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B.A. (HONS.) Mass Communication I Year

Sub. - History of Media (Paper-02)

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SYLLABUS

Class – B.A. (HONS.) MASS COMMUNICATION

I Year

Subject – History of Media (Paper-02)

Unit-I	News agencies – Origin and development in India.
Unit-II	Nature and importance of Press with due changes.
Unit-III	Origin and Development of Electronic Media in India.
Unit-IV	International Electronic Media.
Unit-V	Regional and Local Electronic Media, Major personalities – Ravish Kumar, Punyaprasun Vajpayi, Shekhar Gupta, Pranav Roy etc.



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UNIT - I - NEWS AGENCIES GROWTH AND DEVELOPMENT

News agency is wholesaler of News The innovative idea of news service was derived from pigeon courier between two cities for multipurpose objectives. Newspapers all over the world depend exclusively to a large extent on news agencies for news flow Larger media level. It is traditional chronic dependence on international news from news wire.(News agencies circulate important national , international news event and engaged media houses in the process of to transmission latest news updates. Functions Of News Agency News agency provide news reports of current events to newspapers and others who subscribe to its service A news agency in a democratic society should provide complete, impartial, objective, accurate, countrywide and competitive news service free from slant, pressure of interference from any source or quarter. It has to guard against the danger of being dominated by any vested interests - economic, social, communal or political In India . . Foreign news in the Indian English daily newspapers exclusively depended on agencies like Reuters and A.P.houses do not have their own abroad news network & porous news network at domestic

INDIAN NEWS AGENCY STRENGTHS: • Accumulative corporate knowledge • Local experience • Local content.

INDIAN NEWS AGENCY WEAKNESSES: • Not up to date with Technology and equipment • Marketing network are not strong • Competition from international news agencies • Competition from local portal • Competition from commercial agencies.

DEVELOPMENT OF NEWS AGENCIES IN INDIA

A YEAR BEFORE INDEPENDENCE,

Jawaharlal Nehru had envisaged an India – based international news agency. Addressing All India Newspaper Editors' Conference at Allahabad on February 16, 1946, he unfolded his vision of an Indian agency covering events, nationally and internationally, objectively, in an unbiased manner and reflecting Indian point of view. His words are worth recalling as the agency journalism, travelling a gruelling course, completes 60 years. This is what the would be Prime Minister of India said: – In India one particular news agency (Reuter-API) has the monopoly of news, which is unfortunate. I should like news to come from all sources, but above all, I should like your Conference and owners of all newspapers present here to think of starting your own news service. A number of newspapers could combine for the purpose and appoint their agents. I would particularly like them to go to places, which are not sufficiently covered by other agencies. We live in such rapid times that it becomes very important for us to keep in touch with varying aspects of news in South East Asia, the Middle East and the rest of the World.|| No story of the first totally Indian news agency, owned by newspapers, will be complete unless it records the efforts of Sardar Vallabhbhai Patel to give shape to the concept of a national news agency for India. This architect of India's political unity was personally involved in this pioneering work. His support was the source of inspiration for many who he need for a national news agency which was so vital in preparing the people of India for a parliamentary democracy.



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Among the news agencies of the pre- Independence era, the Associated Press of India (API), a wholly-owned subsidiary of Reuters, was the only agency to introduce, in 1937, the teleprinter

technology for fast transmission of news. The Indian & Eastern Newspaper Society (consisting of publishers of newspapers—many of them British-owned—of undivided India, Burma and Ceylon) expressed interest in acquiring the API. But Reuters rebuffed the overtures taking the stand that any such scheme must await the restoration of normal conditions after the war. S. Sadanand of Free Press Journal and press baron Ramnath Goenka felt that the formation of an Indian news agency should not be delayed any longer, and it should certainly not wait on the pleasure of Reuters.

A word about Hindi news agencies is necessary to complete the 60-year long story of agency journalism. For the first time in fifties, a multi-lingual news agency, named – Hindustan Samachar||, was set up to cater to the needs of language newspapers. It was a good experiment. Yet another Hindi news agency, Samachar Bharati, started later, did better but the lack of finances proved to be a big handicap. The two agencies were merged and PTI was given responsibility of running the Hindi agency which was named –Bhasha||. Government promised to finance it so that PTI could sustain its operations. UNI also started a Hindi agency which was named –Varta||. They have survived but have yet to become financially viable. With UNI on the decline, PTI, it appears, will again have a monopoly. PTI has virtually edged out UNI from the pages of most newspapers. This is too bad for agency journalism as competition brought out best of journalism. It will be a sad day if UNI has to shut down.

United News of India (UNI) is one of the two primary Indian news agencies. Established in 1961, it works in collaboration with several foreign news agencies and partners, including Reuters and DPA.

Press Trust of India (PTI) is the largest news agency in India. It is headquartered in Delhi and is a nonprofit cooperative among more than 450 Indian newspapers and has a staff of about 2,000 writers spread 150 offices nationwide.^[2] It took over the operations of the Associated Press from Reuters soon after India's independence on August 15, 1947. It provides news coverage and information of the region in both English and Hindi.

Time	Event
1910	Birth of Associated Press of India, PTI's forerunner floated by K C Roy , often called the first Indian news agency
1919	Reuters takes over operations of API but still uses API credit line
1945	API registered as a private limited Indian company wholly owned by Reuters
1947, August 27	Press Trust of India incorporated in Madras
1949, February 1	PTI begins news services, taking over operations from API but still maintains links with Reuters.
1953	PTI becomes a free agent, independent of Reuters
1976	PTI Economic Service is launched
1976, February	PTI, UNI, Samachar Bharati and Hindusthan Samachar merge under pressure during emergency to become ' Samachar '
1978, April	PTI and the other three news agencies go back to their original units to restart independent news operations



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1980, July	PTI Feature Service launched
1981, October	PTI Science Service launched

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1982, November	PTI launches Scan, on-screen news display service
1984	PTI service launched for subscribers in USA
1985	Computerisation of news operations starts PTI service launched for subscribers in UK
1986, February	PTI-TV launched
1986, April	PTI-Bhasha launched, making it bi-lingual, a concept started by Samachar Bharati .
1986, August	Experimental broadcast of news and pix via Insat-IB begins, Computer system made fully operational
1987, August	Stockscan I launched
1987, October	PTI photo service launched
1992, August	PTI Mag launched
1993, August	PTI Graphics service launched
1995, March	PTI launches StockScan II
1996, February	PTI invests for the first time in a foreign registered Company, Asia Pulse , which provides an on-line data bank on economic opportunities in Asian countries
1997, December	PTI introduces photo-dial up facility
1999, March	PTI celebrates Golden Jubilee. PTI goes on internet
2003, September	PTI launches internet delivery of its news and photo services
2007, July	PTI KU-Band VSAT system for delivery of its news and photo services Launched
2010, March	PTI launches NewsView for delivery of its news (.txt and .xml) and photo services.

THE PRESS INFORMATION BUREAU

THE PIB is a nodal agency of government of India to provide information of the government policies, plans, programme initiatives and achievements to the print and electronic media. It is an agency of ministry of information and broadcasting. It works as a bridge between the government and the mass media. It has 08 regional and 34 branch offices and information centers. Its head office is in New Delhi. The official website of PIB is www.pib.nic.in. The information matter is provided in Hindi, English, Urdu and other regional languages.

NEWS AGENCIES AT A GLANCE – REVIVED PRESS TRUST OF INDIA (PTI)

- PTI is India's premier news agency, headquartered in New Delhi and is a nonprofit cooperative of more than 500 Indian newspapers. It employs more than 400 journalists and 500 stringers to cover almost every district and small town in India. Collectively, they put out more than 2,000 stories and 200 photographs a day. It's Hindi service is called Bhasha.



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- PTI correspondents are based in all important news centers around the world. It also has tie-up with several foreign news agencies. Currently, PTI commands 90% of new agency market share in India.
- PTI was registered in 1947 and started functioning in 1949. PTI is run by a Board of Directors with the Chairmanship going by rotation at the Annual General Meeting. The day-to-day administration and management of PTI is headed by the CEO, who is also the Editor-in-Chief. It's board of directors includes owner/editor of most of the leading publications in India like, Vineet Jain, Aveek Sarkar, Viveck Goenka, N Ravi etc.

