



**M.A. (PUBLIC RELATIONS)
SEMESTER - I (CBCS)**

**PUBLIC RELATIONS
THEORY AND PRACTICE**

SUBJECT CODE: 00

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M.A. (PUBLIC RELATIONS)
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PUBLIC RELATIONS
THEORY AND PRACTICE

SYLLABUS

Public Relations Theory and Practice

Definition of PR, Its nature, process and Public, Origin and growth of PR in the world and India, Propaganda, Public Opinion & Publicity, Public Relations: catalyst, persuasion and motivation, Communication theories & Models in Public Relations, Reputation, perception and relationship management, The PR process, Research and Planning and Evaluation, PR ethics.

The course shall comprise of the following units :

Week 1	What are publics, what are relationships, social exchange theory	Managing Public Relations, James Grunig and Todd Hunt, Holt, Rinehart and Winston, 1984 Handbook of Public Relations, Robert L. Heath, Sage, 2001 Indian News Media: From Observer to Participant, Usha M. Rodrigues, Maya Ranganathan, Sage, 2015
Week 2	Group dynamics definition and theory	
Week 3	Mass society, mass culture, mass media	
Week 4	Definition of PR, Grunig's four models. Events and pseudo-events	
Week 5	Origin and growth of PR in the world and India	
Week 6	Propaganda, Public Opinion & Publicity	
Week 7	Public Relations: catalyst, persuasion and motivation	
Week 8	Communication theories with special reference to persuasion theory, cultivation theory and uses and gratifications theory	
Week 9	Communication models with emphasis on social learning theory (Bandura), Carl Hovland, Gatekeeping, framing, agenda setting	
Week 10	Reputation management	
Week 11	Relationship management with specific reference to Ballinger's (1991) Relational Model of Public -- Organizational Relationships	
Week 12	Organisational behaviour	

Week 13	Understanding evolution of mass media and mass communication with specific reference to India
Week 14	Print media in India
Week 15	Electronic media and digital media in India
Total Hours	60 Hours

Class methodology

This is a six credit course. It will involve teaching-learning for four hours a week for a period of 15 weeks. Of the total 60 teaching-learning hours, 40 will comprise the central teaching component while 20 hours will comprise the self-study component. The self-study component will consist of academic tasks outside the classroom that will be assigned by the teacher. The 40 hour teaching component will include two tests conducted in the classroom. These tests may be written, oral or presentation. Altogether these tests will be for 25 marks. The self-study component of 20 hours will include film analysis that will be evaluated for 15 marks. The self-study component assigned in this manner will be related to or an extension of but not in lieu of the prescribed syllabus.

PUBLICS, RELATIONSHIPS AND SOCIAL EXCHANGE THEORY

Unit Structure

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Public relations: A misunderstood field
 - 1.2.1 Public relations definitions
 - 1.2.2 Importance of PR
- 1.3 What is Publics in PR
 - 1.3.1 Types of Publics
 - 1.3.2 Factors aiding growth of PR
- 1.4 Functions of a PR practitioner
- 1.5 Importance of Relationships in Public Relations
 - 1.5.1 Characteristics of a mutually beneficial relationship
 - 1.5.2 Types of relationships in public relations
- 1.6 Social Exchange Theory
 - 1.6.1 History of the social exchange theory
- 1.7 Advantages and Disadvantages of PR
- 1.8 Let's sum up
- 1.9 Questions
- 1.10 References

1.0 OBJECTIVES

This unit is designed to introduce you to the basics of public relations, under mass communication and help you clear your misunderstandings of what public relations actually is as a field. After having studied this unit you should be able to

1. Define public relations and its meaning
2. Outline reasons for it being a misunderstood field
3. Describe the importance of 'publics' in PR
4. Compare and contrast types of publics
5. Ascertain factors that are helping the field of public relations
6. Discuss the function of the PR practitioner
7. Classify types of relationships and their importance in public relations.
8. Evaluate the overall importance of public relations in the field of mass communication.

1.1 INTRODUCTION

Public Relations has been around for quite some time now but has genuinely begun approaching a professional status lately. In 1982, the International Public relations Association, which consisted of PR professionals from around the world, released a 'Gold paper', proposing a model for public relations education. The paper sought to teach public relations in an educational institute with an academic and professional emphasis on social science.

In today's globalized world, a boost in the adoption of the internet of things (Iot), technological advancement and sophisticated means to target a particular audience have increased the demand for Public relations professionals.

Public Relations comes under the broader umbrella of Mass Communications, just like Marketing, Journalism, Electronic Media, etc.

It is not just seen as a professional practice but is also an academic field with its own theories and foundation. Before we dive into the ocean of public relations and try and figure out our whats and hows, it is imperative to have clarity of our basic concepts. A quick revision will help strengthen our basic foundation of the topic before building upon it in the following chapters. To understand public relations, we need to know what 'Mass communication' is. In simple terms, mass communication means exchanging information ideas via any medium with a large audience, usually done to inform, educate, entertain, and persuade people/ Audiences. At the same time, public relation is strategic communication done for a **mutually beneficial relationship**.

1.2 PR: A MISUNDERSTOOD FIELD

A common misunderstanding among youth about this field is that people think PR is just about being a pleasant fellow or simply doing publicity, lobbying or running propaganda. But the lesser-known truth is that it goes beyond all of the activities mentioned above. Today, public relations has made great strides with sophistication, responsibility, ethics and plays a considerable role in maintaining peace in society.

Some consider it the same as Journalism, which is not true. It is different from journalism in many aspects. PR serves a client or an organization while a journalist serves the public, society. Although in both the professions intensive research, writing and editing is involved, but the motive of doing so differs. A PR professional research with an intention to understand perceptions people, or a political climate or for other concerns related to the organization of the client they represent. Whereas a journalist does this research to support his facts, give voices to people's opinions. Due to their nature of the job both the professions meet on some platforms but engage with people in a different way.

1.2.1 Public Relations definition

There are more than 600 standard and acceptable definitions of public relations out there. But not all are 'standard and acceptable', but with many more emerging definitions, it is clear how important this field is to practitioners, researchers and scholars. Public relations is practised by someone who is a PR head in a significant corporation having more than 100 employees or someone who is a part-time employee. It can be someone preparing brochures and helping make press releases to keep the public aware of the latest developments. A public relations practitioner is primarily involved in writing press releases, stories for an employee publication, public service announcements or informational pamphlets. Anyone managing such people, setting up meetings with management or dealing with the press is also a public relations practitioner. Such individuals may draw paychecks from various institutes, whichever they decide to work for, ranging from business, government NGOs, hospitals, churches. Therefore, it isn't straightforward to develop one definition that can encompass such dimensions of public relations.

Definitions

"PR is the management function that identifies, establishes, and maintains mutually beneficial relationships between an organization and the various publics on whom its success or failure depends." - Cutlip, Center and Broom, *Effective Public Relations* (7th ed., 1994)

Public relations exist to help an organization achieve its goals by ensuring that the right public thinks the right thing." - Simon Moore, *An Invitation to Public Relations* (1996)

"PR is the activities and attitudes intended to analyze, adjust to, influence, and direct the opinion of any group or groups of persons in the interest of any individual, group, or institution." - Richard Weiner, *Dictionary of media and communications* (1990)

Edward L. Bernays, the doyen of Public Relations in the USA, defines it as "the attempt by information, persuasion and adjustment to engineer public support for an activity, cause, movement or institution."

1.2.2 Importance of PR

Although all the definitions range from more straightforward to complex ideas, they all point towards one direction, i.e. deliberate use of actions to influence opinions and persuade others by securing people's acceptance towards the cause. Public relations practices are not restricted within the corporate framework or context. It is used in our society and day to day life at different levels by the government, community, social institutions, religious organizations, social groups, NGOs, etc.

1. Public Relations actions are to be focused on achieving positive ends.
2. All efforts must take place in an organized manner.
3. The actions must get clearly communicated to the target publics

4. All actions must have an end goal that it tries to achieve. E.g. building a favourable image of a celebrity or brand.
5. Overall, all Public Relations actions are aimed towards achieving a good social atmosphere for an organization

1.3 PUBLICS IN PR

We learned so far that public relations is seen as a positive force in society that benefits not only an organization but also its publics.

Whenever one reads any definition of public relations, nearly 90% of all the descriptions use the term 'publics'. Now the concept of publics does not exist in conventional grammar. But in the field of Public relations, the term exists as jargon.

According to sociologist Herbert Blumer, the difference between publics and masses is that the latter is a heterogeneous group, whereas the former is homogenous. People make up mass not because they have something in common, but publics, on the other hand, have something in common that could be an issue or a problem.

According to Blumer, a public is a group of people who

1. impacted by an issue
2. may have varied ideas to deal with an issue
3. engage in discussion over an issue.

Meanwhile, philosopher John Dewy defines publics in a somewhat similar manner. According to him, publics means

1. People facing similar problems
2. They believe that the problem exists
3. Take action to resolve an issue.

In conclusion, both explanations suggest that publics consists of individuals who detect a problem and may behave similarly without ever meeting face to face. For example, environmentalists may react similarly to a proposal to clear a part of the forest cover to build real estate, even though they may never formally meet each other. Such publics may have learned about such a decision by the government or a company via mass media. Other environmentalists can meet face to face and organize some action. Either way, the public function as a single system because they face the same problem and want a similar outcome. Thus it is safe to say that publics is a loosely structured group that detects a problem and behaves as though they are one body to resolve an issue. One of the key things to note is that consequences, concerns, and problems create 'publics', and the presence of publics makes a public relations problem for the organization.

For example, let's say a metal factory at the banks of river Yamuna is letting its untreated waste in the water body. People facing the consequences of Yamuna pollution will approach the factory's organization to discuss the problem and even organize an activist group to confront the mill owner. Now without the pollution, there would have been no public. The presence of the public creates a public relations problem. In such a situation, the functions of a public relations professional will be discussed in the following unit.

1.3.1 Types of Publics

John Dewey identified three types of publics. The first type is a 'non-public' because there are no consequences for this group. Until the public does not recognize the problem, they are considered latent public. Once the problem is identified, it becomes public. When the public takes action over an issue, they are an active public. Understanding the types of public one is dealing with is necessary to take appropriate action to resolve an issue.

1.3.2 Factors supporting the growth of Public Relations

The field of public relations has witnessed steady growth over the years. Today be it a politician a businesses man, small or large, make use of either in-house or outside Public relations services to enhance their images and reputation in the eye of the public. Some of the significant factors influencing the growth and practice of public relations are

Technological advancement has made Mass production, distribution and marketing possible. The companies now have resources for efficient and effective organizational communication and more specific audiences.

Better Literacy rate and growth of an educated middle class created a demand for information about people and organizations. A rise in social science research has led to an accumulation of reliable, dependable data that can interpret public opinion or sentiments. The very "professionalization" of Public relations has led to almost every corporate firm, Government body having PR professionals at various levels.

1.4 FUNCTIONS OF PUBLIC RELATIONS PRACTITIONER

Communication is a behaviour of individuals, and the transfer of a message from one person to other is an act that we call "to communicate". For a public relations professional, communication is all about managing, planning, and executing communications for the organizations and moving a message into the organizations. For example, a pr professional will conduct research on the public's knowledge, attitudes, and behaviours. The knowledge gained through such research can be used to counsel managers on their future actions. It will help the management decide the future course of their action or decision so that the message is well received by its public.

1. To identify and evaluate public opinion attitudes about the government, individuals, or organizations on a particular issue.
2. To create plans and execute them in the short, medium and long term to win people's consent or make them aware of facts about an issue.
3. To disseminate critical information regarding the policies, activities and plans of government or a community.
4. To undertake conflict management and settle any crisis by wading off adverse press reports that can impact the image of an organization.
5. Within an organization, a PR practitioner helps in facilitating a healthy interaction between the management and its public.
6. Maintaining a relationship with media houses to guard against any damaging mass media war

1.5 THE IMPORTANCE OF RELATIONSHIPS IN PUBLIC RELATIONS

Relationship building is crucial to public relations. There is a saying, "in business; it is not about what you know, it's about who you know?". In every industry, for success, one needs to have a network of people to produce/deliver the best of their potential. A relationship is most vital when it is mutually beneficial and has 'win-win' outcomes. It is a mutually beneficial relationship when people share accurate and relevant information. A relationship should be open to trustworthy dialogue and has a spirit of cooperation, aligned interests, openness to see others' perception and a commitment to make a positive difference in the lives of involved publics affected by your organization. Relationship building is the very foundation of public relations. According to systems theory, a unit as a whole will prosper when all its elements are in balance or experience harmony. The idea is applied to human society and our relationships.

From an interpersonal relationship point of view, various theories suggest that people like relationships that reward them. This reward is not monetary benefit but an act of self-disclosure, a purposeful revelation of information about oneself. Relationships at times go through phases. They can start, succeed, fail and sometimes need repair. For a successful relationship in public relations, similar interpretations of events and shared benefits are of utmost importance in a relationship. For example, take up any television show where there are "judges" present to evaluate performance, and you will find reliable how easy it is for people to interpret things differently. An organization and stakeholders must share similar interpretations of events if the relationship runs smoothly. Stakeholders are those people who have a vested interest in the business/organization and can be affected by its performance. Stakeholders comprise investors, employees, suppliers, customers, communities, the government even trade associates.

When we look at an organization from a "system" theory we can analyze that each subsystem will have an impact on the other subsystem. For

example: There is an ABC corporation, it will have the following subsystems such as a production department, warehousing department, IT department, HR department, that include further subsystems of manufacturing and engineering and finance and many more. Meanwhile, Public relations functions on the edge of the organization as a liaison between organizations, external groups, and the community. They have one foot on the organization and one outside.

