides information on internet is known as internet server. On internet, thousands of servers are connected with the net. This is known as World Wide Web. Different kind of information is accessible on different websites. Use of e-governance, e-banking, e-shopping, e-commerce etc. is increasing. In addition, internet is being used increasingly in the fields of education, health, railways, airways, recreation etc.

(7) Mobile : In India, mobile services started on 15th August 1995. Smart phone has attracted young people like anything. In mobile, both information and recreation is available through various applications, easily and at once.

Impacts of mass media :

Various social, psychological and economic aspects of life, education, health and sports and national unity have been influenced by mass media. Details are as follows :

(1) Impact on social life :

We observe following impacts of mass media on family, marriage, caste and culture :

- **Impact on family life :** Mass media have been instrumental in generating and nurturing individualism in place of family-ism with change in authority of males or elders. The programmes and serials aired have affected family relations. In husband-wife relations, it has helped in developing the ideas of equality and liberty in place of authority and submission and making the family atmosphere more democratic than before. Easy access to information through different means has increased opportunities for education and it has made children capable of following their educational career independently. Mass media has also generated a new awareness with no discrimination in welcoming a boy or a girl child and also in their nurturing. Though job related advertisements published in mass media has resulted in migration of certain family members for livelihood, these mediums also help in keeping contact with migrated members.

- **Marriage system :** Mass media have influenced the marriage system greatly by making the status of 'would be married' son or daughter primary and that of elders secondary in the process of selection of life partner. Therefore, before marriage, boys and girls meet each other and considering age, appearance, education, occupation, nature and family of the probable partner they take final decision. Mass media are also helping in developing attitudes of marrying the partner of own choice, marrying at matured age, opposing child marriage and dowry. On the other hand, they are encouraging for extravagance in marriage ceremony in place of emphasizing the qualities of the boy and the girl to be married. The old ideology of adjusting the life with wife or husband even if it is not suitable is now changing and mass media are helping people in starting life anew by obtaining divorce to end the troubled married life.

- **Caste system :** The print media had contributed significantly in the struggle of Gandhiji against caste hierarchy, commensality and civil and religious incapacities and in the struggle of Dr. Ambedkar against untouchability. Thereafter, they helped in elimination of discrimination through constitution and laws. Modern media have uprooted the discriminative practices relating to commensality, occupation and civil rights. With encouraging intercaste marriages, mass media have been playing an important role in relaxing the grip of caste on individual or family.

- **Culture :** Indian society encompasses multiple religious sects with a variety of rituals, beliefs, faiths and superstitions. Mass media, by providing scientific knowledge about such rituals and beliefs, bring about a sort of awareness among people. They also disseminate knowledge about faiths, human duties and Yoga and encourage people to celebrate birth day, marriage ceremony, and different festivals with grandeur. They are inspiring people to welcome the girl child and trying to convince them to shorten the long and deep mourning and strange customs at someone's death into a *besnu* (meeting of mourners) only.

(2) Propaganda of products and services :

Print and electronic media, through frequent advertisements, attract and encourage people to buy and use different products. Advertisements of items of domestic use like fridge, washing machine, mixture, cooler, water purifier, computer, television, mobile, hair oil, soap, powder, tooth paste, spices, clothes, furniture, vehicles and services like those of banking and insurance make people familiar with different products and services and offer opportunity for selection. Thus, mass media, through advertisements, creates new necessities among people. In order to attract people towards their products, so that they use them, different companies make different kinds of offers through

advertisements of their products; such as 'buy one get one free', payment in installments, zero down payment, zero interest rate etc. The idea or practice of 'use and throw' has become more common nowadays. In brief, mass media have created consumerism to the extent that they inspire customers to buy products on credit or paying for them by obtaining loans.

(3) Impact on educational field :

Mass media are important means for social development. Programmes or advertisements conveying importance of education contribute towards alleviation of illiteracy. On television, there are special channels and programmes for agriculture, education, science, technology, etc. Discovery, National Geographic, History, 16 channels of BISAG of the Government of Gujarat, Doordarshan, Programmes of UGC are best examples. Similarly, various informative TV shows, quiz etc. add to knowledge. All subjects can be taught thoroughly with the help of audio-visual devices in class-room. Both teachers and students learn educational lessons from various web sites and e-books accessible in computer and mobile. Now, information communication technology is compulsory in any educational institute. Through the use of smart board and power point presentation, it has become easy for teachers to explain and for students to understand the topic. Mass media also educate and aware people about traffic rules, voting rights, plantation, pollution, addiction, blood donation, eye donation, energy and water conservation, etc.

(4) Impact on health :

Mass media help in developing a scientific attitude towards taking care of health by providing information and creating awareness about diet, nutrition, addiction and various diseases; which leads to improvement of people's health. Similarly, directly and indirectly, they provide scientific information about welfare of family, child and mother, child rearing, etc. which results in improvement in quality of life. Information about various diseases such as HIV/AIDS, Swine Flu, Malaria, TB, Cancer, Polio etc. and ways of their treatment is disseminated by TV channels and internet. They also help in population control. Mass media have made the slogan 'Swachh Bharat, Swasth Bharat' (Clean India, Healthy India) much effective.