UNITED NEWS OF INDIA (UNI)

- UNI started its commercial operations on March 21, 1961. It has News Bureaus in all state capitals and other major cities. The agency also has representatives in key world capitals.
- UNI was the first to start a multi-language news service UNIVARTA on May 1, 1982 that provides news services to Hindi newspapers.
- UNI remains the first and only news agency in the world to supply news in Urdu since June 5, 1992.
- The agency's subscribers include newspapers published in 14 languages, AIR, Doordarshan, the Central and State governments, corporate and commercial houses besides electronic and web based media



INDO-ASIAN NEWS SERVICE (IANS)



- IANS was established in 1986, initially to serve as an information bridge between India and its diaspora in North America. Today it is a full-fledged, 24X7 agency based in Delhi-NCR (Noida), putting out the real-time news from India, South Asia and news of this region around the world.
- IANS is divided into six strategic business units: IANS English, IANS Hindi, IANS Publishing, IANS Business Consultancy, IANS Solutions, and IANS Mobile.
- Its client list includes a range of print publications, television news channels, websites, ethnic publications abroad, government ministries, foreign missions, private sector players, and multilateral institutions.
- Tarun Basuis the Chief Editor and Director of the IANS.

ASIAN NEWS INTERNATIONAL (ANI)

- ANI is South Asia's leading multimedia news agency with over 100 bureaus in India, South Asia and across the globe.
- ANI has established itself as a 'complete content house' providing text, video and picture content for TV, print, mobile and online media.



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ANI also provide a range of facilities for foreign and domestic channels to package their reports in India and uplink via satellite. These include provision of professional crews, editing and post production facilities, access to archives, uplinking facilities, coordinators, producers and correspondents, as per requirement.

ANI services includes loosely edited news feeds and customized programmes for television channels, audio bytes for radio stations, live web casting and streamed multimedia / text



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content for websites and mobile carriers, and news wire services for newspapers, magazines and websites.

HINDUSTAN SAMACHAR

❑ The Hindusthan Samachar was formed on 1st Dec. 1948, and provide news in 14 Indian languages. It's subscribers includes AIR, Doordarshan, various State Governments, Nepal Radio and a number of regional papers.



❑ Presently the service is being provided in Hindi, Marathi, Gujrati, Nepali, Oriya, Asamiya, Kannad, Tamil, Malayalam, Telugu, Sindhi, Sanskrit, Punjabi and Bangla. The service is fully based on the web internet technology. The subscriber can either downloaded the next or convert it into E-mail format.

❑ In India this agency has offices in all the states. The news circulated in all the Indian languages by Hindusthan Samachar could be checked on the Website www.hindusthansamachar.com.

Unit II

From its very inception, the trend of Indian journalism has been changed a lot. The initial commencement of journalism took place for a missionary objective. Later on it became an effective tool for social reform movement. Raja Ram Mohan Roy, Bhartendu Harishchandra, Bal Gangadhar Tilak and other contemporary journalists and social reformers used newspapers and magazines as a means for renaissance. At its flourishing age, the journalism became a weapon for freedom fight. Almost all freedom fighters including Mahatma Gandhi, Jawaharlal Nehru, Sawarkar, Bhagat Singh, Ganesh Shankar Vidyarthi, Makhanlal Chaturvedi etc. directly or indirectly used this weapon to fight against slavery. The layman were communicated through the press about the freedom fight and soon it became a mass movement. That was only because of the communication medium, i.e. media. Even soon after independence, the press was an effective medium to bring awakening and awareness. But gradually the press lost its initial fervor. The journalism which started with a missionary approach, soon became a profession. The main changes it saw during its long journey in India are as follows-

Language and writing style- The initial language of press was the language of a common man. Words of Khadi Boli were more prominent. The description was more of a conversational style. But today's language is more standard and refined. However some newspapers and magazines are using Hinglish to attract the youngsters.



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New technology- Like any other field, the journalism saw a drastic technological revolution. The previous teleprinters and typewriters have become a history now. New editing software and computer technology including internet has made the process of reporting and editing very prompt and comfortable. The cyber journalism has literally changed the nature of traditional journalism.

Changing values- Initially the journalism had started with the objective of mission. Hence the level of moral values was more high. It was used as a tool for social and political reform. But gradually it became a profession rather than a mission. This mentality deteriorated its moral values.

Commitment- The previous journalists were committed towards the readers and the missionary objective for social reconstruction. But later on the journalists became committed for their owners. Hence it became a job rather than a service.

Political interference- the direct political interference changed the transparency and credibility of the journalism. The ruling and powerful political parties have direct interference on the media hence its accountability and credibility has changed.

Downfall of the editor as an institution- Previously the editor used to be the ultimate authority to take the final decision in the favour of journalism. But soon the owners took over this authority and editor became like a puppet. The owners became the supermost authority for decision making which made journalism a profitable business not a mission for social reform.

Personal ambitions- As the journalism became a career oriented full time job, the personal ambitions became more important for the journalists. The internal cut throat competition and war for name affected the feeling of service.

Advent of electronic media- The advent of electronic media changed the scenario completely. Now the visual media is available for 24 hours. It changed the meaning of press. Today it has become media which is available on finger tips. The concept of breaking news and TRP changed the credibility and authenticity of news. The sting operations deteriorated the sanctity of personal privacy. The news is being fabricated and the stories are being concocted. The fight to give news 24 hours has worsened the quality of news as the quantity came first in the priority list.

Glamorization- The inception of electronic media made the media more glamorized. Present journalists want to work only with the electronic media and that too on screen.
Downfall in credibility

Change in objectives and motives- The previous objective of press was social service which later on converted into self service as career in media industry became a profitable job opportunity.

Industrialization- Today's press is the media industry and the news is a product. The product which is sellable in the market is in focus. The news, which is not sellable, though important, loses its weight.



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Journalism education- Present journalists are well educated and trained at the mass communication institutions. They pay fees to learn the basics of journalism and only after training could enter in this field. The media industry entertains only those journalists who have a minimum degree of journalism or mass communication. However this enhanced the standard of the press.

Capitalistic approach- Named businessmen are investing a handsome money in media industry.

Moreover 26% FDI is also allowed in this industry. That created a capitalistic approach.

Consumerism- As media is an industry now, the readers and the viewers are now the consumers. It has become priority to serve the consumer at any cost. Hence entertainment came on priority than information and education.



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UNIT - III



ELECTRONIC MEDIA GROWTH AND DEVELOPMENT IN INDIA

Introduction to Electronic Media Rapid communication through latest technology has facilitated speedy information gathering and dissemination and this has become an essential part of the modern society. It was Marshall McLuhan who said that electronic technology is reshaping and restructuring patterns of social interdependence and every aspect of our personal life. Extraordinary information explosion have dramatically shrunk time and distance and have converted our world into a Global Village. Electronic media have transformed communication and our ability to share, store and gain information and knowledge. The widely available media services are changing the ways in which we live and work and also altering our perceptions and beliefs. It is essential that we understand these changes and effects in order to develop our electronic resources for the benefit of society. These changes are:

1. It has abolished distances and time in disseminating the information, events and ideas. People's access to information has become easy and universal.
2. External control of information flows has become more difficult. Information exchange has come cheaper and simple.
3. It has become easy to have two-way interaction and exchange of ideas. Wide reach and low reception costs encourage centralised information dissemination.
4. With multi-channels listeners and viewers have opportunity to pick and choose among the programmes of their likings?
5. Two-way media are democratic in which each party is equally empowered to raise new issues on electronic network.

Networks are not new. "Hard" networks such as road, rail, electric and water supply networks have been with us for ages. "Soft" networks such as computer programmes, radio and television are equally important in relations to our needs, usefulness to our culture.

BROADCASTING EVOLUTION - FLASHBACK

DEFINITION OF BROADCASTING - Broadcasting is the distribution of audio and/or video content to a dispersed audience via any electronic mass communications medium. Broadcasting is defined as the dissemination of message through transmission over radio and television that provides for reception by the public.