1.5.1 Characteristics of a mutually beneficial relationship

1. Openness: This kind of relationship fosters two-way communication for listening and sharing valuable information. It is in contrast with the one way communication in which an organization only speaks but does not listens
2. Trust: This is built over time in a relationship and cannot be created within days. Trust between an organization and the public can be fostered by not being manipulative and exploitative.
3. Cooperation: Deciding by considering the stakeholders' views and keeping in mind the needs/wants of the organization.
4. Alignment: The organization and stakeholders have shared interests, rewards and goals.
5. Commitment: Supporting the community by displaying commitment to it.

1.5.2 Types of Relationship in Public Relations

Relationship with the community: A comprehensive relationship program should be in place to build a respectable image of an organization in the long run. Many organizations have programs that help benefit the life of community members—for example, giving free education to girls or protecting the environment, etc.

Relationship with the employee: Loyal and happy employees are vital to the success of any organization. A PR in an organization tries to create employee goodwill. It has been done since the day of joining a new employee. The employer can maintain a trustworthy and cordial relationship with the employees by sharing information and ideas. The better the employee communications, the more successful an organization, gets.

Relationship with the investors: It is known by its other name, financial communications or financial public relations. The public relations department will keep an investor updated about the work getting done in the organization, including new initiatives and happenings. All this is done because an investor is significant in a business, and they may hold some part of the company or could be potential investors in the future. Keeping them updated with the happenings and critical initiatives will help maintain a clear picture in an investor's mind about the goal and objectives of the company, further bolstering their case for more investments when needed.

Relationship with the Media: In our day to day lives, we learn about the happenings around us through media; hence it plays a crucial role in maintaining a particular type of image in the public of an organization. Media relations is seen as a beneficial relationship for both the journalist and the PR Personnel. At times, journalists need press releases or critical data about the company to get through the PR department. In contrast, the PR department can use media to send urgent messages to their respective publics in times of need.

Relationship with the customers:

The more happy the customers are, the better the business will be. Therefore customer relations include efforts by the company to improve customer experiences. It can be done by settling any disputes, acknowledging any grievances and by maintaining a good conversation with the value customers by knowing their suggestions, interests and feedback

Marketing communications: Through marketing, it is through marketing that can help a business/ individual or an organization get the attention and recognition it needs. Today in the digital world, it is necessary that to spread your business/ ideas or messages across, one has to have its presence over social networking sites. Being on social networking sites is a new trend adopted by various organizations to run a business nowadays. An organization can grasp customer attention and attract newer customers through these sites.

Crisis Communication: Business and uncertainty go hand in hand. This uncertainty can come in various forms. Such tensions or situations of crisis can arise from numerous places. Example: One wrong statement by a company's head in media can lead to controversy. Or it can be a newer initiative that the company took that led to backlash from the community. There could be other risks that may call for an immediate response from the company. Example: Faulty product, spilling an oil tanker, a lousy product that can cause health problems. These situations need to be addressed as soon as possible. In such cases, the public relations department tries setting up interviews at media houses, release press releases, issues statements through social media or press.

1.6 SOCIAL EXCHANGE THEORY

Public relations derive many theories from sociology and psychology. one such view is social exchange theory. As the name suggests, the approach gives a psychological perspective that explains social change and stability as interactions between parties.

In simple terms, social exchange theory proposed that social behaviour results from an exchange between parties to maximize benefits and minimize cost.

According to this theory, people weigh relationships' potential benefits and risks. When risks outweigh the rewards, people will end, terminate or abandon the relationship. It tells us that majority of the connections are

made up of giving and take but are not always equal. Through this process, one decides whether or not to continue a social association with someone. A state of equity exists in a relationship when individuals feel that the costs they bear are proportional to their rewards. Costs include things that one sees as negatives, such as putting in extra time, money or effort in a relationship. For example, everyone suffers if you have a friend who always borrows money from you or a teammate who is always late and never completes tasks on time. Benefits are what one gets in return in a relationship, such as help, friendship, support. For example, your friend could be lazy and always late to wherever you go, but there is no fun and excitement in your life without them. In such a case, when you do the cost and benefits analysis, you may see that the benefits outweigh the costs, and therefore, one may choose to continue such a relationship.

One may ask how this is relevant to public relations. This of it from this perspective. We have already established that people reach out to others to expect their communication to be reciprocated. There is an expectation of reciprocity between employees or between higher authorities and the staff in a workplace. When employees feel that their efforts are not reciprocated by either their teammates or the management, their work can be severely affected.

1.6.1 History

This theory may sound a little similar to the barter system as "exchange" is at the heart of economic systems. Right from the barter system to today's currency-based economies, where goods and services are exchanged for currency tells us that mutually beneficial transactions are not just about the economy but also about society's essential features.

George C. Homans first put forth this theory in 1958. Homans was a pioneer in behavioural sociology. He was also the president of the American Sociological Association and Chairman of Harvard's sociology department.

1.7 ADVANTAGES OF PUBLIC RELATIONS

Credibility: People trust an organization more when communication comes directly through the organization itself and not through a third party, usually seen as advertised content.

Cost-effectiveness: Not every single idea can be communicated through advertisements. Having a PR team is a cost-effective technique to reach a larger audience in such cases.

Better Communication: At times when an individual communicates an idea, it may happen so that he thinks about a piece of information only through a single perspective, and at times, the community can misread or misjudge such a piece of information. In such a situation, public relations can help the company communicate more details in a much-polished manner by sending out messages or issuing statements that can address a problem holistically.

Reach: One of the parameters to measure the effectiveness of any PR team is Reach. An excellent public relations strategy can help expose content to a larger audience/public.

1.7 Disadvantages of Public Relations

Hard to measure success: Once the message is released or communicated through any medium, one can only estimate how many people were exposed to that message. Since public relations is not like advertising, it is tough to measure and evaluate the effectiveness of a PR Campaign.

Little control: A PR department does not own a media agency. PR personnel can have media relations, making them utterly dependent on media houses to public their content. It means that a PR professional has less direct influence over the success of PR campaigns.

No guaranteed results: The problem with any marketing campaign is that its success cannot be guaranteed. It is possible that the whole plan could be a miss and cannot strike the right chord with the correct public. Only in the long run can the benefits of public relations be discovered. The efforts can become more visible over time.

1.8 LET'S SUM IT UP

The unit in totality gives us a fair idea of the field of public relations. It serves as an eye-opener that this field is too broad. It also cements the fact that much of the communication in public relations is purposive and persuasive.

Public sentiment is everything; if it is not in favour of any organization, person, or government, then the chances of success of such entities is meagre. Only he who can mould public sentiment is an effective public relations practitioner. As a civilization, we are growing more complex by the day with an increase in groups and subgroups. At the same time we are dependent on each other. Such groups come into conflict from time to time, there is a need for a mediator in every field so that a better understanding can be developed between groups. PR acts as a bridge among these diverse groups.

PR has numerous definitions, but to sum it all up one can say the very basic function of PR is to create mutual understanding, create goodwill, win belief and attract public attention. All these can be achieved only with a two-way communication process, i.e not just by simply talking but by also listening and considering the feedback in the decision-making process.

1.9 QUESTIONS

Objectives

1. It is not just seen as a professional practice but is also an academic field with its own theories and foundation. True or false ?

2. Public relation is_____ done for a mutually beneficial relationship.
 1. strategic communication
 2. Non-strategic communication
 3. One to one communication
 4. Grapevine communication
3. The difference between publics and the masses is that the latter is a
 1. Homogenous group
 2. Heterogeneous group
 3. Outgroup
 4. Subgroup

Answer in two lines

1. What is the definition of PR given by Cutlip, Center and Broom, for Effective Public Relations?
2. Why is PR a misunderstood field?

Answer in three-four lines

1. Enunciate the importance of PR?
2. Write down two advantages and disadvantages of having public relations?

Activity

1. Describe social exchange theory in your own words and your own experiences?
2. Select a company or an industry, try visiting it or look it up on the internet and try to know how its PR functions and write your experience below?

1.10 REFERENCES

1. Cutlip, S., Center, A. and Broom, G., 1985. Effective public relations. Englewood Cliffs, N.J.: Prentice-Hall.
2. Grunig, J. and Hunt, T., 1984. Managing public relations. New York: Holt, Rinehart and Winston.
2. Stephen W. Littlejohn, Karen A. Foss, editors. Encyclopedia of Communication Theory. Thousand Oaks, Calif. :Sage, 2009.

GROUP DYNAMICS DEFINITION AND THEORY

Unit Structure

- 2.0 Objectives
- 2.1 Introduction: What is a group
 - 2.1.1 Group and its characteristics
- 2.2 Group dynamics: Good and bad dynamics and its impact
- 2.3 Theories on Group formation
 - 2.3.1 Bruce Tuckman's view on group formation
- 2.4 Types of groups and their purpose
 - 2.4.1 Formal groups and characteristics
 - 2.4.2 Informal group and characteristics
- 2.5 Intergroup dynamics
 - 2.5.1 Problems with intergroup dynamics
 - 2.5.2 solution to intergroup conflicts: Contact hypothesis, superordinate identities, Interdependence
- 2.6 Group dynamics experiments: The Robbers cave study- Muzafer Sherif, The Jigsaw Classroom: Elliot Aronson.
- 2.7 Intragroup dynamics
 - 2.7.1 The blacksheet effects
- 2.8 Let's sum it up
- 2.9 Questions
- 2.10 References

2.0 OBJECTIVES

This unit deals with group and group dynamics their definition and description. The unit describes how groups are formed and how they function. It explains why it is important to understand groups in Public relations. Overall the unit provides basic ideas concerning groups and their formation. After studying this unit you will be able to

1. Define the meaning of a group
2. Summarise the characteristics of a group
3. Examine group dynamics both positive and negative
4. Explain group formation with the help of theories
5. Analyse types of groups, and evaluate their functioning

2.1 INTRODUCTION: WHAT IS GROUP MEANING

Human beings are constantly interacting with others, groups, and within groups. It is why social sciences have always emphasized the importance of group dynamics. In reality, individuals may join many groups, ranging from formal or informal groups. It can be a workgroup, school group, sports group or a group where you share your hobbies.

A fundamental definition of a group can be "two or more individuals who share common meaning and experiences and have a common goal. From a public relations perspective knowing the attitude, habits or behavioral patterns of a group can help make them feel valued, informed and listened to. The primary purpose of these groups is to guide us, restrict us and sustain us. Being a part of a group satisfies our need for belonging, to gain information and form our sense of self and social identity. Whether by choice or default, one always falls in some of the other group types.

2.2.1 Group Characteristics

Size: Single people cannot be considered a group. Therefore, this is one of the essential characteristics of a group: there have to be two or more people.

Structure: Everyone has a specific part to play in a group, and these roles/parts form the very structure of the group.

Goals: Every group has a specific aim to be achieved. Without this goal, a group cannot exist. For example, even among friends, the primary purpose of friendship is to help people change and grow in life.

Norms: Norms govern the action and behaviour of people. Whether formal or informal, every group has specific ground rules of how a member is expected to behave. Usually, it is punishable by law when one violates rules, but a norm violation has no punishment. Still, at times person committing such an offence is looked down on in society. Example: Norm can be something as simple as dinner table manners, a certain kind of behaviour in public places, how you greet someone when you meet them. These are all examples of norms.

Roles: Roles in a group is an excellent way to encourage individual accountability. When one is aware of its role in a group, it is easier to hold people accountable for not completing a task assigned.

Interaction: A group cannot be called a group without interaction. Interaction facilitates smooth functioning better coordination among group members in times of stress. For example, suppose you are on a basketball team or any sports team that is not a solo sport. Group interactions are the key to knowing about your peer to better coordinate.

Collective identity: This refers to a sense of belonging to a group. Here the collective identity also becomes a part of individual identity. One may call himself an environmentalist, which is nothing but a collective self consisting of aspects based on membership of a group.

2.2 GROUP DYNAMICS

Group dynamics deals with the behavioural patterns and attitudes of a group. Kurt Lewin, a social psychologist, coined the term "group dynamics" in the early 1940s. He pointed out that people take on distinct roles and behaviours when working in a group. According to Lewin, Group dynamics affects these roles and behaviours in other teammates in the group. Recent studies have shown that a team with a positive dynamic is twice as likely to be creative as an average group. While poor dynamics can disrupt people's work, which may cause the team to never get to any decision or worse, it may make a wrong decision. The study of group dynamics is helpful when studying decision-making behaviour.

For example, you may contact the brightest individuals and put them in a group to solve a problem; in this case, it is a formal group. You may have high hopes for the group, but you may get easily frustrated when there is no satisfactory outcome. There could be many factors that could be causing hindrance and effecting decisions making. These problems can range from a very critical colleague who is finding only faults and lowering the morale of other teammates, or it could be because some didn't contribute when asked for their opinion, or someone making humorous comments to bring down stress at the wrong time.

The key reason to study group dynamics is that public relations involve understanding people, what motivates them, drives them, and how one can work along with them. Also, as a PR, one will get a second-hand perspective on how people react to different campaigns, brands, situations. Still, one will also get first-hand perspective by interacting within groups working in teams and colleagues. For this, one needs to have an understanding of group dynamics. Also, all organizations need to have different groups for coordinated effecting action while for individual employees, groups are necessary for constructing identity and making sense of workplace.

2.3 THEORIES OF GROUP FORMATION

The view on group formation differs. The social cohesion approach suggests that group formation results from 'interpersonal attraction'. Which in social psychology leads to platonic or romantic relationships. In contrast, the social identity approach views that a group starts when a collection of individuals share some social category (students, football players). The latter considers any interpersonal attraction only a secondary trait that helps the connection.

Meanwhile, looking from a third perspective, i.e. the Social exchange theory suggests, people will remain in a group that can provide them with maximum rewards while ensuring the minimum cost. Another perspective, named Optimal distinctiveness theory posits that individuals desire to be similar to others; at the same time, they want to differentiate themselves and seek some balance between these two desires.