(5) Economic impacts :

Mass media disseminate very helpful and scientific information for farmers through various programmes on modern methods of cultivation, use of chemical fertilizers, improved seeds, crop protection, etc.; by application of which farmers can improve the quality of crops. They can also obtain details about crop insurance, market rates, sale, climate, etc. Information is also given through messages in mobiles, about different crop diseases, spraying of pesticides, weedicides, etc. All these data help farmers in cultivating crops in a better way and earning higher income.

Information which is useful for other than farmers is also provided by mass media; for example, details about the place and amount of loans for big and small industries and for cottage industries, subsidies available, share market, other trades, investment, bank related information, market rates of vegetables, gold-silver and food grains etc., helping people in getting employment and income. As mentioned earlier, commercial advertisements motivate business and employment. However, mass media is also responsible in giving momentum to economic frauds, cricket betting, immoral occupations etc.

(6) Impacts in the fields of art and sports :

Many articles, related to the field of art which get published in newspapers and journals, create interest among people about handicraft or folk-art such as folksongs, folk-music, painting, embroidery, etc. Programmes aired on radio and television, like classical dance, folk-music, other musical programmes, dance, comedy, competition of acting etc. help in skill development and career making. Films, advertisements appearing in television, serials, encourage people to develop skills of acting, dancing etc.

Live telecast of different sports like Olympic Games, Asiad Games, Commonwealth or National Games, cricket, kabaddi, etc. through sports channels has been instrumental in creating interest among people towards sports.

(7) Psychological and personal impacts :

Mass media lead in influencing individual's ideas, beliefs, habits, behaviour and helping in personality development. By broadcasting interviews of inspiring people or their life-events mass media inspire people to proceed in their life. They help people in their career making by providing examples of motivation, struggle, bravery etc. and also teach them about manners such as ways of living, eating, cooking, serving etc.

Mass media have influenced human life both positively as well as negatively. The splendid and luxurious life shown in TV serials creates an imaginative picture in real life. It makes individual overambitious, jealous, restless, tense, thoughtless, indiscriminate and calculating. Failure in such a life creates depression and ultimately it leads to individual or collective suicide. Intimate love scenes shown in films and pornographic websites cause serious impacts on the youth.

(8) National unity and diffusion of democratic values :

The print media have had priceless contribution in creating awareness and making India independent. Publication of various articles in newspapers and journals, has created a feeling of obligation towards nation. Feeling of unity is created by many serials aired through radio or television. Certain films and TV serials depict lifestyle, beliefs, ideas of people of different regions and communities. Influenced by such films and serials, people who watch them, accept their lifestyle. The historical serials of TV, such as *Ramayana*, *Mahabharata*, *Chankya*, *Chakravarti Ashok*, etc. have contributed towards developing patriotism and national unity.

Mass media create awareness for voting, get people familiar with election campaign of different political parties and thus help them deciding whom to vote. They help in smooth operation of elections of parliament, assembly or local institutions of self-governance and also in prevention of malpractices during elections. They also get people familiar with potential and actual results of elections with profound analysis. Thus, mass media have been benedictory in strengthening the foundation of democracy and national unity.

Friends, we got acquainted with means of communication. They have also provided a new direction to social movements, about which we will learn in next unit.

Exercises

1. Answer the following questions in detail :

- (1) Explain the meaning and features of communication.
- (2) Analyze types of means of communication.
- (3) Give brief introduction of modern electronic media.
- (4) Discuss social impacts of mass media.

2. Give concise answers to the following questions :

- (1) Explain types of modern means of communication.
- (2) Give brief introduction of traditional means of communication.
- (3) Give brief introduction of computer.
- (4) Give brief introduction of internet.
- (5) Explain impacts of mass media on social life.

3. Answer the following questions in brief :

- (1) Define communication.
- (2) Explain David Burgo's model of communication.
- (3) Explain the meaning of World Wide Web (WWW).
- (4) By which name is India's radio broadcasting service known?
- (5) Which ministry manages broadcasting of radio and television services of India?
- (6) Explain the communication model of Osgood and Schramm.

4. Answer the following questions in one sentence :

- (1) What word is used in Gujarati language for communication?
- (2) Where did the first printing press establish in the world? Who did it and when?
- (3) Give full form of P.T.I.
- (4) Give full form of U.N.I.
- (5) What percent of the area of India is covered by radio broadcasting service?
- (6) When did the private radio broadcasting services start in India?
- (7) Give full form of WWW.

5. Choose the right options from the following :

- (1) On whose name is the reputed film award given ? ☐
(a) Dadasaheb Phalke (b) Raj Kapoor (c) Prithviraj Kapoor (d) Lata Mangeshker
- (2) When did television start in India ? ☐
(a) 1959 (b) 1982 (c) 1969 (d) 1979
- (3) When did colour television start in India ? ☐
(a) 1959 (b) 1982 (c) 1969 (d) 1979
- (4) When was digital computer invented ? ☐
(a) 1959 (b) 1946 (c) 1959 (d) 1976
- (5) When did internet service start in India ? ☐
(a) 15th August, 1995 (b) 15th August, 1985
(c) 15th August, 1975 (d) 15th August, 2005
- (6) When did mobile service start in India ? ☐
(a) 15th August, 1995 (b) 15th August, 1985
(c) 15th August, 1975 (d) 15th August, 2005

Activity

- Make your e-mail ID and send message to your friend.
- Make a note of electronic media used in your school for teaching purpose and make a list of what additional means can be used for the same.
- Make a note of amount of time spent after smart phone and television in a day and what are their effects on your education and daily life.