Broadcasting is usually associated with radio and television, though in practice radio and television transmissions take place using both wires and radio waves. The receiving parties may



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include the general public or a relatively small subset; the point is that anyone with the appropriate receiving technology can receive the signal. The field of broadcasting includes a wide range of practices, from relatively private exchanges such as Amateur (ham) radio and Amateur Television (ATV) and closed-circuit TV, to more general uses such as public radio, community radio and commercial radio, public television, and commercial television.

EVOLUTION PHASES

During the course of the twentieth century, humankind has marched from the 'Gutenberg Galaxy' to the 'Global Village' ushered in by information technology. In the first half, we had radio and then Television and the second half took us to the space age, as the first international satellite systems, Intelsat and Intelsputnik were in place by the mid sixties. Since then innovations have brought convergence of mass media, telecommunications, informatics and optical electronics leading to a wide variety of communication tools like cellular telephones satellite TV and internet. The internet has revolutionized the communications world as never before.

The invention of the Telegraph, Telephone, Radio and Computer set the stage for this unprecedented integration of capabilities. In fact, the internet has soon become a worldwide broadcasting capability, a mechanism for information dissemination, and a medium for collaboration and interaction between individuals and their computers without regard for geographic location.

The communications revolution has arrived and in fact, radio, television and Internet are fruits of the evolution of communication technology. Telegraphy was invented around 1840 by Sir Charles Wheatstone and Samuel Morse. The first telegraph message was transmitted in 1844. In 1876, Bell sent the first telephone message by wire. Around 1895, Marconi and Popoff succeeded independently of one another in transmitting and receiving wireless messages. In 1906, Fessender transmitted the human voice by radio. In 1839, Daguerre devised a practical method of photography. The first film was screened in 1894.

Already in 1904, the first photographs were transmitted by photo telegraphic apparatus (Belin system), while the first picture was televised in 1923. The first radio broadcasting networks were installed in the 1920s, television broadcasting began in the 1930s and regular transmission of color television began in 1954. Rapid intercontinental communication was initiated with the underwater telegraph cable between America and Europe, laid in 1857. While the first transatlantic telephone cable entered into service only in 1957, the intercontinental radio telephone and telegraph systems were already functioning regularly by the 1920s ; teleprinting became operational at the start of the 1930s. Finally Early Bird, the first commercial communication satellite was launched in 1962. Two big international satellite systems, Intelsat and Intelsputnik, were launched respectively in 1965 and 1971. The world's first domestic synchronous orbit satellite system for telecommunication purposes and for distribution and reception of TV programmes through low-cost earth stations and low power transmitters was inaugurated in 1973 in Canada. In 1977, the satellite system could carry voice facsimile and data directly to the end user. A gallium arsenide laser which may enable numerous TV programmes to be transmitted along a fiber was tested in 1970. Optical fiber cables were field-tested in 1976.



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In these analog technologies, the missing ingredient was processing. Digital systems, in contrast to analog, allowed one to work with and manipulate content.

Information processing thus needed another ingredient that arrived in 1958 when Robert Noyce and Gordon Moore created the integrated silicon chip, following on the work of William Shockley who had invented the transistor in 1948. The invention of the silicon chip has reduced the space required to minute proportions. Binary codes of transmission have created a new language; virtually eliminating delays. The company they founded was Intel that really broke the computing barrier in 1974 with the 8080nchip. It was virtually an entire computer on a single chip. In 1977 Apple produced the Apple II, and the desktop computer was born.

To all these developments, add memory (which evolves even faster than the microchip) and the software and we have the final ingredients of the information Age.

A fiber optic interactive computer - controlled network was designed in Japan to carry two-way video information, to and from households. In another field, videocassettes were invented in 1969, audiovisual cassettes became a marketable reality in 1971 and a first video disk system was available to consumers in 1979.

Computer systems working in parity with communications have spawned the Internet and the advanced networks today that fully integrate satellites, telephones, wireless devices, broadcasting and cable over fiber-optic, broadband, and wireless networks. The result is what we now call convergence.

Satellite technology has brought about major changes in broadcasting since the transoceanic relay of TV programmes between the US and Europe in the early 1960s. The use of Intelsat system for international distribution of TV signals in this mode made it possible for a very large international audience to see the first step of a man on the moon.

A major quantum leap in satellite technology was marked by the US satellite ATS-6, launched in 1974 that enabled the direct reception of satellite relayed TV signals by simple, low-cost receiving systems. In effect, it replaced the high cost earth stations with cheap Direct Reception System (DRS). The ATS-6 was thus able to bypass the coverage constraints imposed by the need to have a TV transmitter. The Satellite Instructional Television Experiment (SITE) in 1975-76 was a field demonstration of the capabilities of this system in India and the same technology is now an integral part of the Indian Satellite System (INSAT). It is important for a TV network to gather programme material at a central location especially for the purposes of news and current affairs programmes. Satellite News Gathering (SNG) has made this possible.

India has tried Direct Broadcasting Satellite (DBS) service during SITE and it was expected that direct broadcast TV service to very small rooftop/home dish antennae will be cost-effective in India in the 90s. The key to large scale introduction of DBS lies in establishing viable number of viewers. The concept is now called Direct-To-Home (DTH).



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High Definition Television (HDTV) is now talked about as a part of ISBD (Integrated Services Digital Broadcasting) which integrates it with conventional Television, enhanced teletext, audio services and new forms of interactive multimedia services.

Digital Video Broadcasting (DVB) is being implemented for satellite, cable and terrestrial transmission. At the end of 1995, the European DVB project finalized the specifications for channel coding and modulation of the broadband, digital TV transmission channels.

Digital satellite systems are in operation in the US since 1995 and the digital cable delivery has started in late 1996.

Digital television service was launched in the US on 1 November 1998, and more than 50 per cent of the US population had access to terrestrial DTV signals within one year. Nowadays, all the existing analog systems were likely to be replaced by the digital systems with added capabilities like HDTV, interactive programmes, full Internet access and Telephone services. DVB promises great expectations: pay TV, pay-per-view TV (PPV), Near Video On Demand (NVOD), Interactive Video On Demand (IVOD), video games, Services On Demand (SOD) including anything from teleshopping, telebooking, telebanking, telelearning, and true interactive TV with teleworking.

The future is broadband, a lightning fast means of data transmission that could revolutionize the way we all send and receive information.

KNOWLEDGE BANK

UPLINKING -The communication going from ground to a satellite is called uplink. Unlinking is a transmission path for data or other signals from an earth station to a communications satellite. It also referred as a communication channel through which a user transmits data to the internet. The process begins at an earth station--an installation designed to transmit and receive signals from a satellite in orbit around the earth. Earth stations send information in the form of high powered, high frequency (GHz range) signals to satellites which receive and retransmit the signals back to earth where they are received by other earth stations in the coverage area of the satellite. The area which receives a signal of useful strength from the satellite is known as the satellite's footprint.

DOWNLINKING- The communication going from a satellite to ground is called a downlink. When an uplink is being received by the spacecraft at the same time a downlink is being received by Earth, the communication is called two-way. If there is only an uplink happening, this communication is called upload. If there is only a downlink happens, the communication is called one-way. In short, the transmission system from the earth station to the satellite is called the uplink, and the system from the satellite to the earth station is called the downlink.



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RADIO

ORIGIN AND GROWTH OF RADIO

Samuel Morse's invention of Telegraph in 1842 prompted scientists to find out ways to transmit messages over air. Italian inventor Guglielmo Marconi succeeded in it in 1895. For further development of the mechanism, he started the Marconi Company in England and started commercial production of radio transmitters for military purpose. Marconi's device was sophisticated by Reginald Fessenden and started transmission of sound over radio transmitters, instead of textual signals.

It was US inventor, Lee De forest who made radio transmission much clearer with his Audition vacuum tube. He also envisaged stations sending continuous music, news and other programs over radio waves. The idea came to be known as broadcasting.