One may question why people become a part of a group, especially when it is intentional. Every individual has two identities: a personal identity and a social identity. Personal identity is all about individual qualities and attributes, whereas group membership defines a social identity. One may ask what people derive from social identity. By being a member of a group or multiple groups, we compare the group/groups we subscribe to (i.e. the in-group) against the other group (out-group). These comparisons are mostly non-objective and can be called more as an evaluation. We see our group positively, which gives us a distinct and valued social identity and boosts our self-esteem. For example: Think about football fan clubs; every football club fan thinks the team they support is better than the others; similar is the case for cricket clubs.

2.3.1 Tuckman's Group Formation

Bruce Tuckman developed a framework in the 1960s to understand group formation. One can agree that groups do not usually perform at maximum effectiveness when first formed. It means it has to go through various stages to eventually become productive or effective. There are a few critical stages through which all groups pass. According to Tuckman, there are five stages of group development.

Forming: This is considered an orientation period. At this stage, people get to know each other. There are no leaders or tasks formed in the group yet. Members know one another and have some shared expectations about the group. At this stage, virtues like trust and openness should be allowed to grow. These feelings will help the relationship grow in the latter stages. Individuals are usually confused at this stage due to a lack of assigned roles.

Storming: There will be maximum conflict at this stage due to disagreements. Many members will try and challenge the group's goal and struggle for power or a leadership position at this stage. The group may stop existing if members cannot develop a solution for the conflict. If the disagreements worsen and there is no resolution, there is a possibility that the group may exist, but it would be a non-functional one and will never advance to further stages.

Norming: Under this stage, the responsibilities of different members is decided. Members are now aware of their differences and shared goals. At this stage, members develop a feeling of oneness and identity. Any group efforts will also yield good results.

Performing: At this stage, any conflict is resolved through discussion. Members accept one another and attain a feeling of cohesiveness. Here members are more focused, and decisions are based on reaching relevant goals.

Adjourning: This means disbandment of the group. Depending upon the kind of group and its purpose, a group may go through this stage early or never. Disbandment differs because the task is completed or the members have decided to go their ways. The timing may vary, or the group may never go through this stage.

2.4 DIFFERENT TYPES OF GROUP

In an organization, there are different types of groups. One can categorize a group into two major classes, depending on the purpose it serves. These purposes can range from fulfilling an organizational objective or simply for self-interest. Broadly let's look at Informal and formal group and their subcategories.

2.4.1 Formal Groups

When people come together to achieve an organizational goal or objectives, then can be termed a formal group. Some specific rules and regulations guide the formation of the group. One cannot simply leave and join the group without permission. The size of such groups is large as they have a goal to achieve. All members in the group have some skills and competencies to help an organization with its purpose or turn ideas into reality.

- a. **Command Group:** Some people are placed at a top hierarchy while others are at the bottom due to the hierarchical arrangement. Here the flow of information is top-down, i.e. it flows from top to bottom.
- b. **Task Group:** This group is formed to carry out a task. Once an assignment is over, the group may cease to exist. Such groups may include individuals with skills and knowledge.
- c. **Committees:** For a particular project, a committee is established by appointing specialists. Once the project responsibilities are completed, the members can disassociate from the group.

2.4.2 Informal groups

Such groups are usually not by a particular choice. The core purpose of this group is common interest or self-satisfaction. As in the formal group, communication flows from top to bottom; the conversation usually moves sideways without a defined path in the informal group. An informal group is voluntarily formed by members coming together. One can join and leave the group whenever one decides. In such groups, people know each other at a personal level hence the size of a group is comparatively smaller than the formal one.

Interest groups: As the name suggests, such groups are formed for a common purpose, but it also plays a huge part in one's self-interest.

Friendship Group: We are all familiar with such a group. This is the result of one's own choice. Such individuals are comfortable and friendly with one another.

Reference Groups: Such a group is used for evaluation purposes. They are used for social comparison and validation. Such groups have a strong influence on members' behaviour. The best examples of these groups are family, friends and religious affiliations. Social validation often allows

individuals to justify their values, while comparison helps members to evaluate their actions.

2.5 INTERGROUP DYNAMICS

This is a behavioural and psychological relationship between groups, two or more. These dynamics include attitude, opinions, perceptions and behaviours towards another group and own group. Studying such dynamics is essential to understand why certain groups are more successful when they come together than others. For example: sometimes intergroups dynamics are positive and beneficial to achieve the required work efficiently. But at times, intergroup dynamics can create conflict.

2.5.1 Problems in intergroup dynamics

The conflict in an intergroup usually starts with a process of comparison. This comparison is biased and non-objective and can be deemed a simple mechanism for enhancing one's self-esteem. This may cause problems such as purposely favouring one group over another, remembering only positive details about one group and negative information about others. At times, even without interaction, individuals begin to show liking towards their own groups and negatively react towards others. For example, look at the various religious groups; intergroup conflict is evident in every country. At times such conflicts can also be seen in between different cultures. Such intergroup conflicts can result in prejudice, stereotypes, and ill-behaviour. Intergroup conflicts fuel the fire in the case of social groups that have a long history of conflict.

But not all intergroup conflicts can be harmful—for example, competition between universities or companies.

2.5.2 Solution for Intergroup conflicts

Contact Hypothesis (Intergroup Contact theory): The approach suggests that the problems can be reduced by promoting contact between two groups. This idea was first proposed by Gordon Allport (1954) where it put forth four critical conditions for contact:

- a) equal status: Members of two groups should not have unequal hierarchical relationships.
- b) Cooperation: Members should work in a non-competitive environment.
- c) Common goals: Members should be working towards a shared goal.
- d) support by social and institutional authorities: Social authorities should not sanction the contact but rather should be there for support purposes.

Intergroup cooperation, shared goals and support by social and institutional authorities. However, one should see Allport's conditions simply as facilitating rather than essential. A wide-scale meta-analysis showed that although structured contact help in reducing prejudices, even the un-

structured one worked equally well. Because there have been wide-scale meta-analyses performed that show. The idea was proposed during the racial segregation in the U.S.A. Gordon Allport's view helped improve social relations between races in the U.S.A. and is enshrined in policy-making all over the globe.

Superordinate Identities

Another solution for intergroup conflict can be superordinate identities. This means grouping subgroups into an umbrella group/identity. For example, there is a conflict between students from different cultural backgrounds in a high school. One might highlight the "high school" group/identity to reduce a conflict arising out of differences. One can also call this approach a shared group identity model. Try to think of such examples and discuss them in the class.

Social psychologist Muzafer Sherif put forth the idea of the superordinate group in his experiments on intergroup relations. The idea was to encourage two groups to think of themselves by acknowledging what they have in common. The approach can be used in many contexts, such as classrooms and business organizations.

Interdependence:

Some techniques suggest that interdependence between groups to achieve a goal can also reduce inter-group conflict. Two famous experiments proved that interdependence is equally beneficial for resolving group conflict. Muzafer Sherif's Robbers Cave experiment and Elliot Aronson's Jigsaw classroom experiment had the idea of "interdependence" at its very crux to determine a group conflict. These methods bring out individual accountability and achievement of the team goals

2.6 STUDIES UNDERTAKEN ON GROUP DYNAMICS

The Robbers Cave Study

In the 1950s, Muzafer Sherif and others conducted the Robbers cave field experiment to study intergroup conflict and cooperation as part of the research program. The experiment involved

Twenty-two boys who were 11-year old, were sent to a summer camp in Oklahoma at the Robbers Cave State Park. Over the first week, the boys developed an attachment to their groups by doing various activities together. The boys also chose their groups' names, "The Eagles" and "The Rattlers". Prejudice became visible during a four-day series of competitions between the groups (verbal). After two days, the boys were asked to list down the features of the group. As expected, the boys characterized their group better and in favourable terms and characterized the other group in unfavourable terms. Sherief tried reducing the prejudice by simply increasing the contact between the two groups, but the situation worsened. Alternatively, when the groups had to work together to reach common goals, the tension between the two parties came down. This study also

confirmed Sherif's Realistic Conflict theory, which states that group conflict can result from competition over resources.

The Jigsaw classroom

The strategy was developed in 1971 in Austin, Texas, by Elliot Aronson. Out of a necessity to help resolve the conflict that arose due to the Desegregation of schools. Austin was a place where schools were racially segregated. This means White youngsters, African- American youngsters and Hispanic youngsters had a different set-up for education. But after Desegregation, they all found themselves in the same classrooms for the first time. Within weeks, there was an atmosphere of turmoil and hostility in the school. Fights constantly erupted in schoolyards.

The overall idea of this strategy was to make students dependent on each other to succeed. Over the years, it was used in schools/various groups to increase cooperation.

Under this technique, the class is split into mixed groups, each having four to six members. Now each student from the group takes on the responsibility of one piece of the full content. For example, if you have 5 group members in each group, you can divide the content into five parts so that each student can learn one part of it. Once everyone from each group has known their part. Students who have studied the same part from each group can be assembled. So from each group who have studied the introduction can be in one group; all those who have read the conclusion can be in one group. Such groups can be called expert groups. Students can compare their ideas within each expert group and work together to prepare a presentation to give to their jigsaw groups. In this particular step, gaps in students' knowledge can be filled up, misconceptions can be cleared up, and essential concepts can be understood clearly. Now, these students can return to their original group, where each takes a turn to present its information while others listen carefully and take notes. Everyone in the group takes turns explaining their concept while others ask questions for clarity. When everyone is done, all students can take a quiz in which all pieces of information that everyone took is included in the quiz. Hence, to score more, team members will depend on others and listen patiently to everyone's piece since their own score depends on it. The jigsaw experiment has many variations.

2.7 INTRAGROUP DYNAMICS

It is also referred to as an "in-group" "within the group". These dynamics are the ones that give rise to a set of roles, norms, goals and characterize a social group. In intragroup dynamics, there is an interdependence between people through which the other group members influence each member's behaviours, attitudes, experiences, and opinions. Intragroup dynamics is an area of interest in many fields, and there is an interest in understanding how these dynamics influence behaviour attitudes and beliefs. The presence of others usually influences individual behaviour. Many studies have shown that individuals work more efficiently in the company of others. At times these performances may slow down in a case of conflict or distraction. A

group plays a significant role in individual decision-making processes. This decision can be good or bad; it includes biases, persuasion, manipulation, obedience. Influences can be positive or negative. For example- if you become a part of a team known for completing their work way ahead of time. Then you will always be on your toes to get work done early. Such dynamics are helpful in the context of work settings and team sports. However, there can be negative influences, such as Nazi Germany.

2.7.1 The Black sheep Effect

One problem with the intra-group dynamics is the black sheep effect. Often individuals tend to like certain members of the group more than others. They are making the latter a separate out-group in itself. An out-group member is an individual or an organization who does not identify itself as a part of the larger group or are not interested in pursuing the same goal.

It may cause a person's beliefs to change depending upon whether they are part of the in-group or the out-group. Any new member who wants to join such a group will have to prove themselves to the entire group to get accepted. Any member who has lost membership because they couldn't match the group's expectations can rejoin a group through re-socialization.

2.8 LETS SUM IT UP

To every company, both the out-groups and the in-groups are essential. Both of the groups are part of everyday public relations. Although the in-group is usually easier to deal with, it is the responsibility of a PR practitioner to understand the out-group. Usually, out-group members may disagree with the goals of the in-group members. Trying to persuade, convince, or win the trust of such an out-group can be challenging for a PR practitioner. Such out-group people can bring in unique talents and perspectives necessary for a changing business environment.

2.9 QUESTIONS

Objectives

1. _____ is a behavioural and psychological relationship between groups, two or more.
 - a. Intragroup dynamics
 - b. Interpersonal communication
 - c. Inter group dynamics
 - d. Intrapersonal Communication
2. _____ put forth the idea of the superordinate group in his experiments on intergroup relations.
 - a. Muzafer Sherif
 - b. Gordon Allport
 - c. Kurt Lewin
 - d. Elliot Aronson

3. _____ is the problem seen in the intragroup dynamics
- Interdependence
 - Superordinate identities
 - Black sheep effect
 - Blue sheep effect

Answer the following in three to four lines

- Explain the 4 perspectives on group formation
- What are the stages of group formation?
- What sets informal group apart from the formal ones?

Activity

- Think about a group that you are part of knowingly and unknowingly. List down the group characteristics in detail.
- What is your view on Gordon Allport's idea of conflict resolution? In what all areas in a society can this be applicable
- Try the jigsaw classroom experiment in your group.

2.10 REFERENCES

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MASS SOCIETY, MASS CULTURE AND MASS MEDIA

Unit Structure

- 3.0 Objectives
- 3.1 Introduction
- 3.2 Society and Social Change
- 3.3 Mass Society Paradigm
 - 3.3.1 Mass Society Theory
 - 3.3.2 War of the worlds broadcast
- 3.4 Mass Culture
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 - 3.4.2 Folk vs popular culture
 - 3.4.3 School of cultural studies and Mass media
- 3.5 Mass media
 - 3.5.1 Definition of Mass Communication
 - 3.5.2 What is a communication model
 - 3.5.3 Functions of Media
 - 3.5.4 Functions of Media according to Key Theorists
- 3.6 Let's sum it up
- 3.7 Questions
- 3.8 References

3.0 OBJECTIVES

In this unit, we will start with the basic understanding of what a society is and then look through the concept of mass society. How did mass society come into being, what exactly is the mass society paradigm and is it relevant today or not. Further, mass culture and types of mass culture are discussed in detail. There is detailed information on mass media and its function and how different theorists believed in various functions of mass media. After studying this unit, you will be able to

1. Define society and social change
2. Understand the idea of the mass society paradigm
3. Distinguish between two schools of thought, namely Frankfurt (critical view) and Birmingham school (cultural studies).
4. Highlight functions of mass communication given by different theorists

3.1 INTRODUCTION

Mass Media is intricately woven in society, so much so that it is impossible to imagine our lives without it. It has saturated our lives to the extent that we hardly even notice its presence and influence on us. But where did it all start? And what course did it follow to get here is ?. One must understand that mass communication was never studied until World War One. It was only after the war that a few theorists, such as Walter Lippman and John Dewey, started examining the role of journalism and its impact on democracy, further paving the way for a newer field of mass communication.