The earliest broadcast of speech was done by Professor Reginald Fessender (US) in Brant Rock (Massachusetts) on December 24, 1906. In 1922, Dr. Albert H Taylor and Leo C Young (both of the US) invented the radar. During the years of 1930, radio broadcasting became a part of life in the West. The loudspeaker was invented by Rice Kellog (US) in 1940. In 1955; the radar was used for the first time by Sir Robert Watson-Watt (England)

The first radio stations were set up in Pittsburg, New York and Chicago in the 1920s. Following the USA, European countries also started radio stations for broadcasting news and entertainment content. The colonial powers like Britain and France set up radio stations in Asian and African countries in the early years of 20th century

MAJOR LANDMARKS IN THE HISTORY OF RADIO BROADCASTING

- ❑ Discovery of electromagnetic induction by Michael Faraday in 1831
- ❑ William Henry Ward in April 1872 ; received US Patent 126356 for radio development
- ❑ Maxwell equations were developed by James Clerk Maxwell and between 1861 and 1865; James Clerke Maxwell made experiments with electromagnetic waves. In 1873, as a result of experiments, Maxwell first described the theoretical basis of the propagation of electromagnetic waves in his paper to the Royal Society, 'A Dynamical Theory of the Electromagnetic Field'
- ❑ In July 1872, Mahlon Loomis received US Patent 129971 for a 'Wireless Telegraph'
- ❑ In 1878, David E Hughes was the first to transmit and receive radio waves
- ❑ In 1885, Edison took out US Patent 465971 on a system of radio communication between ships (which later he sold to Marconi)
- ❑ Between 1886 and 1888 Henrich Rudolph Hertz validated Maxwell's theory through experiment
- ❑ Nikola Telsa developed means to reliably produce radio frequencies, publicly demonstrated the principles of radio and transmitted long distance signals.

He holds the US Patent for the invention of the radio, defined as 'wireless transmission of data'.

Telsa was the first to apply the mechanism of electrical conduction to wireless practices.

Oliver Lodge transmitted radio signals on 14th August, 1894 (one year after Telsa and one year before Marconi) at a meeting of the British Association for the Advancement of Science at



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Oxford University. On 19th August 1894, Lodge demonstrated the reception of Morse code signaling via radio waves using a 'coherer' radio wave detector by adding a 'trembler' which dislodged clumped filings, thus restoring the device's sensitivity. In August 1898, he got US Patent 609154. 'Electric Telegraphy' that made wireless signals using Ruhmkorff coils or Tesla coils for the transmitter and a Branly coherer for the detector. This was key to the 'syntonic' tuning concept. In 1912, Lodge sold the patent to Marconi.

J C BOSE AND RADIO - In November 1894, the Bengali Indian physicist, Jagdish Chandra Bose demonstrated publicly the use of radio waves in Calcutta, but he was not interested in patenting his work. Bose ignited gunpowder and rang a bell at a distance using electromagnetic waves, proving that communication signals can be sent without using wires. The 1895 public demonstration by Bose in Calcutta was before Marconi's wireless signaling experiment on Salisbury Plain in England in May 1897. In 1896, the Daily Chronicle of England reported on his UHF experiments –The Inventor (J C Bose) has transmitted signals to a distance of nearly a mile and herein lies the first and obvious and exceedingly valuable|| .

DEMONSTRATION OF RADIO TRANSMISSION

Alexander Popov was the first man to demonstrate the practical applications of radio waves. In 1894, the Russian physicist Alexander Popov performed a public demonstration of transmission and reception of radio waves used for communication at the Russian Physical and Chemical Society using his coherer. Around March 1896, Popov demonstrated in public the transmission of radio waves, between different campus buildings, to the Saint Petersburg Physical Society. (This was before the public demonstration of the Marconi system, around September 1896). In 1898, his signal was received 6 miles away and in 1899, 30 MILES AWAY.

In February 1893, Tesla delivers 'On Light and Other High Frequency Phenomena' before the Franklin Institute in Philadelphia. In 1895, Marconi receives a telegraph message without wires a short distance (below a mile), but he did not send his voice over the airwaves. In March 1895, Popov transmitted radio waves between campus buildings in Saint Petersburg, but did not apply for a patent. In 1896, Tesla detected transmissions from his New York lab of low frequency (50000 cycles per second) undamped waves with a receiver located at West Point, 'a distance of about 30 miles'.

RADIO BROADCASTING IN INDIA

Broadcasting began in India kicked off with the formation of radio clubs and a private radio service in Madras, in 1924. After the advent of wireless telegraphy and a combination of a number of discoveries by technicians and scientists from different countries, several attempts or radio broadcasting were carried out.

MILESTONES

- ❑ 1927- Organised broadcasting started in India at Bombay and Calcutta by The Indian Broadcasting Company (IBC)
- ❑ 1930- Govt takes over and forms the Indian Broadcasting service (IBS)
- ❑ 1936- Name changed to All India Radio (Lionel Fielden was the first controller of Broadcasting in India during this period)
- ❑ 1939- External service division inaugurated



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- ❑ 1957-Came to be known as Akashvani
- ❑ 1957- Introduction of commercial channel known as Vividh Bharathi
- ❑ 1977- FM broadcasts were introduced in Madras
- ❑ 1993- FM Channel was launched in Bombay
- ❑ 1997-Digital Audio broadcasting Technology was launched
- ❑ 2004- DTH service of AIR inaugurated
- ❑ 2012- Bangladesh recognizes Akashvani for its contribution in Bangladesh Liberation War.

A I R and Doordarshan are presently functioning under the Prasar Bharati Broadcasting Corporation. In Kerala radio broadcast started on march 12. 1943 from Trivandrum, once a week. By 1947 august a daily transmission of two hours was started. Kozhikode station was started in 1950.

RADIO: CHARACTERISTICS

Radio is everywhere as its signals reach every nook and cranny. Radio is a different medium. Physically it is different from any other media. It is a medium for ears not of eyes. Programmes designed for radio is to hear. Discovery of portable radio transistors revolutionized the sector. After the discovery, radio became most popular companion of radio consumers. This unique medium shares certain characteristics.

1. Radio is a cost-effective medium - Radio sets are not at all a luxury now, unlike olden days, when radio sets were not affordable for common people. Advancement of technology made radio production and transmission less expensive. Unlike other media, production format is sound which can be produced at a minimum rate.

2. Radio is a public medium - Radio can be accessed by any number of people simultaneously without much technical paraphernalia.

3. Radio is a blind medium- Radio is a blind medium. But this medium stimulates the imagination. The listener tries to visualize the sound source in the mind of the listener. Any size pictures are created corresponding to the emotional context of the speaker. Being an audio medium, radio is accessible for visually challenged.

4. Radio is accessible for illiterates -Literacy is not a pre requisite for listening radio. In developing and less economically developed countries, it becomes a popular medium because of these characteristics. Majority of the population in these countries are illiterate. They show a special affinity towards radio as they can overcome the deficiency of illiteracy through radio programs.

5. Radio is a mobile medium - Specialty of a background medium is that it can be used while doing other jobs. Radio listeners can enjoy radio programs while they are at work. Convergent media environment helped radio to be more hands free.

We can listen to radio while we are moving. As Vivian explained earlier, we can listen to radio while driving car, jogging, walking or doing any job.

6. Radio is a transient medium - Words uttered in radio have gone forever. It cannot be retaken. So the radio is considered to be as a highly transient medium.



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7. Radio needs less energy - Radio consumes very less energy. In that sense, it is an environment friendly medium. Since radio sets can also be operated with batteries, it became popular in remote villages where electricity is inaccessible.

8. Radio is a speedy medium -Radio is the fastest medium as it requires less time for preparation and transmission. Live broadcasting with a few equipments is possible in radio station.

9. Millions to hear There is no patch of land and ocean surface untouched by the electromagnetic signals. Immediate reach and wide network make radio more popular. Irrespective of social, economic and cultural backgrounds everybody can enjoy radio programmes. The range of audience varies from downtrodden to the elite.

10. Infotainment -People use radio for different purposes like to attain news, to inform, for entertainments, for education, to propagandize and to persuade are some of them. It provides both informative and entertainment programs. So it is an infotainment medium. Universal appeal infotainments with low cost and wide reach make radio a real mass medium.

11. Round Clock -Radio is a round clock activity. Radio casting adds millions of words every minute to the air.

12. Easy operations - Complex technicalities never becomes as a hindrance in radio operations. It is a medium which can very easy to handle and operate. Minimum technical knowhow is needed to switch on, to tune and to switch off the radio transistor.

SCOPE AND LIMITATIONS OF RADIO

Radio has played an important role in the communication industry and has also revolutionized it. Once, it was considered to be the back-bone of the industry and people used to tune to the frequencies and get the information from across the world.

Radio is an audio medium, so it does not require the listeners to be educated. Even an illiterate can listen and understand the information. This way, radio has made the whole communication process more effective and abstract.

Cost-efficient -Radio is an affordable mass communication device. One need not invest much to buy a radio. This is a boon for those, who cannot spend much because of limited funds. Once a transistor radio is purchased, messages flow constantly and no cost is involved for reception of messages.

Easy to handle -The size of radio is not big, hence, can be accommodated easily at any place.

Mobility -One can take radio with him, if he wishes to go somewhere. It is mobile medium of communication. Radio does not require captivity. Listeners can receive messages even when they are working.



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Does not require electricity -Radio can be operated using batteries. This was reason why it got wide acceptance even in rural India, where there is limited electricity.

Pan-Reach -Radio reaches virtually to everyone in many environments. Radio messages reaches to illiterates, neo-literates and highly educated receivers simultaneously

Greater reach -Radio has penetrated into the society at almost every level. Almost every family in the country has one radio set.

Pulse of community - Radio is more local than global. People listen to the radio to find out what is happening in their community such as special events, news, traffic updates, weather reports, sport, entertainment etc.

Influential - Radio influences consumers. It is the medium to build top-of-mind awareness
Theater of the Mind- Radio enables its listeners to picturise in their mind the scene according to vocal deliverance over it. The want of visual effect is compensated by sound effects, both natural and mechanical and so live effect is moderately high. The quality of voice and sound makes the communication fairly enjoyable.

A Competitive Medium - The growth of national talk and music station networks and growth in affair promotions has made radio more attractive to national advertisers and more competitive with national media. Radio can localize a national or even global issue.

Most Persuasive - Radio as a medium of communication has a great reach among the audiences and they rely upon the messages. Hence, it act as most persuasive medium for the people. Radio has the capacity to deliver instantaneous messages.

Cost of Production - The production cost of a radio program is pretty less than the production cost of other media.

LIMITATIONS OF RADIO

- ❑ No visuals. News stories accompanied by visuals are considered more credible. Radio lacks it. It is also not suitable for visual art programmes like dance etc.
- ❑ Information cannot be retrieved. We would not keep the record to radio programs. Although now-a-days this has become possible to record radio programmes, but it is available with a small number of audiences.
- ❑ One cannot go back and re-listen the message
- ❑ Radio programmes have lots of commercial in a row due to which the listeners loses interest
- ❑ Possibility of Misinterpretation in high. It solely depends upon the intelligence and mindset of the listeners that how they perceive the messages
- ❑ Cluttered Information: Sometimes the audiences listen to messages on radio and get confused. Listeners need lot of imagination and therefore understanding of message depends largely on the charecteristics of the receivers.



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- ☐ Communication is time limited and presents tiny fragments of topics in a haphazard mosaic. The medium has also limitations because of its audio nature
- ☐ Receivers cannot put off listening parts of message for subsequent listening at their convenience.

ORGANIZATIONAL STRUCTURE OF ALL INDIA RADIO

All India Radio comes under the Ministry of Information and Broadcasting, Government of India. The Minister of Information and Broadcasting heads this ministry. A Secretary and four Joint Secretaries assist the Minister of Information and Broadcasting, in dealing with the following:

- Policy,
- Broadcasting,
- Financial Advisor, and
- Film.

In order to help the joint secretaries in the execution of above jobs, there are deputy secretaries and under secretaries also.

Radio stations come in all sizes and generally are classified as being either small, medium or large market outlets. The size of the community that a station serves usually reflects the size of its staff. That is to say, the station in a town of five thousand residents may have as few as six full-time employees. It is a question of economics. However, some small market radio outlets have staffs that rival those of rival market stations because their income warrants it. However, a few small stations earn enough to have elaborate staffs. But the key word at the small station is flexibility, since each member of the staff is expected to perform numerous tasks. Medium markets are set up in more densely populated areas and in this type of station; there are twelve to twenty employees. While an overlapping of duties does occur even in the larger station, positions usually are more limited to specific areas of responsibility.

Large market stations employ as many as fifty to sixty people and as few as twenty depending on the nature of their format.

As far as All India Radio is concerned, Director General is the head of the organization. This being a sensitive post, the requirements include: a wide cultural background, initiative, tact, administrative ability, sound judgement of men and matters, a deep commitment to broadcasting and qualities of leadership of a high order. Sometimes, Indian Administrative Service Officers are assigned an additional task of Director General of All India Radio. This is somehow not considered to be a healthy trend. However, since independence, there have been around many I.A.S. officers who have performed the task of Director General of All India Radio.



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There are Additional Director General and Deputy Director Generals also who help the Director General in the discharge of his vast duty. Director of Programmes assists the Deputy Director General. Other than that a Director whose rank is equivalent to Deputy Director General heads the News Division. Chief News Editor, News Editor, and Joint Director etc assist the Director.

Moreover, there are Translators, News Readers and Announcers also to help the News Division. The Engineering Division of AIR is looked after by Engineer-in-Chief and is assisted by Chief Engineer and Regional Engineers.

The Regional Stations of AIR is under the control of Station Director who is assisted by Assistant Station Directors and Programme Executives. In addition to that B. G. Verghese Committee has also proposed an organizational structure for AIR, which is given below:

The committee proposed the creation of the following posts of General Managers:

- GM Legal Services
- GM Planning
- GM Information

The committee also proposed a Central News Room consisting of following:

- General Manager
- Editor, Akashvani
- Editor, Doordarshan
- Foreign Editor

Editor Monitoring It also proposed the five Zonal Executive Boards, which are following:

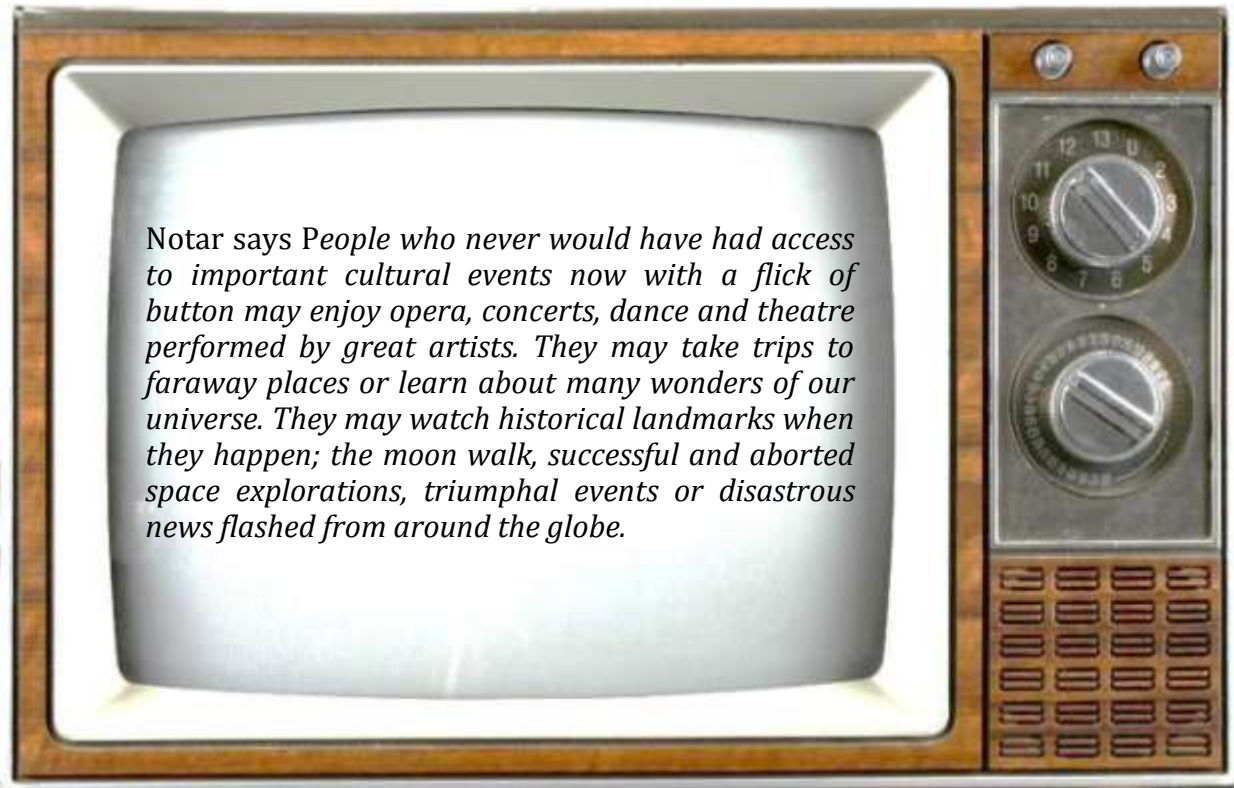
- Zonal Director
- Controller Doordarshan
- Controller Personnel
- Controller Engineering
- Controller Finance
- Controller Akashvani