As time passed, the field of mass communication gained further popularity among other theorists after World War Two. Field of persuasion studies in mass communication gained a lot of attention at that time, as theorists wanted to know how media was used in spreading propaganda and ideas that eventually led to world war two. During this time, the famous debate in mass communication surfaced that is ongoing even today. It was about whether the masses influence the media or the media influences the masses and its culture.

Look at media studies, and you will find that there is no single communication theory that studies media in isolation. This is because communication impacts every aspect of an individual's life, ranging from psychological to cultural to societal. No one definition can encompass all its dimensions. To add another variable in every advancing field of communication is technology. With changing technology, the way people interact and society's functions change. Thus the study of mass communication is not just about understanding communication. It is about understanding groups, society, culture, technology, psychology, sociology even anthropology.

3.2 SOCIETY AND SOCIAL CHANGE

Let's start with understanding society so that it will be easier to grasp the well-known concept of mass society in media. So what is a society ?. In simple terms, society is a group of individuals involved in social interaction, have a large group, or have the same social territory. These people either share the same culture, belief system, or common traditions or all three. It is at this level that social changes take place. The changes in the way of human interaction and their relationships or that transform cultural and social institutions is called social change.

For example, let's look at industrialization and the social change it brought in our society. Industrialization restructured society altogether; it created new schools of philosophy, caused rapid urbanization and aided newer ways of living etc.

No society has ever remained the same. Change is always happening at various levels among people and among theorists, which change their perspectives about culture or economics or philosophy from time to time.

This is what brings us to the topic of mass society, which was once a dominant paradigm but now has become obsolete. A paradigm is a set of underlying assumptions and operating principles that every researcher has. According to Kuhn these foundational beliefs are what forms or is called a paradigm. A paradigm can have several theories within its framework, and it acts as a reference point for the theory.

3.4 MASS SOCIETY PARADIGM

The idea of mass society was developed in the latter part of the 19th century, right after the industrial revolution and after the second world war. It is necessary to understand the term ‘mass’ to understand how it was used earlier and how it is used today. Earlier, the term ‘mass’ was used negatively. It referred to ‘common people’ or the masses, which was seen as uneducated, ignorant, and violent. The same term can be used positively as well. When you try viewing it from a socialist perspective (an idea that believes in social ownership of means of production), it connotes strength, solidarity of the working class, which can be organized into groups for a “mass action”. However, the term mass was viewed as unflattering because it suggested a collection of individuals without much individuality. This pessimistic idea of “mass” was used for the media “audiences” because the audiences were large in number, an undifferentiated audience for the popular media.

This thought of a ‘mass society’ started emerging in the mid 19th century when people travelled primarily to the cities from rural areas to live in the cities and work in industries for their livelihood. One of the most evident changes that industrialization brought with it was a change in the occupation and the way of living of the masses. When radio and television got popular among the masses in the late 1940s and in 1950s, many theorists critiqued media, suggesting it undermines the social order as it threatened the established way of doing things. After the media’s popularity, many social institutions such as family, church, and state that focused intensely on individuality were lost.

Drastic changes in the social order, culture and politics brought by these new mediums are what the theorists feared. They feared what they couldn't understand. Such a dominant perspective about media and society that emerged and developed in the latter 19th century was referred to as the mass Society Theory in Mass media. This perspective is about how a good social order of rural community life got disrupted and how a nightmarish future is ahead of where we become servants to the machine.

Today such notions about mass media ceased to be relevant.

What is clearer today is that mass media can be a solution as much as it is a problem. Today media is less ‘massive’, one-directional and more responsive and participant. But at times, we may see that these media can exert power, stereotype, stigmatize, or give misinformation to the masses. For times like these, we should keep in mind the mass society theory at the back of our minds.

In the aftermath of World War Two, many questioned the fact that how can democracies like Germany and Italy embrace fascism. To such question, the concept of mass society theory was a befitting reply. This paradigm gave an easy answer, which helped the mass society theory gain credibility years. But we all know that mass media was not the single culprit for World War Two.

3.4.1 Mass Society Theory

Theories that fall under the mass society paradigm are also called media effects theories. Most of these theories have been shaped by studies that showed how television influenced large, heterogeneous audiences. Television's popularity during the 1950s-1990s was uncontested. Therefore, theories developed after the 1950s can be seen as a response to broadcasting on television, as TV was seen as the root cause of most social issues. One such theory that supported the idea of the mass society paradigm was the Magic Bullet Theory. Under this theory, the media was thought to have enormous power on people. So much so that every message from the media was like gun firing bullets of information toward the passive audience. Communication was seen like a magic bullet that almost automatically transfers the information to the people. Later on, the idea of the magic bullet was discredited by many theorists because it assumed that the audience interprets the message in the same way and accepts whatever is shown via the media. The theory didn't consider the heterogeneity of the audience or the demographic variable such as age, gender, class, personality etc.

3.4.2 War of the worlds Broadcast

In the 1930s, radio listeners received an alarming message: Martians were invading Earth. The news alert interrupted radio programming to deliver the stunning news heard by approximately 12 million people in the United States. Mass hysteria ensued, causing confusion in the streets.

The only catch: The announcement, which came on Halloween eve, was part of a radio version of H.G. Wells's War of the Worlds. In short, the broadcast was fake, but it perfectly illustrated a media hypothesis popularized by Harold Lasswell, known as the magic bullet theory.

3.5 MASS CULTURE

We have already understood how the term mass was used with a negative connotation in society during the late 19th century. The term culture has many definitions, but to broadly understand it, one can say culture is all the practices or beliefs of a group. These groups are represented at a societal level, and neither culture nor society can exist without one another.

In cultural studies, which is an interdisciplinary field to study class structures, ethnicity, gender, ideology and many more things, mass culture is seen as something that is mass-produced by mass audiences. This includes entertainment films, popular books, clothing, and mechanically reproduced art.

Critics of mass culture believed that such mass culture items discouraged active thought and encouraged passive acceptance of produced goods in the society, thereby burdening bonds of solidarity and communal living.

In a very famous book ‘the Dialectic of Enlightenment of 1947,’ Theodor W. Adorno and Max Horkheimer coined the term ‘culture industry’ to refer to the rise of mass media and other forms of communication. The production of media messages was seen as industrialized too. Both of the theorists belonged to the Frankfurt School of critical Theory.

One of the key benefits of industrialization was that one could produce anything in mass quantity, be it physical products such as radio, TV sets or art such as paintings, even music, or shows. Adorno and Horkheimer argued that the demand for cultural products emerged due to the industrialization of radio, films, press, and music. Assuming that many people have similar needs, the culture industry tries to fulfil that with identical goods. In such a way, media production can be controlled by few large corporations. As culture became business, it left very little room for imagination or reflection from audiences. For example: Today very few people know or enjoy classical music. Because such music cannot be mass-produced, it needs a level of understanding to appreciate art or classical music. But, rap songs and pop music are more appreciated and loved by the audience because it does not require any expertise, logic, or level of understanding to enjoy the music.

3.5.1 High culture vs low culture

Cultures can be divided based on tastes. A stratification of culture exists in which some are seen as ‘high culture’ while others are ‘Low culture’. Both cultures talk about taste in music, art or literature. High culture involves an interest in classical music/dance, fine art, and gourmet foods. Low culture tastes is completely opposite to this. Low culture can include fast foods, Hip/hop music, and reality Tv shows. The difference between both the cultures is arbitrary

3.5.2 Folk culture Vs Popular culture

The folk culture evokes the feeling of something traditional, which can be dance, poetry, or music. The popular culture separates this types of culture in a sense that the former is more localized in nature is and practiced by small homogenous group. Whereas popular culture is practices that are widely prevalent or are dominant in society at a given point of time. Some pop culture examples can be the rise in Indian viewership of international shows such as Friends, How I met your mother or k-dramas. Another example can be the rise in pop-culture based merchandise—people these days who love anime or any TV series like to purchase merchandise online.

One can find many similarities between mass and popular culture, but the key difference is that mass culture is produced for the masses. Only a few became a part of pop culture in different eras throughout history from these productions. When mass culture undermines individuality, popular culture gives a feeling of pseudo-identity. For example, we all may have the Spotify

app, which is for the masses but at the same time gives you a sense of personalization, through which you can curate and share your own playlists. The same goes for fast food chains such as the subway.

3.5.3 The school of Cultural studies and Mass Media

The key site for the development of cultural studies, also known as The Center for Contemporary Cultural Studies (CCCS) was founded in Birmingham University in 1964. Scholars such as Richard Hoggart, Stuart Hall, and Richard Johnson significantly promoted cultural studies and ideas. The school of cultural studies, just like the Frankfurt school, differentiate between mass and elite culture. But the school of culture studies denies the inferiority of the mass culture against the elite culture on aesthetic values. The Birmingham school believes that the mass culture is bottom-up rather than top-down. If mass culture is produced among the masses, though not by the masses, it must be possible for the masses to consume it actively and selectively. Culturalists do not see audiences merely the target of the magic bullet from mass media. They believe that the masses interact with the media to produce mass culture.

3.6 MASS MEDIA

Mass media in our daily lives is used interchangeably with mass communication, but they are not the same. People usually have confusion about this. Mass communication is an act of disseminating information to the masses/public, whereas mass media involves a medium or any method through which one can disseminate information. This medium includes radio, TV, World Wide Web, books, internet etc.

In the early Middle Ages, the church, through its networks, had an elaborate way of transmitting its idea, values and principles to the masses. This act could be called mass communication, but it cannot be termed mass media since no medium was involved. Later in the mid 14th century, when media arrived in the form of printing, the church struggled to keep its control over its publics.

One of the critical milestones in printing was invention of the Gutenberg's printing press which was used to print Bible. Although techniques of printing and the use of movable type were known long before that in China and Korea. The history of modern media is known to begin with the printed book (Bible). But in the earlier days the book was not regarded primarily as a means of communication. Instead, it was seen as a repository of sacred writing or wisdom. It was almost after 200 years after the invention of printing that what we now recognize as a newspaper was printed. This material could be different from the newsletters and pamphlets. This was the first time all the activities that were once limited to the governmental, diplomatic, and commercial domains were extended to the public domain.

3.6.1 Definition of Mass Communication

Bittner (1980) defines mass communication as delivering messages to a large number of people through mass media.

DeFleur and Dennis (1985) define mass communication as the process by which communicators use the media to spread messages widely and continuously create meanings that are expected to influence large and diverse audiences in various ways.

Ruben (1992) defines mass communication as the process by which information is created and disseminated by organizations for public consumption.

Littlejohn and Foss (2011) define mass communication as the process by which media organizations produce and transmit messages to the broad public and the process by which messages can be seen, used, understood, and influenced by audiences.

McQuail stated that mass communication is the only communication process that runs at the wider community level and is easily known by its institutional characteristics.

3.6.2 What is the communication Model

As a mass media student, one must have seen many communication models. A basic communication model has elements such as a source, Message, Medium, Receiver and Feedback. There are several models out there for communication; many are a lot fancier, having components such as 'noise', 'encoder', 'decoder' or something in terms of social context. One such communication model that is considered the mother of all models due to its popularity is the Shannon and Weaver communication model.

The Shannon and Weaver model was proposed in 1948 in an article called 'mathematical theory of communication.' The model had the following elements.

Sender (Information source): Here, the sender could be anyone who wants to communicate his ideas, thoughts or information with others.

Transmitter: The next step in the model is the transmitter or a machine that can convert the messages into the signal. Example: Computer that encodes our information in binary codes.

Channel: This requires the physical infrastructure that gets information from the sender and transmitter to the decoder.

Noise: As the name suggests, noise means any disturbance that can affect the message.

Decoder: Decoding is the opposite function of encoding; here the message is understood after being received.

Receiver: This is the end of the Shannon and Weaver model. It is here the person finally receives and understands the message.

Feedback: This final step was never initially proposed in the Shannon and Weaver article. But Nobert Weiner later added the 'feedback' bit in the model.

3.6.3 Functions of Mass Media

Under mass media, every message produced is with an intention. It is done either to sell an idea, educate, inform or entertain the masses. A few key responsibilities of mass media is highlighted below.

1. **Information and Education:** Information ranging from politics to weather reports, current affairs, governmental guidelines etc., all can be acquired through the media. The core function of any media is to carry accurate, objective and complete information.
2. **Education:** people go through the formal school institution to gain education, which for many is limited up to 25 years of age. But mass media is a source of lifelong education. The mass media provides society with updated educational content on various subjects. Many newspapers have a student edition, and radio channels have educational services. Television too has dedicated channels for education purposes.
3. **Socialization:** It is only through media that we are exposed to diverse cultures and social norms. This empowers people to understand the norms and experiences of the group as a whole, which further aids in communal harmony.
4. **Entertainment:** Every medium has a dedicated section for entertainment, varying in degrees for different mediums. Look at magazines or newspapers; they have a cartoon section or puzzles section to lighten the mood. Broadcast media such as television and radio concentrate majorly on entertainment functions.
5. **Cultural Transmission:** Media is one such thing that keeps our culture flowing. Knowing unknowingly through media, we become more aware of our culture and diverse cultures across the world. It functions as a bridge between the past and the present.

3.6.4 Functions of media according to different theorists

Harold Dwight Lasswell: Harold Dwight Lasswell, who is known for his linear model of communication, states that there are three communication functions.

Surveillance of the environment: This function helps understand the real threats and opportunities affecting the community.

Correlation function: This relates to how we see the world based on the facts presented by the media.

Transmission of the social inheritance: social inheritance is the set of beliefs that one learns in the culture they are brought up in. Media plays a part in transmitting such values and norms in society.

Robert K. Merton: Robert K Merton, the founding father of modern sociology, gave vital terms such as ‘middle-range theory and ‘dysfunctions’. According to Merton, media has some social functions that include.