Regional Controller Moreover, this committee also proposed the creation of the posts of Station Manager, Accounts and Personnel Officer, Programme Officer, Extension Officer, etc.



PAPER - 2 TELEVISION

Television is the audio-visual media of communication. It offers a window to the outside world. Among all the mass media, television attracts the largest number of viewers. It is the most popular and has the greatest potential. This is because it is able to attract the audience of all age groups, literate and illiterate and of all the strata of the society. It is becoming increasingly available.



ORIGIN AND DEVELOPMENT OF TELEVISION

Television (TV) is a telecommunication medium that is used for transmitting and receiving moving images and sound. Television can transmit images that are monochrome (black-and-white), in color or in three dimensions. Television was invented by John Logie Baird, Philo Fransworth, Charles Francis Jenkins and Vladimir Kuzmich Zworykin. The first television with moving images was invented in 1925.

A television set, also called a television receiver, is a device that combines a tuner, display, and speakers for the purpose of viewing television. Introduced in late 1920's in mechanical form, television sets became a popular consumer product after World War II in electronic form, using cathode ray tubes. The addition of color to broadcast television after 1953 further increased the



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popularity of television sets in 1960's, and an outdoor antenna became a common feature of suburban homes. The ubiquitous television set became the display device for the first recorded media in the 1970s, such as VHS and later DVD. It was also the display device for the first generation of home computers (e.g., Timex Sinclair 1000) and video game consoles (e.g., Atari) in the 1980s. In 2010's flat panel television incorporating liquid-crystal displays largely replaced cathode ray tubes. Modern flat panel TVs are typically capable of high-definition display and can also play content from a USB device.

Mechanical televisions were commercially sold from 1928 to 1934 in the United Kingdom, United States, and Soviet Union. The earliest commercially made televisions sold by Baird called Televisors in the UK in 1928 were radios with the addition of a television device consisting of a neon tube behind a mechanically spinning disk with a spiral of apertures first mass produced television set, selling about a thousand units.

The first commercially made electronic televisions with cathode ray tubes were manufactured by Telefunken in Germany in 1934, followed by other makers in France (1936), Britain (1936), and America (1938). Television usage in the western world skyrocketed after World War II with the lifting of the manufacturing freeze, war-related technological advances, and the drop in television prices caused by mass production, increased leisure time, and additional disposable income. By late 1960s and early 1970s, color television had come into wide use. In Britain, BBC1, BBC2 and ITV were regularly broadcasting in color by 1969.

By late 2000s, CRT display technology was largely supplanted worldwide by flat panel displays such as LCD. Flat panels television especially LCD has become all-dominant form of television since early 2010's.

TELEVISION IN INDIA

Television Broadcasting had a slow start in India where, initially it was regarded as an expensive toy for a developing country. On 15th September 1959 the television emerged in India. The first experimental transmission began at Delhi. The objective of the first transmission was to analyze as to what can be achieved with this tool of community development. The initial funding for the equipment was come from the United States. Within the range of 40 Kilometers of the transmitter 180 tele-clubs were set up. The television sets were provided by the UNESCO. The professional and engineering staffs were provided by the All India Radio. The Akashwani auditorium served as the studio from where regular programmes were put on air. Television programmes for teachers were started on 1961. In 1961 rural programmes like Krishi Darshan was started for the framers of the 80 tele-clubs in Delhi and Hariyana. The television services were extended to



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Mumbai in 1972. By 1975 the services were further extended to the cities of Calcutta, Chennai, Srinagar, Amritsar and Lucknow.

SATELLITE INSTRUCTIONAL TELEVISION EXPERIMENT (SITE- 1975-1976)

The usage of satellite technology in India started with world's first techno-social experiment, SITE. This experiment beamed satellite TV programmes for 4 hours daily, based on education, health, family planning and agriculture to 2400 villages scattered around six states in India. The satellite was loaned to ISRO by NASA for one year.

The UNESCO expert group along with the India Government observed the utility of satellite TV for the national and educational development in the country. The analysis suggested that such an experiment should be conducted for the betterment of communication. In 1969, the Department of Atomic Energy of Indian Government had entered into an agreement with National Aeronautics and Space Administration to use the satellite for this objective. The main purpose of this agreement was to confer a satellite free of cost for a year. SITE came into operation during the mid-seventies. It was launched with the assistance of American satellite, ATS 6.

The SITE programme was terminated in July 1976 and NASA shifted its ATS6 satellite away from India though it was extremely demanded by the villagers, Journalists and others in the society. But the SITE experiment was considered as a failure. It was observed that there was high viewership in the early months, but gradually it deteriorated. This decline was the result of various glitches in developing suitable programmes for television, poor electricity supply, hardware defects, poor maintenance of TV sets and villagers more interested in agricultural and domestic chores. Also one year is considered a very short period to bring about a social transformation. However it is an important milestone in the development of TV.

DOORDARSHAN

Television was separated from All India Radio on 1976 April 1st and constituted under a new body named as Doordarshan. It is one of the media units of the Ministry of Information and Broadcasting, Government of India. Regular satellite link between Delhi and other transmitters were established to facilitate the introduction of national programme. Doordarshan was established with the motive of public service broadcasting. Its aim was to inform, educate and entertain the masses.

The following are some of the major land marks in the history of Doordarshan:

45, Anurag Nagar, Behind Press Complex, Indore (M.P.) Ph.: 4262100, www.rccmindore.com



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1. 1976 January 1: commercials on TV
2. 1976 April 1: Doordarshan separated from All India Radio
3. 1982 August 15: color TV introduced
4. 1984 July 15: First sponsored serial- *Humlog*
5. 1984 November 19: Second channel at Delhi
6. 1986 August 9: First regional network
7. 1993 April 1: Metro entertainment channel
8. 1993 August 15: Five DD Satellite channels
9. 1994 August 15: Major restructure- DD1 to DD-13. Relay station service from state capitals.
10. 1995 March 14: DD-India-International channel
11. 1995 November 14: DD-3 Infotainment channel

Doordarshan has three –tier programme service- national, regional and local. The national programmes include news, current affairs, services, cultural magazines, sports, music, dance, drama, serial and feature films. DD4-4 to DD-13 channels is the 10 regional. Each channel telecasts two types of programmes. The channels DD-14 to DD-17 telecast programmes for the four Hindi speaking states. DD India comprises of 18 hours of transmission. The DD-CNI is the channel of news and current affairs.

Doordarshan started to appear in color during Asian Games. The success of 9th Asian Games and its live coverage by DD through satellite INSAT 1A led to the emergence of a new concept of live coverage in the nation especially regarding the sports events. After the accomplished reporting of Asian Games, DD also covered NAM summit in India. By the termination of 1970s decade the Cable TV has taken a lot of space in the entertainment sector. In order to give greater autonomy to Doordarshan, The Prasar Bharati Broadcasting corporation was formed.

Post Liberalization of Television

The economic reforms of the 1991 by the government allowed private and foreign broadcasters to engage in limited operations in India. Several foreign channels like CNN, Star TV and domestic channels like Zee TV, Sun TV started satellite broadcasts. The Cable TV industry witnessed a sharp ascent in the early 1990s. The time show the entry of foreign players like Rupert Murdoch's Star TV Network in 1991, MTV and others. Sun TV (1991) was launched in 1992 as the first private channel in South India. Five new channels like MTV, Star Plus, BBC, Prime Sports and STAR channel firmed its ground in the Indian market. Zee TV was the first private owned Indian channel to broadcast over cable. By 2001-2003 international channels like Nickeldon, Cartoon Network, VHI, Diseny and Toon Disney made quick impact in the Indian market.

CHARACTERISTICS OF TELEVISION

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- ☐ Attractive content: Television programmes are audio visual and attractive to watch.
- ☐ Audio visual medium: Includes both sound and visuals.
- ☐ Domestic medium: We can watch television in the comfort of our home with our family.
- ☐ Live medium: It is capable of being a live medium.
- ☐ Transitory medium: May be practically impossible to record every programme which appears on the television.
- ☐ Wide reach through satellite linkage: Satellite transmission makes it possible to reach for a wide geographical area.
- ☐ Immediate reach: Television transmission is immediately available to viewers.
- ☐ Can communicate with illiterates and deaf people: People who are unable to read, write or hear can watch television programmes.
- ☐ Facilitate live visual coverage: live visual coverage makes it more interesting.
- ☐ High receptivity of message content: Its visual appeal enables the viewers to remember things well.
- ☐ Informs, entertains and educates: Television programme gives information, entertainment and also educates us.
- ☐ No time limitations: 24 hour programmes are available.
- ☐ High cost and technology intensive: its cost is higher than the print media and radio. It is technology intensive.

SCOPE AND LIMITATIONS OF TELEVISION

- ☐ It has the intimacy of radio and believability of personal participation.
- ☐ It can be used to demonstrate process or physical skills.
- ☐ It can be used to show movements.
- ☐ It requires viewer's attention.
- ☐ It can be used by those lacking reading skills.
- ☐ It can be used to make distance learning process more personalized.
- ☐ It can be used to make teaching and learning more attractive.
- ☐ It is also called medium of communication for illiterates, as it is composed of both audio and visual content.
- ☐ It can be used as a socializing agent.
- ☐ It can be used for persuasion.
- ☐ It reaches a wide range of audience more effectively.

LIMITATIONS

- ☐ It lacks instant feedback.



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- ☒ It demands audience attention.
- ☒ It is a costly medium of communication.
- ☒ The production process is very lengthy.
- ☒ The production and transmission of programmes are costly.
- ☒ It makes people idle and the sedentary lifestyle creates health problems for couch potatoes.
- ☒ TV is called chewing gum of the eyes.
- ☒ It is not portable.

FUTURE OF RADIO AND TELEVISION:In a developing country like ours, a special function of broadcasting should be the coverage of development, its significance, achievements and problems. People's participation in development activities should be highlighted as also significant work being done by voluntary agencies. The style and methods of news reporting should reinforce the fundamental principles on which national policies are based. The primary purpose of the current affairs programmes should be to enlighten the people on various aspects of political, economic, social and cultural developments. FM and Privatization of Radio:
In recent years two very important developments have taken place in the field of radio and television broadcasting in India. With the



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advent of television it appeared that the importance of radio had gradually diminished. This actually happened for some years and radio ownership and radio listenership decreased considerably. But it seems that radio is reappearing once again in the form of FM transmission. The FM transmission stations are working as local stations catering to the local needs of the listeners. The partial privatization of FM broadcasting has also made the radio an important medium of mass communication. The programmes broadcast on FM are becoming very popular with the urban youth as the programmes cater specifically to them. Moreover, FM broadcasts are also becoming popular in cars and other vehicles. They provide necessary information regarding the roadblocks, traffic, and weather etc. to the motorists. FM broadcasting has gained a lot of popularity in last few years.



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Unit IV

International electronic media

Important news channels around the world

The British Broadcasting Corporation (BBC): is a British public service broadcaster. Its headquarter are at Broadcasting House in Westminster, London and it is the world's oldest national broadcasting organization. and the largest broadcaster in the world by number of employees. It employs over 20,950 staff in total, 16,672 of whom are in public sector broadcasting. The total number of staff is 35,402 when part-time, flexible, and fixed-contract staff are included. Predecessor British Broadcasting Company.

Founded 18 October 1922; 96 years ago (as British Broadcasting Company)

1 January 1927; 91 years ago (as British Broadcasting Corporation)

Founder John Reith

Headquarters Broadcasting House London, W1 United Kingdom

Area served :Worldwide

Products :Broadcasting Radio Web portals

Services : Television, Radio, Online

Cable News Network (CNN) is an American news-based pay television channel owned by Turner Broadcasting System, a division of AT&T's WarnerMedia. CNN was founded in 1980 by American media proprietor Ted Turner as a 24-hour cable news channel.[2] Upon its launch, CNN was the first television channel to provide 24-hour news coverage,[3] and was the first all-news television channel in the United States.

Country United States

Language English

Broadcast area United States,Canada

Headquarters CNN Center Atlanta, Georgia

Fox news : fox News officially known as the Fox News Channel, commonly abbreviated to FNC is a United States pay television news channel owned by the Fox Entertainment Group, a subsidiary of 21st Century Fox. The channel broadcasts primarily from studios at 1211 Avenue



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of the Americas in New York City. Fox News is provided in 86 countries or overseas territories worldwide, with international broadcasts featuring Fox Extra segments during ad breaks.

Owned by Fox Entertainment Group

Picture format 720p HDTV

Country United States

Language English

Broadcast area United States

Headquarters New York City, U.S.

CNBC: CNBC is an American pay television business news channel that is owned by NBC Universal News Group, a division of NBC Universal, with both being ultimately owned by Comcast. Headquartered in Englewood Cliffs, New Jersey,^[1] the network primarily carries business day coverage of U.S. and international financial markets; following the end of the business day and on non-trading days, CNBC primarily carries financial and business-themed documentaries and reality shows.

Al jazeera: Al Jazeera literally "The Island", , also known as **JSC (Jazeera Satellite Channel)**, is a state-funded broadcaster in Doha, Qatar, owned by the Al Jazeera Media Network. Initially launched as an Arabic news and current-affairs satellite TV channel, Al Jazeera has since expanded into a network with several outlets, including the Internet and specialty television channels in multiple languages. Al Jazeera Media Network is a major global news organization, with 80 bureau around the world. The original Al Jazeera Arabic channel's willingness to broadcast dissenting views, for example on call-in shows, created controversies in the Arab States of the Persian Gulf. The station gained worldwide attention following the outbreak of the war in Afghanistan, when its office there was the only channel to cover the war live.

Important radio station around the world:

Voice of America (VOA) is a U.S. government-funded international radio broadcast source which serves as the United States federal government's official institution for non-military, external broadcasting, the largest U.S. international broadcaster. VOA produces digital, TV, and radio content in more than 40 languages which it distributes to affiliate stations around the globe. It is primarily viewed by foreign audiences, so VOA programming has an influence on public opinion abroad regarding the United States and its leaders.



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VOA was established in 1942, and the VOA charter (Public Laws 94-350 and 103-415) was signed into law in 1976 by President Gerald Ford. The charter contains its mission "to broadcast accurate, balanced, and comprehensive news and information to an international audience", and it defines the legally mandated standards in the VOA journalistic code.