1. **Status conferral:** Mass media bestows prestige and enhances the authority of individuals and groups with it legitimizing their status. For example The must have been a time when a particular media shows more positive news about a specific political party or their candidate, thus legitimizing their status in the eyes of the people.
2. **Enforcement of social norms:** There are certain social norms necessary for the smooth functioning of society, but since they are not part of religious practices or cultural ideas, they are often forgotten from time to time. In such cases, media helps enforce or remind such norms. A norm is an unwritten rule of behaviour. For example, treating people from different communities, castes, and creed equally. Giving up the seat for elderly or pregnant women.
3. **Narcotising Dysfunction:** This particular function of the media has gone largely unnoticed. This function of media states that the more time people devote to media and its products, the more concern they develop over particular issues becomes superficial. This superficial concern means that people get so used to seeing they negative that they fail to take any action at a personal level. For example, environmental concerns of rising temperature are given so much exposure in mass media that a certain section of society is numb towards this issue.

C. Wright Mills: C. Wright mills was one of the great sociologists. His work, such as ‘Power Elite’ and ‘Sociological Imagination’ is seminal.

He was the first person to identify the entertainment function of media.

3.7 CONCLUSION

Media cannot be studied in isolation. It has to be studied in relation to society and culture because the media has helped shape culture and vice versa. Media changes everything in society. As a media student, one must be aware of the famous statement ‘medium is the message’ by Marshall McLuhan, which means media technology determines culture. Although McLuhan gave more importance to the technology for cultural change, other theorists suggested that it was indeed the media content that acts as a catalyst in social change. When we look from a cultural perspective, the frankfurt school focuses too much on what media does to the masses. The cultural studies perspective is too absorbed in understanding what the masses do with media.

3.8 QUESTIONS

According to Kuhn, a paradigm is _____

- a. Ethics
- b. Laws of nature
- c. What's written in the constitution
- d. underlying assumptions and operating principles

War of the world was a _____ that caused mass hysteria among people

- a. news alert on the television
- b. news alert on radio
- c. news alert in newspapers
- d. news alert on the internet

The _____ believes that the mass culture is bottom-up rather than top-down.

- a. Birmingham school
- b. Frankfurt School
- c. Toronto school
- d. Chicago school

Answer in three-four lines

What is the mass society paradigm?

What are the functions of media according to different theorists?

How is school of cultural studies different from Frankfrut school of thought?

Activity

Try and find out different communication models and jot down their differences?

List down 5 items /ideas representing mass culture and elite culture each?

Explain the difference between pop culture and mass culture

3.9 REFERENCES

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DEFINITION OF PR, GRUNIG'S FOUR MODELS. EVENTS AND PSEUDO EVENTS

Unit structure

- 4.0 Objectives
- 4.1 Introduction
- 4.2 Models of Public Relations
- 4.3 Press Agent/Publicity Model of public relations
 - 4.3.1 Phineas T. Barnum
 - 4.3.2 History of Press Agency
- 4.4 The public Information model
 - 4.4.1 History of Public Information model
 - 4.4.2 Ivy Lee and the Rehabilitating of the Rockefellers
- 4.5 Two-way Asymmetric Public relations model
- 4.6 Two-way symmetric model of public relations
- 4.7 Nature of Communication in the four models
- 4.8 Importance of Research in public relations
- 4.9 Professional Ethic in Public Relations
 - 4.9.1 Characteristics of a PR professional
- 4.10 Introduction to events and pseudo-events
 - 4.10.1 Daniel Boorstin and the pseudo events
 - 4.10.2 Edward L. Bernays and Pseudo event
 - 4.10.3 Advertising vs Public relations
 - 4.10.4 When advertising fails, PR works
- 4.11 Let's sum it up
- 4.12 Questions
- 4.13 References

4.0 OBJECTIVES

After studying the first three units, one can have a foundational understanding of public relations as a field, some clarity over mass society and mass culture and an understanding of groups and their dynamics. In this unit, you will learn that all of the previously taught parts are interconnected. In the chapter, we will take a deep dive into the evolution of public relations practices. One will be able to make out why public relations activity was misunderstood or was seen negatively by the public.

1. Learn about the history and evolution of public relations
2. Understand the models of public relations
3. Judge which model is more ethical in nature today
4. Distinguish between events and pseudo-events

Definition of PR, Grunig's
four models, Events and
PSEUDO events

4.1 INTRODUCTION

In the first unit itself, we have established that the field of public relations is all about the art of convincing people, understanding their attitudes, beliefs, and culture and persuading them to follow a certain course of action. Public relation also involves certain ethics and procedures through which one can influence, convince and persuade groups. On any given day, a public relations practitioner may help in preparing press releases, helping a reporter with a story, organize press conferences, write a speech, or raise funds for a cause.

These functions of a public relations Practitioner have evolved throughout history. Even today, many names know public relations; some call it public affairs, community relations, promotion, publicists, press agents, etc. Let us look at Grunig and Hunt's four models of public relations, which shows how PR evolved from an elementary method to such a sophisticated practice.

4.2 MODELS OF PUBLIC RELATIONS

There are four models of public relations practice given by Grunig and Hunt, which can more or else also be the stages of evolution of public relations throughout history. These models describe the field of various organizational and management practices. They guide in creating plans, programs and other tactics. Before taking a look at the models, let us understand what a model is?. In scientific usage, a model is a representation of reality. The human mind cannot understand all aspects of reality at once. Therefore, it divides them into fragments and tries to make sense of those parts of reality to construct ideas. These ideas model reality and simplify it by not including everything that reality encompasses.

The four models are:

The press agent/publicity model

The public-information model

The two-way asymmetric model

The two-way symmetric model

Analyzing all four models is the key to understanding the diversity we see today in public relations practice. Many public relations practitioners or departments practice only one or two models of public relations, whereas few do it all. The history of PR will help us understand why only few do it thoroughly. We know public relations is mostly persuasive communication along with mutual understanding, but once we study the models, it will be apparent that not all models need public relations to be persuasive.

4.3 THE PRESS AGENT/PUBLICITY MODEL

Introduction

A press agent is a kind of public relations practice under which the practitioner will try to spread the faith of the organization involved through incomplete information, half-truth or distorted view. This is the reason why it is also called the publicity model and is known to serve the propaganda function. The flow of information under this model is one-way, i.e from sender to receiver. Under this model of public relations, the sender is not much concerned over the public's feedback, reviews, etc. The whole idea of press agents is to keep their clients in the news or maintain an organization's best reputation one way or the other.

4.3.1 Phineas T. Barnum

To this date, a very well-known press agent is Phineas T. Barnum; he was a showman who formed the Barnum and Bailey circus. Barnum was famous for coining the term "There is no such thing as bad publicity". The newspapers in those times gave him column space and even editorial space to share his stories with the masses. His stories in newspapers had almost no news values and were merely there to keep any controversial buzz alive. He was known to write letters to the editor under a false name to call out some of his own circus attractions as hoaxes just to create publicity. Such a kind of public relations practice that gives away incorrect information or half-truth is unethical as it does not follow standard public relations procedures.

Although this model's past is tainted, given the way it was used, not all press agents today can be labelled unethical. Many will keep their clients in the news but only through ethical practices. This model is most suitable for times when feedback is not needed. For example, There are times when an organization wants just to inform its public about something, it could be a film promotion, the launch of a new store or a release of statistical information; then, in such a case press agent model is suitable.

4.3.2 History of Press agency

This kind of public relations practice was prevalent during 1850-1900. In the 1830s, the first formal press agents first began to work. Press agents have been around since the birth of the penny press in 1830s, which gave them the much-needed support to flourish. During this time Benjamin Henry Day, an American newspaper publisher, founded the New York Sun, the first penny press newspaper in the U.S. The pricing of this newspaper was very cheap compared to other newspapers of the time. The pricing range was within the access of an ordinary man, which also invited many press agents who created stories of fabrication with no news value.

4.4 THE PUBLIC INFORMATION MODEL

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As the name suggests, here the intent of the public relations practitioner is not that of spreading propaganda, but it is of dissemination of information. This dissemination of information is also not with persuasive intent. One can say that the public relations person is essentially like a resident journalist here, whose work is to report objectively about his organization to the public. Such a model is helpful for information that people need to know. The flow of communication in this model is one-way, i.e. From the sender to the receiver. Still, it differs from the press agent model because the information provided here is more relevant for the public. For example, during covid, health-related information was frequently disseminated to the public.

4.4.1 History of Public Information model

The public information model came out at the beginning of the 19 century and continued as the primary model of public relations until the 1920s. This was the time after the industrial revolution when urbanization, industrialization, and electrification had happened. However, after the industrial revolution, wealth was concentrated in the hands of a few rich businessmen, who also controlled the government. Due to this the common man was frequently manipulated into the hands of the politicians, who were anyway working only for the benefit of the rich class. The business cared more about wealth than worker's safety or public interest. Any journalist who tried to create awareness or expose the wrongdoings of prominent businessmen were labelled as a 'muckraker' (a derogatory term).

During this time, Ivy Ledbetter Lee, a finance/ business journalist, recognized the need to inform the public the truth about the organization. His idea was simple, to tell the truth about an organization's activities, and if the fact can cause more damage, one can change the behaviour of the organization/individual to soften the blow and give a newer perspective to people. Later on in his career, Ivy Lee went on to open his own PR firm along with George Parker, who was also a publicist for the democratic party. But Lee parted ways with his partner as he wanted to be more than just a press agent

4.4.2 Ivy Lee and the Rehabilitating of the Rockefellers

In 1913, 9,000 coal miners went on strike in southern colorado. The company for which these miners worked was also somewhat owned by the Rockefellers. In 1914, an accidental shot caused a battle in which miners, two women and eleven children were killed. This wasn't good for the company's reputation and the Rockefellers, who were the principal stakeholders in the company. Ivy Lee advised the Rockefellers the practice of openness and urged him to visit the camps to observe the ground situation. This landmark move in public relations changed how PR was practised after this. Ivy Lee is also known as the father of PR ethics.

Overall the public information model had taken over the press agent by 1920s . But a significant propaganda effort at the time of the world war was to establish a new model that relied on scientific knowledge to help efforts to persuade.

4.5 TWO-WAY ASYMMETRIC PUBLIC RELATIONS MODEL

At times, you may have wondered how Hitler in Germany or fascists around the world could gain much broader public support for their cruel ideology. Indeed, propaganda played an essential role in World War I and two.

Under this model, the function of the public relations practitioner is that of scientific persuasion. This model is a tad bit similar to the press agent/publicity model. Here, the practitioner used social science theory and research about how certain demography behaves and persuaded the public to accept the organization's point of view. This model became famous when people believed that mass persuasion was possible. Many believed that publics could be persuaded in whatever direction the propagandist wished (mass society).

If public relations was art for Ivy Lee, then it was science for Edward L Bernays, also known as the father of public relations. He wrote on topics such as public opinion, propaganda and public relations. He changed the concept of PR from simply 'informing the public' to 'understanding the needs of the public'. However, this model in today's day and age claims to understand the publics but instead it tells the management what people will accept, rather than asking the administration to change according to the public. This model is best suited for marketing a product, influence legislation because in such fields the organization tells the publics what is best suited for them.

4.6 TWO-WAY SYMMETRIC MODEL OF PUBLIC RELATIONS

The kind of public relations practice that we practice today, is mostly like the two-way symmetric model. Under this model, the public relations practitioner acts like a mediator between organizations and their publics. Here the goal is to bring about mutual understanding through the use of social science theory. Here theories that can enhance communication is used to communicate better with the publics rather than the use of theories that will simply persuade people into doing anything. Here mutual understanding is the main characteristic of public relations.

The origin of this model is difficult to trace, but the first educator to conceptualize the symmetric model of public relations was Scott M. Cutlip along with Allen Center. Cutlip wrote textbooks that advocated a two-way symmetric model. In their first edition Cutlip and Center used the term 'public relations to describe the principles and practice of communications employed.

This model is best suited for when a firm wants to maintain social responsibility.

Definition of PR, Grunig's four models, Events and PSEUDO events

4.7 NATURE OF COMMUNICATION IN FOUR MODELS

Recall the communication model that you studied in the last unit. Try recalling all the basic elements involved. There was a sender, message, medium and receiver and an element of feedback.

Looking at the first public relations two models, the communication is always one-way, i.e. from organization to the publics. This is because the practitioner of these two models emphasizes more telling than listening. For the other two models, both two way asymmetric and two-way symmetric models, communication flows in both directions i.e. an element of feedback is the key here. Meanwhile, two-way symmetric communication is also considered as dialogic rather than monologic. This is because both the organization and the publics can influence each other and change each other's behaviour for the better.

4.8 IMPORTANCE OF RESEARCH IN PUBLIC RELATIONS

Whenever one is passing on or giving a piece of information to someone, that information has to come from somewhere; hence in modern public relations, research is an essential part. If you want to know what kind of public relations one practices, you can look at their research, and that will give you an idea of the model of public relations they follow. Now all Public relations practitioners give information to the public, but their intention may differ. Research is an integral part of the two-way asymmetric and symmetric model of public relations. This is because press agents usually twist the truth for their own benefit. The research work is minimal under the public information model since they follow the journalist model of preparing information for the unknown publics. They may, at times do the readability tests to see if the information is too difficult for an ordinary person to grasp. But for the most part, such practitioners have little idea about what is happening to the materials they prepare.

Meanwhile, in the two-way symmetric model, formative research is very important to understand the needs and behaviours of the public. This research can give an idea of what the public thinks about the organization. The PR can then convey and explain to the management that they will change or tweak their policies favouring public views. Meanwhile, the effect of any change can then be studied through evaluative research in a symmetric model. It will help measure if the efforts have improved the public's understanding of the organization and vice versa.

4.9 PROFESSIONAL ETHICS IN PR

Ethics is concerned with what is morally good and evil or right or wrong. If we look at public relations, people are especially sensitive about ethics,

because many assume that the work of a public relations practitioner is unethical. Thus a public relations professional will go out of their way to prove they are ethical.

Ethical practitioners do not try and get away with what they want. They always try to be trustworthy and not injure others in any way.

Any ethical act too, should not have adverse consequences upon others.

4.9.1 Characteristics of a PR professional

Values: A PR practitioner should always put the idea of serving others first, rather than thinking about his vested interest.

Contacts: Every organization or an individual who subscribes to PR services, whether keeping an in house publicist or through an agency, will expect you to have contacts in different organizations of their need. For example: if you work for any of the big four IT companies in India, you will need to have contacts in the media so that during the quarterly results, accurate information can be disseminated in time through the media to all the stakeholders.

Knowledge: PRs are needed in many fields, from celebrities to politicians, to sports stars, to a technology-intensive firms. A professional should understand the jargon of his field and have a well-established body of knowledge to apply it to their work. For example, one cannot become a PR in stock exchange without understanding how the stock market works. If you are a PR of a footballer, you should understand how that sports work or the difficulties one faces in sports.

Technical skills: Many technical skills are needed in PR since job opportunities are in almost every field. One has to keep updating oneself with the different skill sets if one wants to flourish in this field.

4.10 INTRODUCTION TO EVENTS AND PSEUDO-EVENTS

So far, studying the four units we have understood the broader functions of a public relations practitioner. In this part, we will discuss the idea of events and pseudo events in public relations at length. One of the frequent activities of public relations practitioner is to create a controlling situation around the situations and the circumstances while conducting special events in which the organization can interact with its publics. Instead of waiting for a particular day or a situation that will give rise to such an opportunity, PR professionals orchestrate a situation to create and conduct an event in a way that will be beneficial for the organization and help it interact with its public. Such events are called as Pseudo events.

It is at times a win-win situation for everyone since the organization and its clients are enthusiastic about special events. For the most part even the publics who participate highly appreciate them.

4.10.1 Daniel Boorstin and the pseudo events

Daniel Boorstin's created the term 'pseudo-event'. He termed certain news or information as synthetic. He believed that certain things in society did not occur spontaneously but were a result of planned efforts. These pseudo-events are part of strategic communication and public relations exercises. According to Boorstin, the key difference between an event and a pseudo-event is that the mass media never influence the former. For example, crimes or ecological disasters are real events that needs media coverage.

Pseudo events are mostly staged in a very media-friendly or public-friendly manner. It requires a lot of planning and needs to be announced in advance to start getting coverage before its very launch. Such events usually lack newsworthiness and therefore have to be designed in such a way that it can be shown over the news. One can plan an event by bringing in a celebrity or a celebrity with an ongoing controversy to attract attention to such events.

Pseudo events are not just conducted for celebrities; since it is a planned process and it wants attention to bring in views, politicians also practice it. One must have noticed that ahead of the elections, suddenly, there are more political controversies. Every politician will try to arrange campaigns and events to convey their feelings on the topic and take the moral high ground to win support. Campaigning, speeches, and debates are all part of pseudo-events.

In his famous book, *The Image; A Guide to Pseudo-events in America*, Daniel Boorstin's raised some serious philosophical and ethical questions about 'special events' and its impact on our perception of reality.

It is easier to get confused between propaganda and pseudo-events, but the key difference is that propaganda often bends facts to keep it away from the public eye. In contrast, a pseudo-event bombards one with artificial facts that people perceive as real.

4.10.2 Edward L. Bernays and Pseudo event

A company names Lucky Strike Cigarettes was having a problem with its sales figures that did not give the company the return that was expected. The reason was the forest green packaging of the cigarettes, which many women believed clashed with their outfits. Since the company had already invested a lot in green advertising packaging, changing the packing colour was not an option.

Young Public relations practitioner Edward L. Bernays recommended, "If you won't change the package's colour, change the colour of fashion -- to green."

Later Bernays planned a local charity with a 'green ball' theme. He convinced text manufacturers to sponsor green fashions fall luncheon for fashion editors and invited art historians and psychologists to write in detail about the significance of the color green. This is how he very systematically made green as the fashion color of the 1934 season.

Even today, people assume that whatever news they read in a newspaper or watch on TV is gathered by reporters who practice ethical and objective news reporting. But for a long time, we have failed to see that the information is commodified.

After this, the historian Daniel Boorstin coined the term pseudo-events to describe events that seemed authentic but were staged for ulterior motives.

4.10.3 Advertising vs Public relations

Whatever we read sounded much like an advertisement so to keep our ideas clear, let us examine the difference between advertisements and public relations. An advertiser will start with purchasing a space to showcase its message, and this could be a newspaper space, a tv ad space etc. Whereas a public relations practitioner will gain attention through publicity by organizing various events, functions, shows, and interviews. Even PR practitioners will try and get celebrities to their events to gain more attention. Organizations that advertise will always have more control over the message they want to convey to the masses, but this is not the case in public relations. In PR it is the opinion-makers (influencers, TV hosts) etc, and how they portray or see your organization will get conveyed. Public relations is less costly than advertisements, but PR practitioners always have to be on their toes and highly creative. They should be able to put their message across to the public in a meaningful way to have the impact they desire.

4.10.4 When advertising fails, PR works

In 1930, De Beers company had a smaller market for luxury buyers who would buy diamonds. The company wanted every common man to buy diamonds, but since the diamond is considered as a luxury item, few thought of purchasing it. The company launched a PR campaign to change the diamond's image to something more 'essential and accessible. The company created stories about celebrity proposals and gifts between lovers, in which the size of the diamond was considered as key to measuring the love of the one gifting it. These stories were then circulated through a fashion magazine, as resulted in a very successful campaign. The result of this campaign can be seen even today, as diamonds are one of the necessary aspects of a marriage proposal.

4.11 LET'S SUM IT UP

Public relations have not always been the same; with changing times, different aspects of public relations communication have changed. Some good and bad events in history shaped public relations ethics. Because of the kind of PR that was practised earlier, the field of public relations is seen as unethical at times. Although one may always think that the two-way asymmetrical model is the best way to practice public relations, in reality, there is no one best way. For different times and conditions, the best approach should demand upon the nature of the environment and its demands.

4.12 QUESTIONS

Definition of PR, Grunig's
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1. _____ model of public relations is dialogic rather than monologic
 - a. Press agent/publicity model
 - b. Two-way asymmetrical model
 - c. public information model
 - d. Two-way symmetrical model
2. _____ will gain attention through publicity by organizing various events, functions, shows, and interviews.
 - a. Public relations
 - b. advertising
 - c. Marketing
 - d. Journalism
3. _____ are mostly staged in a very media-friendly or public-friendly manner.
 - a. Events
 - b. ecological disasters
 - c. crimes
 - d. Pseudo events

Explain in five to six sentences

1. Explain similarities and differences between events and pseudo-events?
2. Which models of PR practice two-way communication and why?
3. What are the characteristics of public relations that make it different from advertising?
4. What are the characteristics of a PR professional?

4.13 REFERENCES

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ORIGIN AND GROWTH OF PR IN THE WORLD AND INDIA

Unit structure

- 5.0 Objectives
- 5.1 Introduction
- 5.2 Public relations in early civilization
- 5.3 Origin of the modern PR
 - 5.3.1 World War one shaped public relations
 - 5.3.2 World War Two shaped public relations
- 5.4 International professional public relations body
 - 5.4.1 The International Public Relations Association
 - 5.4.2 The Public Relations Society of America
- 5.5 Public Relations in India
 - 5.5.1 Development of Indian Public relations during World War One
 - 5.5.2 Development of Indian Public relations during World War Two
- 5.6 Indian Companies and public relations
- 5.7 Public Relations in Independent India
- 5.8 Professional Indian PR Bodies
 - 5.8.1 Public Relations Society of India: Boost to PR education, Known PR Publishers, P.R. Publications by the Indian Authors
 - 5.8.2 Public Relations Consultants Association of India
 - 5.8.3 PSRI Vs PCRI
- 5.9 Professionalism in PR
- 5.10 Conclusion
- 5.11 Questions
- 5.12 References

5.0 OBJECTIVES

In this unit we will how public relations is many things how it developed so many facets to it that include creating brands, knowing public opinion, convincing publics, managing crisis, maintains positive image. This will explain how public relations came to be what we see and practice today. Working through this unit, you should be able to

1. Trace the history of public relations, across the world
2. Interprets how world war changed the face of public relations

3. Examine the path through which public relations developed in India
4. Explain what made public relations so effective that every company, organization today resort to it.
5. Measure the contribution of the Professional PR bodies to the field and the practice of public relations in modern times.

5.1 INTRODUCTION

In this unit, we will look at the journey of public relations, right from its origin to its present form. One should know about the origin of this field because this knowledge helps bridge the gap between historical narrative and theoretical developments in public relations. Understanding the origin also helps one situate public relations well within the mass communication bubble. Looking at the origin of public relations, one can say that this field didn't develop in a vacuum. Until now, we have understood that since modern public relations in its true sense developed after world war two, it has become necessary to understand public relations history in social and cultural context.

5.2 PUBLIC RELATIONS IN EARLY CIVILIZATION

People practised public relations even before the term was invented and long before there was any medium to communicate with the masses. Certain archaeological evidence describes how public relations were practised in the early civilization. A farm bulletin discovered in Iraq dated back to 1800 B.C had instructions on agriculture practice and procedure. Some aspects of public relations are also seen in the description of the king's spies in ancient India. Occasionally, the spies would go in disguise to know the common man's opinion about the ruling king. The spies were also used to spread favourable rumours for the king. On the other hand, in ancient Greeks, much importance was given to 'public will', while the Romans too believed that the will of the people represents the will of the god. This shows that there was always a need for a mediator or a bridge between an organization (political, economic or social) and its publics.

In England, too, the king had a public relations officer under the designation of 'Lord's Chancellor', which was known as the 'keepers of the king's conscience'. They always provided the kings/queens with a different perspective. This facilitated easy communication between the government and the people. Wealthy traders also used this idea, including artisans and other society members whose professional involved direct public dealing.

5.3 ORIGIN OF THE MODERN PR

Public relations was used for the spread of religious ideas. Paul Apostle, who is often considered to be the most important person in the history of Christianity, spread his religious views and belief in society. Once Johannes Guttenberg invented the printing press, Apostle's ideas could be spread with much more speed and accuracy. The invention of the printing press was not

only a key milestone in mass communication, but it aided the growth of many of its subfields—some trace the origin of modern public relations to the Americans. In America, there was a time when circuses travelled from city to city to put up their show, every time they got to a new town; they needed someone to promote their show. This gave birth to the role of publicists who'd specialize in promoting circus and theatrical performances. But if one has to go by official records, it is widely known that the term public relations first appears in the 1897 Yearbook of the Railway Literature.

5.3.1 World war one shaped Public Relations

Many countries that had more active roles in world war 1 saw faster growth of public relations activities in the run-up to the war. In Germany, Guster Mevissen partly led the public relations crusade in Western Germany. He proposed that public criticism of business companies should be countered by the greatest possible publicity. Another industrialist, Alfred Krupp, was also known to take public relations very seriously when he wrote to his representatives to "conduct your business enterprise in the public". Meanwhile, in the U.S., the government set up a committee on public information during the war to gain public consent. The committee was set up to convince the need to have the war and for the Americans to be involved in it. This gave birth to the idea of propaganda, which is a part of public relations.

In the last unit, we saw that the work of a press agent is to convince people through the use of propaganda. Propaganda is broadly an effort to change the minds and hearts of the people and make them think in a particular way or believe in a specific cause. With propaganda, America participated in both the wars and still maintained a good image among its publics.

America continued using public relations throughout the war. With America's participation in the war it did not just need acceptance from the people towards the war, but it also required a workforce. The U.S. needed Americans to come forward and fight for their cause. During this time, advertising and movies were already gaining popularity among the masses. U.S. President Woodrow Wilson saw an opportunity to harness these new technologies to support America's late-coming into the war. Wilson then set up a committee on 'Public information' that, through propaganda, could raise funds, motivate people to join the war and collect material resources. The committee was headed by investigative journalist George Creel and included Ivy Lee and Edward Bernays. Lee and Barneys published a book titled "Crystallizing Public Opinion" in 1928. The message crafted by this committee implied that participating or supporting the war is the fight for justice and the peace of humanity. The committee effectively portrayed the other side as evil and exploited people's feelings of patriotism towards their country through use of public relations. They promoted their messages through movies, posters, and even speeches.

However, the committee was disbanded after the war since people realized the propaganda techniques of the government and the working of the committee started showing dwindling responses from the public.

5.3.2 World war two shaped Public relations

During the second world war, the American government directly did not sanction any propaganda machine. In fact, it established an office of war information, headed by Elmer Davis, a former radio newscaster, to mould public opinion in line with what the government wanted them to think. One of these groups, The Writers' War Board, honed their techniques to such a degree and operated at such a high level of output that they are frequently cited as one of the most excellent propaganda machines in history. The government used more subtle ways to drive propaganda and utilized every means this time to promote their messages. They sought to increase patriotism and support for the war and keep morale up. In doing so, they perfected various techniques used in the past.

5.4 INTERNATIONAL PROFESSIONAL PUBLIC RELATIONS BODIES

5.4.1 The International Public Relations Association:

This was established in the year 1955, with the intention to organize public relations into the transnational society. Its main objective is to improve the standards of P.R. practitioners worldwide.

The main goal here is to advance trusted communication and promote ethical practice in public relations. This is a global organization and it represents individuals professionals. IPRA is recognized as an international non-governmental organization by the United Nations and enjoys a consultative status by the Economic and Social Council.