VOA is headquartered in Washington, DC and overseen by the U.S. Agency for Global Media, an independent agency of the U.S. government. Funds are appropriated annually by Congress under the budget for embassies and consulates. In 2016, VOA broadcast an estimated 1,800 hours of radio and TV programming each week to approximately 236.6 million people worldwide with about 1,050 employees and a taxpayer-funded annual budget of US\$218.5 million.[[]

BBC Radio is an operational business division and service of the British Broadcasting Corporation (which has operated in the United Kingdom under the terms of a Royal Charter since 1927). The service provides national radio stations covering the majority of musical genres, as well as local radio stations covering local news, affairs and interests. It also oversees online audio content.

Of the national radio stations, BBC Radio 1, 2, 3, 4 and 5 Live are all available through analogue radio (5 Live on AM only) as well as on DAB Digital Radio and online including BBC iPlayer. The remaining stations, BBC Radio 1Xtra, 4 Extra, 5 Live Sports Extra and 6 Music, all broadcast on digital platforms only.

Radio Lebanon :better known by the official French term **Radio Liban**. is one of the pioneering and one of the oldest Arab radio stations. The main programme is in Arabic with a second channel broadcasting in other languages, mainly in French, but with additional programming in English and Armenian. The second channel also rebroadcasts some programming from Radio France International (RFI) French language news programming. Radio Liban also broadcasts for 12 hours international programming destined for international listeners. International programming is in Arabic, French, English, Spanish and Portuguese. The station reflects mainly the official line of the Lebanese government and being a non-partisan neutral channel also the views of all mainstream political forces in Lebanon. It also applies a neutral stance on pan-Arab and international affairs.

Radio Ceylone:



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Radio ceylon:s the oldest radio station in Asia. Broadcasting was started on an experimental basis in Ceylon by the Telegraph Department in 1923, just three years after the inauguration of broadcasting in Europe.

The history of Radio Ceylon dates back to year 1925, when its first precursor, *Colombo Radio*, was launched on 16 December 1925 using a Medium Wave radio transmitter of one kilowatt of output power from Welikada, Colombo. Commenced just 3 years after the launch of BBC, Colombo radio was the first ever radio station in Asia and the second oldest radio station in the world. Home of Ceylon Gramophones.

This new medium of mass communication not only became increasingly popular in the years that followed, but also quickly evolved into a medium of national character, which led to the "Radio Service" being organized as a separate department of the government of Ceylon (as the country now Sri Lanka was then called) by the 'call sign' 'Radio Ceylon' in 1949. Subsequently, in 1967, the Department of Broadcasting was transformed into its present statutory form of a state corporation by the Ceylon broadcasting corporation Act. No 37 of 1966 of the parliament of Ceylon, thereby assuring increased autonomy and flexibility in the operations of the new organization. The organization acquired its present name, Sri Lanka Broadcasting Corporation, with the transition of the state into the status of *Republic of Sri Lanka* on 22 May 1972. SLBC (Stand for Sri Lanka Broadcasting Corporation) has since continued in the same legal status as a state corporation, and is currently listed under the scope of the ministry of Information and Media of the Government of Sri Lanka.



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Unit V

Famous personalities of electronic media

Ravish Kumar is a famous Indian TV anchor, writer, journalist and media personality who covers topics pertaining to Indian politics and society. He is a senior executive editor at NDTV India the Hindi news channel of the NDTV news network, and hosts a number of programmes including the channel's flagship weekday show *Prime Time, Hum Log* and *Ravish Ki Report*. He is working since 1996 in electronic media. Ravish is basically known for his creative introduction of Prime time and to raise issues of the public like Kisan andolan, civil services examination delay and various scam. After his report on Khoda village the government sanctioned 300 crore rs to the village.

He is the author of the book "*The Free Voice - On Democracy, Culture and The Nation*". He is a regular blog writer. His blog Kasba nad nayi sadak are very famous among the people.

He received the prestigious Ganesh Shankar Vidyarthi Award for Hindi Journalism and Creative Literature for 2010 from the President of India (awarded in 2014). He was honored with the Ramnath Goenka Excellence in Journalism Award for the Journalist of the Year in 2013 and 2017 for the broadcast category in Hindi language. He was included in the list of 100 most influential Indians 2016 by *The Indian Express*. He was named the best journalist of the year in 2016 by Mumbai Press Club. In March 2017, Kumar was honoured with the first Kuldip Nayar journalism award for his contribution to the field of journalism.

Some of his famous books are:

- *Ishq Mein Shahar Hona*
- *Dekhate Rahiye*
- *Ravishpanti*

He also developed a unique non fiction writing style called *Laprek* means *Laghu prem kahaniyan*. He has been called by renowned Jaipur literature festival every year.

Punyaprasoon Vajpayee

Punya Prasun Bajpai is an Indian journalist, anchor and media personality. He was a news anchor and Executive editor at Aaj Tak and primarily used to host weekday show 10 He recently joined ABP News and hosted the show *Masterstroke*, but resigned on August 1, 2018 just after 4 months of joining

Bajpai is a well-known name in the field of electronic media. He has more than 29 years of experience in electronic and print media. Bajpai has also worked with many other reputed media agencies such as Jansatta, Sunday Observer, Sunday Mail, Lokmat, Zee News and NDTV.

Bajpai started his career in electronic media with Aaj Tak in 1996 and worked there till 2003. He then moved to NDTV for a tenure of 14 months. In 2007-2008, he had worked with Sahara Samay as Editor-in-chief. He worked at Zee News for four years as a prime-time anchor and editor before returning to Aaj Tak. He was working with ABP News for 3 months till 1 August 2018 and he was removed from ABP news in August 2018.

In 2015, Bajpai was one of the ten most active Indian journalists on Twitter.^[7]

- He published six books namely *राजनीति मेरी जान* (Raajneeti Meri Jaan), *डिजास्टर: मीडिया एंड पॉलिटिक्स* (Disaster: Media and Politics), *संसद: लोकतंत्र या नजरों का धोखा* (Sansad: Loktantra ya nazron ka dhokha), *आदिवासियों पर टाडा* (Adivasiyon par TADA) and others. He also writes articles for a number of daily and weekly news and literary publications in Hindi, several of which are also published on his blog.^[8] He received appreciation for his work during 2001 Indian Parliament attack where he anchored live for 5 consecutive hours.
- He won the Ramnath Goenka award for Hindi print and electronic media in 2005-06 and 2007-08. He is the only journalist who received this award in TV & print twice.



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Shekhar gupta

Shekhar Gupta (born 26 August 1957) is an Indian journalist who is currently the Editor-in-Chief of The Print^[1]. He is also a columnist for the *Business Standard* and pens a weekly column which appears every Saturday.^[2] He was earlier the vice chairman of the India Today Group. Until June 2014, he served 19 years as editor-in-chief of the *Indian Express*. Gupta writes a weekly column called "National Interest" for *India Today* magazine. His "National Interest" columns for the *Indian Express* were collected in his 2014 book *Anticipating India*. He also hosts an interview-based television show *Walk the Talk* on NDTV 24x7. He was awarded the Padma Bhushan in 2009 by the UPA government for his contribution to journalism. Shekhar has received assorted awards: the 1985 Inlaks award for young journalist of the year,^[4] G. K. Reddy Award for Journalism,^[5] the Fakhruddin Ali Ahmed Memorial Award for Nationn]
</ref>^[6] He was awarded Padma Bhushan in 2009 for his contribution to journalism.^[7]

Under his leadership, *The Indian Express* won the Vienna-based International Press Institute's Award for Outstanding Journalism in the Public Interest thrice- the first time for its coverage of the Gujarat riots of 2002, the second time for uncovering the Bihar flood relief scam in 2009 and the third time for its sustained investigation into the Malegaon and Modasa blasts of 2008 and the alleged role of extremists and organisations.^[8]

Shekhar Gupta is the Editor-in-Chief and founder of *ThePrint*, which launched in August 2017^[1]. Gupta has stated that the mission for *ThePrint* is to be "factual and liberal"

Vinod Dua (born 11 March 1954) is an Indian media personality. He has seen and been associated with Indian television's transition from a government controlled, black and white, single-channel entity to the present-day multi-channel transnational satellite TV industry. A veteran of thousands of hours of telecasting, Vinod Dua is an anchor, political commentator, election analyst, producer and director.

He was awarded the Padma Shri for Journalism in 2008 by the Government of India.^[1]