5.4.2 Public Relations Society of America:

It is one of the leading professional organizations in America that works under the communications field. The Committee advocates for industry excellence and ethical conduct. It also provides its members with many learning opportunities that can, later on, help them in their careers. It has a total of 30,000 members. It is represented by 110 Chapters and 14 Professional Interest Sections and on nearly 375 college and university campuses through its student organization, the Public Relations Student Society of America (PRSSA)

5.5 PUBLIC RELATIONS IN INDIA

In India, Public relations, as mentioned above, was practised even during the times when the monarchy was prevalent. However, it truly developed once newspapers came to India. The credit of bringing the first newspaper in India in 1780 goes to William Augustus Hickey. The intention then was to cater to the interests of the European settlers in Calcutta. However, as the

newspaper circulation increased slowly, it also became a means to educate and enlighten people. Newspapers highlighted various issues that were socially important to be addressed. It acted as a mediator for the growth of public opinion. Being a famous medium at that time, it was highly influential in swaying public opinion.

5.5.1 Development of Indian Public relations during World War One

One such Indian who mastered the art of public relations in its true sense was Gandhi. During 1919-1947, which is also called the Gandhian era in Indian history, played a massive role in Indian history. Mahatma Gandhi, one after the other, launched movements (non-cooperation, civil disobedience, and Quit India), to mobilize public opinion and support. He communicated with the masses through newspapers in India and brought India closer to freedom with every effort.

The British government in India too used the art of public relations to maintain its foothold in the country. It set up several publicity boards were set up throughout the country, with the first Central Publicity Board at the headquarters. This was done to keep the people of India informed about the progress of War one since India actively participated in the war. This was the first ever organized public relations set-up for the Indian government. Later on, it was renamed as Central Bureau of information, and was further changed to the Bureau of Public Information and acted as a link between the government and the press

5.5.2 Public Relations During World war two in India

The second World War, 1939-1945, gave much impetus to the government's publicity machinery in India. The Bureau of Public Information and All India Radio were placed under a new organization called the Directorate of Information and Broadcasting, boosting war publicity. A systematic and organized public relations practice was first seen in the Indian Railways. The Great Indian Peninsular (GIP) Railways carried out a campaign in England in the 20s to attract tourists to India. This Bureau held open-air shows at fairs and festivals and advertised in newspapers and journals. It also participated in exhibitions abroad to popularize the Indian Railways to attract tourists.

After the war, in India, J. Natarajan was the first Indian in 1941, to be appointed as a Principal Information Officer. The organization first saw changes in its name, to Press Information Bureau in 1946 and later, the way it functioned changed too, upon attainment of Independence. The key function of the Bureau was giving factual information on the policies, programmes and activities of the government along with interpreting the facts and government policies.

India's freedom struggle in itself is proof that without persuasive communication from the right forces and right people, freedom from oppressive forces wouldn't have been possible. The communication used by freedom fighters cannot wholly be termed as public relations but did have persuasive communication, which has its roots in the P.R. field.

5.6 PUBLIC RELATIONS IN INDIAN COMPANIES

Soon the idea of keeping the public informed, and gaining their trust and support, which was once used during the world war, was later on seen to be adopted by many companies. One such example is Tata Iron and Steel Company (TISCO) which went into production in 1912. From the very beginning, the company was involved in community relations. They built the town of Jamshedpur and provided this town with all the necessary facilities. They also promoted the cultural and economic development of the community. TATA has always been the forerunner in introducing employee welfare schemes.

The practise of public relations was started by railways. Railways was built with the intention to carry raw materials to various locations from the Indian ports. But this was a costly affair since India has vast coastlines. They soon realized that to recover the cost, railways will have to open its door for passengers who wish to travel long distance. This led to promoting Indian railways' message and inviting people to choose railways as a mode of transport for long distances.

5.7 PUBLIC RELATIONS IN INDEPENDENT INDIA

After the Independence, there was a completely new political and economic environment. It was the first time that India went into elections, and members of Parliament and the State Legislatures were elected for the first time based on adult franchise. The Industries, too had to adopt an Industrial Policy resolution and Industrial development and regulation act. These factors aided conscious and deliberate public relations. One can trace the practice of new age public relations to this era. In the fifties and the early sixties, companies like Burmah-Shell, Esso, Caltex, Dunlop, Philips, Hindustan Levers and Indian Oxygen set up departments to start public relations programs to meet the new situation.

5.8 PROFESSIONAL BODIES IN P.R.

There are two major professional P.R. associations In India.

The Public Relations Society of India (PRSI)

Public Relations Consultants Association of India (PCRAI).

5.8.1 PRSI

Public Relations Society of India (PRSI), was established with an objective of promoting the recognition of public relations as a profession and in the year 1958. Its key goal was to promote public relations as a strategic management function. This society worked as an informal body up to 1966, with its headquarters in Mumbai. It was established by, father figure of professional P.R. in India, Kali H. Mody.

There was another professional body in Kolkata that was doing a great job in eastern India. However, during the first All India PR Conference in 1968, people of the Public relations circle decided to disband the regional organization and strength one single body thus, PRSI was formed in 1969. The members of the PRSI are public relations practitioners from Multinational companies, Government departments, the Public and Private sector, Academics and P.R. consultants. The society adopted a code of Ethics in its first All India Public Relations Conference in Delhi in the year 1968. Since this Code was earlier adopted in 1965 by the International Public Relations Association, Thus it is known as the "Code of Athens" in Athens, Greece among the World Community of

Public Relations. The Code is hugely based on the United Nations' chapter on Human Relations.

Boost to P.R. Education.

Once the importance of public relations was understood, it became necessary to develop this art as a field in education so that the art and science of public relations can be taught to students. Right after the public relations conference of 1968, the founding members of PRSI invited American Professor Dr. Scott Cutlip to conduct a Management Development Program in collaboration with the (IIMC) Indian Institute of Mass Communication.

In the beginning, public relations was taught through workshops and seminars. In 1973 a fresher course of two months was organized by the PRSI Delhi. Later on, refresher courses were also organized in Calcutta, Bombay and Madras. The Delhi Chapter organized four P.R. courses between 1973 and 1976. Meanwhile, a post-graduate programme was organized at the IIMC, New Delhi, by the PSRI. During this time, the PRSI introduced Public Relations as a component of the management development programme at two colleges. First being the Administrative Staff College of India, Hyderabad and the Indian Institute of Management, Ahmedabad. Later on, in 1990, PRSI set up the India Foundation for P.R. Education and Research to provide an academic and professional base for education and training. This was a planned effort that began taking shape after almost ten years of planning and in consultation with the International Public Relations Association and similar foundations in the United Kingdom and the United States.

P.R. Publications by the Indian Authors

Although public relations in India was practiced widely, it was not until the mid 1970s that publication based on Indian experience was available. The main source was American and British authors for the Indian professional. PRSI, understood this gap and published conference volumes that contained contributions from Indian public relations Practitioner. In India, the first Indian public relations publication was by JM Kaul. There were many authors later on. A few key famous public relations authors include Baldeo Sahai, his book 'Public Relations: a scientific approach was published by SCOPE publications. Another known book is by Anil Basu' Public

Relations: Problems and Prospects. 'How to be a good PRO' another well known book was published by PRSI president C.V. Narasimha Reddi.

A Public Relations Manual was published by Sushi Bahl, the Chairperson of the PRSI Bombay Chapter. All of the above authors were closely associated with the PRSI and contributed highly to adding to the profession with a body of knowledge from an Indian perspective.

5.8.2 PCRAI

Public Relations Consultants Association of India (PCRAI) is a trade organization representing public relations consultancy firms in India.

PCRAI was formed in the year 2001, to establish a benchmark standards of knowledge, ethics, and expertise. One of its objectives is to encourage and promote the progression of public relations in Industry India., Society endorses and supports professional and ethical services. The firm is affiliated with the International Consultancy Communication Organization (ICCO), headquartered in the U.K., and is also an international association for all national communication consultancy organizations

PSRI vs PCRI

PSRI includes active members who are public relations practitioners from public undertakings in India, government departments and other small agencies who are often approached for advertising by various public sector undertakings. The PCRAI on the other hand has members who are working for private organizations as public relations practitioners and P.R. firms.

Both of the professional bodies work closely with experts in the field of academics and industry to promote and extend the body of knowledge. Which is done through case studies, research projects in collaboration with academia and set benchmarks for bettering the state of the profession.

5.9 PROFESSIONALISM IN P.R.

Public relations didn't just get a boost from India's Independence but also from the 1991 policy of liberalization, privatization and globalization. Ever since 1991, the establishment of various multinational companies, rising competition, the open market gave rise to public relations and developed the art of dealing with the public further. The market, which was once under the full government control, witnessed sudden increase in market players and consumers. This created a need for the organizations and companies to build a reputation in order to gain more access to the newer market and beat the competition. This gave rise to many public relations and advertising agencies in the country. MNCs that were from the other countries and knew less about the Indian market, took help of such agencies to gain a foothold in the country. These companies were in need of professional guidance to create a friendly environment for themselves. Soon one saw some of the global agencies like the Ogilvy & Mather opening their P.R. arm in the country. Hindustan Thompson' IPAN and Taj Hotel's Good Relations also began their offices around that time.

P.R. increasingly was also seen as a launchpad branding and to manage the situation of crisis communication. The PR agencies engaged by global corporates, tried smoothing out the process for their clients by giving them a hang of the situation in times of crisis. The PR firms came up with strategies for sailing through difficult times. In fact they also developed the art of advocacy for influencing the legislation. The public relations agencies that represented these international clients went through some criticism from adversary groups during our freedom struggle, since these groups were against globalisation of India. The journey of global corporations like Pepsi, Coke, MacDonald, KFC, is a good example of how they managed to hold their position in India despite backlashes from people and groups from time to time.

5.10 LET'S SUM UP

The history of public relations can be traced back to the Egyptians, Romans and the Greeks. In the last unit, we saw about the famous American scholars that contributed to the field of public relations. In this unit, we studied its origin. We noticed that public relations were used throughout history at different points of time for different purposes, ranging from promoting religion to fighting a war. Today it has evolved into a strategic image building for corporate and persuasion for politicians. In India, its origin goes back to the mythological stories, while during the British rule public relations was used to gain Independence. All the methods once used by our freedom fighters and Mahatma Gandhi are part of certain public relations activities that have become part of modern public relations practices. Certain milestones in Indian history changed the way we practised public relations. The kind of public relations practised after Independence changed once we opened our economy to the world in 1991. In around 1958, public relations activities got a further boost after the establishment of the public relations society of India in Bombay.

5.11 QUESTIONS

1. The communication used by freedom fighters cannot wholly be termed as public relations but did have _____, which has its roots in the P.R. field.
 - a. Emotion
 - b. Conviction
 - c. Persuasive communication
 - d. Lying
2. _____ is a trade organization representing public relations consultancy firms in India.
 - a. PCRAI
 - b. PIB
 - c. PSRI
 - d. SEBI

3. Ivy Lee and Edward Bernays published a book titled _____ in 1928.
 - a. Game theory
 - b. World war and its effects
 - c. People's choice
 - d. Crystallizing Public Opinion
4. How did Indian public relations practice evolve during World War One and two? Answer in three-four sentences?
5. Distinguish between PSRI and PCRI?
6. How did the invention of the printing press boost public relations?

5.12 REFERENCES

1. Cutlip and Center's effective public relations
2. J.M Kaul public relations in India

PROPAGANDA PUBLIC OPINION AND PUBLICITY

Unit structure

- 6.0 Objective of the study
- 6.1 Introduction
- 6.2 Advertising, Public Opinion and Publicity
- 6.3 Public Opinion – impact and relevance in society
- 6.4 Public Relations, Advertising, Publicity, and Public Opinion Concepts
- 6.5 Forming an Opinion
- 6.6 What Factors Influence Public Opinion?
- 6.7 Public Opinion, Propaganda, and Public Relations
- 6.8 Public Opinion Characteristics
- 6.9 Impact and Relevance
- 6.10 Propaganda: methods and implications
- 6.11 Methods of Propaganda
- 6.12 Implications
- 6.13 Publicity
- 6.14 Public Relations
- 6.15 Questions

6.0 OBJECTIVE OF THE STUDY

- To define "public opinion";
- To explain how propaganda is different from public relations;
- To define and explain the role of social marketing in Public Relations; and
- To list the techniques used to gauge public opinion

6.1 INTRODUCTION

Communication is a multi-dimensional or multi-faceted discipline. With society's increasing complexities and rivalry, communication professionals must face the challenges of making their communications more clearly focused and appealing to their target audiences in order to elicit the intended response.

You were exposed to the meanings of Public Relations and the use of phrases like "publicity," "public affairs," and "business communications" in the previous Unit. You should be familiar with the fundamentals of public relations, as well as the numerous 'publics' and public relations values, by now. We'll look at terminology like advertising, publicity, and propaganda, as well as their functions in public relations, in this unit. We'll start by defining each of these concepts, then explain how they relate to one another.

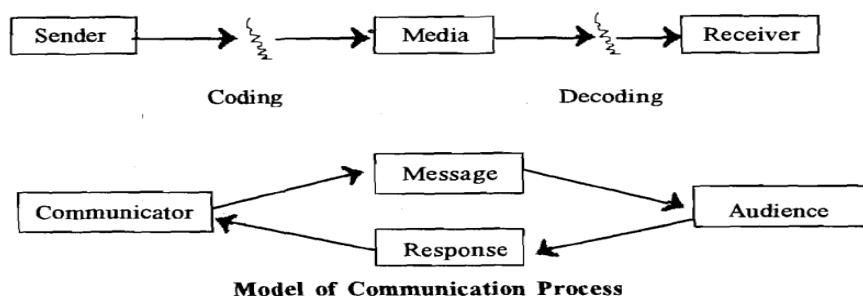
A quick overview of the specific roles that advertising, publicity, and public relations play in specific scenarios can help you appreciate the similarities and contrasts between them. You'll also learn about the media's role in advertising and publicity, as well as the concept of corporate advertising.

Another topic we'll cover is public opinion and its significance in public relations. This will assist you in gauging public opinion by utilising several public opinion research tools. You will also be introduced to the concept of social marketing in public relations.

6.2 ADVERTISING, PUBLIC OPINION AND PUBLICITY

Three essential parts of communication are Propaganda, publicity, and public relations.

They are comparable and interconnected in terms of their core goal, despite their conceptual differences. Persuasive communication is inherent in both of them. They want to use mass media to deliver information to a certain audience in a coordinated manner. Academics and practitioners define advertising, publicity, and public relations differently. The emphasis in the definitions distinguishes them in form, but in fact, they all revolve around the well-known communication theory, which is depicted in the picture below:



Propaganda, publicity, and public relations inputs provide value to a product, service, idea, concept, or issue in the minds and hearts of the target group. They offer relevant and appropriate information and benefits in order to influence their attitudes and behaviours. It is a transformation that is both desirable and beneficial.

Nonetheless, they are often misconstrued and lumped together as Public Relations, which isn't accurate because Public Relations isn't the same as publicity, propaganda, or advertising. Each of these is a component of public relations, but each has its own set of restrictions.

The broadcast of information about an organisation in order to attract attention or to publicise products or activities is known as publicity. The goal of publicity is to gain notoriety, build a positive image, and get approval from the target audience. Advertising is the purchase of space in print, on television, or on billboards in order to encourage product sales, ID card acceptance, or goodwill.

Public relations, on the other hand, has a far broader scope and impact, and is more nuanced and persuasive in nature. As we will see later, it employs both publicity and advertising strategies. We'll look at each of these in turn.

" Propaganda is talking with and persuading someone to do something - usually buying a product or service - and frequently giving them something to think about."

6.3 PUBLIC OPINION – IMPACT AND RELEVANCE IN SOCIETY

In the context of public opinion, a 'public' is a collection of people with similar interests who have a shared viewpoint on a contentious issue. "A spontaneous gathering of people in response to a certain kind of event," says Kuppuswamy. To further explain the concept, issue/controversy is what binds the public together. It is important to highlight, however, that the members of the 'public' are diverse and not a homogeneous group. The term 'public' is not constrained by size or geographical borders.

Let's take a look at the term "public opinion" and its varied hues.

Opinion.

"A opinion, judgement, or evaluation formed in the mind concerning a particular issue," according to Webster's Seventh New Collegiate Dictionary. An opinion is more powerful than an impression, but it is less powerful than positive knowledge. It signifies a well-considered judgement that is subject to debate. A 'sentiment' is a more or less fixed opinion, and if held strongly, a 'conviction'.

The term 'view' refers to an opinion that is influenced by prejudice in some way.

All expressions of a belief held in common by members of a group of people on a problematic issue or general topics are referred to as public opinion. The process of forming public opinion is based on individual viewpoints voiced by members of a group. Whose opinions are swayed by the group's influence?

Public opinion, according to the Dictionary of Mass Communications, is the expression of all members of a group who are paying attention to a certain issue. The process begins with a clash of individual mindsets and views about a problem.

6.4 PUBLIC RELATIONS, ADVERTISING, PUBLICITY, AND PUBLIC OPINION CONCEPTS

Public opinion is frequently voiced following a quarrel, dispute, or debate about a contentious issue involving a group's welfare, ideology, or value system. When a current problem or matter of some relevance develops about which members of the group are likely to dispute, public opinion emerges. An issue is an event or incident that threatens to disrupt a group's dominant values, beliefs, and attitudes, causing more or less of a crisis and provoking public debate and expression.

One such topic that has begun to confront the Indian public is reservations for the backward classes and the question of merit. Nuclear material testing that pollutes the environment is an international issue that has prompted individuals all over the world to take sides in favour of or against it. Similarly, the issue of nuclear non-proliferation and India's position on it, as well as the GATT agreement, have sparked a lot of debate.

The majority of a group's view is not the same as public opinion. On any issue, the interested public will split into two or more opposing viewpoints, which may not necessarily be mutually exclusive or contradictory. The cause of public opinion is determined by the attitudes and previous experiences of the people who make up the public, as well as the intricacy of the subject.

The viewpoint must be indicative of the entire group. As a result, public opinion is the collection of beliefs voiced by a large number of people on a topic of public concern. For a public relations professional, public opinion is a powerful force to be reckoned with.

6.5 FORMING AN OPINION

The primary goal of public relations is to gauge, analyse, and influence public opinion, which is formed by the attitudes of the people who make up the public. As a result, it's critical to comprehend the significance of attitudes, why people have the attitudes they do, and their function in the formation of opinions.

Attitudes are a person's feelings or moods about someone, an organisation, a topic, or an object. They show a person's proclivity to judge problematic issues favourably or negatively. Simply put, an attitude is a style of thinking about things. An opinion is an expressed attitude.

A shift in attitude can occur under a variety of circumstances, such as when our current attitude no longer fulfils us or when our desires rise. Changes in attitude can be affected through communication by instilling new beliefs or appealing to emotions to elicit favourable or unpleasant feelings. People's physical, social, and economic demands are thought to be effective in changing their attitudes, as seen by the widespread acceptance and response to advertisements for life, property, and other insurance products.

6.6 WHAT FACTORS INFLUENCE PUBLIC OPINION?

Individuals' attitudes and their expression in the shape of opinions are psychological phenomena. It is impossible for a group to create an opinion. How is public opinion formed when a group cannot form an opinion?

Individuals that make up a group form public opinion by expressing their own viewpoint on a contentious issue. The interplay of the individual opinions of the members of a group produces public opinion, which is a composite opinion. A distinguishing feature of the public opinion process is the transition of individual opinion into public opinion via collective stimuli. The 'collective mind,' which is the sum of individual views in a group, is frequently referred to as this metamorphosis. This is referred to as public opinion.

The impact of group members on a person's opinion results in the transformation of individual opinion into group opinion, which is known as public opinion. Those in a group's opinions are impacted by what they hear from opinion leaders, other members of the group, and people outside the group; what they read in newspapers, magazines, and books; and what they see in real life or on television about them. I

Individual opinions are influenced by their needs, emotions, experience, heredity, culture, economic standing, and education, in addition to group influences. Public opinion comes from the interaction of individual attitudes, opinions, and group opinions.

6.7 PUBLIC OPINION, PROPAGANDA, AND PUBLIC RELATIONS

You've just learned how public opinion is generated and how public relations activities can aid in the shaping of it. There is, however, another side to propaganda-based public opinion manipulation. It is critical for public relations students to understand the difference between public relations and propaganda, as the two function at different levels and serve different purposes. Public relations isn't the same as propaganda. So, in order to gain a better understanding of this art, let us take a quick look at it

Propaganda is defined as an expression of opinion by individuals and groups that is intentionally aimed to influence the opinion or action of other persons or groups in accordance with public relations concepts, with a specific goal in mind. Although propaganda, in its broadest definition, aims to advance a cause Advertising, Publicity, and e.g. a religious faith, and thus can be regarded legitimate persuasion, it has developed a negative reputation as a result of its use to incite hatred and terror during conflicts. Facts are still suppressed using this method. As a result, propaganda has earned a reputation for brainwashing and barbarism. It has one or more of the following characteristics:

- use of words that have two meanings
- appeals to people's preconceptions and the arousal of unpleasant emotions such as fear, hatred, and so on.

- truth obfuscation, fact suppression, and misrepresentation
- provocation, trivialization
- only one-sided arguments are presented
- repetition

Public relations are sometimes referred to be propaganda by critics, implying that it also manipulates public opinion. Despite the fact that public relations aim to influence public opinion, it is not the same as propaganda. Public relations are a sincere, straightforward, long-term attempt to project a positive image based on facts and results. It has no malicious, short-term self-interest in withholding facts in order to deceive others. It is based on open two-way communication, unlike propaganda.

The common view of the people in a society is referred to as public opinion. Individuals come to a common point of agreement while having differing viewpoints on things and concerns that affect them or society. Through an interchange of ideas, interactions, projections, and critique, they form a shared perspective. This entire process culminates in public opinion.

The opinions held by the general public at a given period are referred to as public opinion.

The mass thoughts and judgments that operate in a community make up public opinion. They have a long shelf life and are well-formulated.

The term "public opinion" simply refers to the collective expression of people's opinions on a certain topic. The opinions of people in a small or large community on a certain subject at a given period are referred to as public opinion. It is not required for public opinion to reflect the views of all members of society; rather, it should reflect the views of a majority of the population. It is taken seriously by members of the organisation or community. Public opinion is fluid and varies with the circumstances and the passage of time.

6.8 PUBLIC OPINION CHARACTERISTICS

Instead of an individual's or group's interest, public opinion always connects to a shared subject matter or societal issues.

- ii) Public opinion is a widely held belief held by the majority of a society's citizens.
- iii) No single person has the ability to shape public opinion. It arises from the collective opinion of a society's citizens.
- iv) Public opinion is the result of a social process that evolves through people's interpersonal interactions in society.
- v) Public opinion does not have to be logical. It could be both rational and illogical.

- vi) Because it is the opinion of the majority of people, public opinion has an impact on even those members of society who do not agree with it.
- vii) Public opinion is frequently used as a barometer of social culture. Public opinion develops, extends, and is shaped by society's beliefs, ideals, assumptions, values, sentiments, and prior experiences.
- viii) Public opinion may be swayed by a prominent, honoured, wealthy, and powerful member of society. A person with such a personality has an impact on the society's goals, interests, and way of life.
- ix) Public opinion frequently appears to be linked to a certain problem or issue at a specific period.
- x) Public opinion on any topic does not remain constant throughout time, and as a result, it is not stable in nature. It shifts with the passage of time and the circumstances. It evolves in response to societal demands.
- xi) After a thorough examination of the issue or situation, public opinion frequently emerges.
- xii) Public perceptions of community conventions, stereotypes, and traditions tend to be more consistent. It is dynamic because of propaganda, projection, and extension.

6.9 IMPACT AND RELEVANCE

Since ancient times, public opinion has played an important role in society. It occupies a significant position in contemporary society. In a broad society, public opinion is considerably more significant and vital than in a small group or community.

The current era is one of democracy, and public opinion plays an important role in today's social order. In the absence of popular opinion, democracy cannot function properly.

Only when the public opinion is acceptable is democracy meaningful. The acceptance of popular opinion gives it strength and influence. Any law that is to be enacted in society must have the people's consent in order to be effective. Although public opinion does not always aid the government or the people, it does exert control over both. The power to sway public opinion is inherent in its importance. Even powerful individuals' feelings, emotions, and actions are influenced by public opinion.

Because the public is a vast live fact, public opinion is important to the government. Ignorance of such a current reality could spell calamity. On certain topics, a government should operate with the consent of its citizens. It can be difficult for a government to maintain a significant number of individuals uninterested with its actions.

In any civilization, the type of governance is determined by public opinion.

The importance of public opinion in evaluating and appraising the government's performance cannot be overstated. Only the people, not the

government, can determine the faults of the rules and regulations enacted by the government. In this regard, public opinion becomes extremely important to society. Public opinion has a significant impact on society because it determines how people and government's function and make decisions.

Public opinion teaches both the people and the government, allowing them to develop a shared understanding of how to solve societal problems. Individuals' socialisation, thinking, and behaviour are influenced by public opinion, which establishes commonly accepted behavioural norms.

Individuals and institutions can use public opinion to frame, develop, and govern their behaviour in conformity with society. Any individual or institution in society, whether religious, educational, social, cultural, economic, or political, cannot function smoothly if public opinion is ignored. Ignorance of public opinion may prevent them from attaining their objectives, which could be disastrous in the worst-case scenario. Because public opinion shapes the thinking and actions of individuals, groups, and institutions, it is extremely important to society.

In a monarchical or dictatorial regime, public opinion is more significant.

People have ample freedom in a democracy, but they are obligated to accept the dictates of rulers in a monarchy or dictatorship, with minimal intervention in their functioning.

6.10 PROPAGANDA: METHODS AND IMPLICATIONS

Propaganda's role in the modern world is steadily growing. It has become a part of our everyday lives. Propaganda is a weapon used by politicians, businesses, governments, educators, spiritual leaders, social reformers, and professionals of various professions to reach out to a huge number of people.

They acquire people's favour through propaganda. Propaganda is a tactic and a process for persuading individuals and organisations to change their minds, beliefs, and attitudes. Propaganda is, for the most part, pre-planned. It employs symbols, primarily through suggestion and similar psychological tactics, to influence and control people's beliefs and ideas, as well as to change pre-determined behaviours.

It is a person's or a group's organised and systematic attempt to sway public opinion and attitudes toward certain lifestyles. It manipulates a group's mentality and, as a result, their actions through the use of suggestion. It merely tries to sway people's attitudes and opinions, and thus their behaviours, in a particular direction.

Facts and rationality are not used in propaganda.

- i) Conversionary propaganda
- ii) Consolidatory propaganda
- iii) Divisionary propaganda

Conversionary propaganda aims to educate individuals and then influence them to alter their values, thoughts, attitudes, and behaviours. In the world of advertising, this form of propaganda is frequently used. During times of war, political groups or nations deploy divisionary propaganda based on the 'divide and rule' policy. Attempts are undertaken in consolidatory propaganda to provoke and cement popular views, values, and attitudes, among other things. During a time of war, it is being used to bring peace and harmony to mankind.

Propaganda is always driven by a goal, and that goal is tied to the individuals who are the target of the propaganda. A propagandist employs a variety of symbols to achieve his or her goals. Symbolic words are used by advertisers and traders to popularise their items. To attract voters, political parties have their own insignia. In propaganda, direction is very crucial. It has been noted that if propaganda is utilised often, it might lose its effectiveness.

6.11 METHODS OF PROPAGANDA

Propaganda is used in a variety of ways. Through projection, demonstration, oration, and storytelling, a propagandist can construct a persuasive argument in his favour. These strategies and media are used to implement these methods.

The following are some of the most prevalent techniques:

- Name-calling device,
- Testimony device,
- Glittering generality device,
- Card staking device,
- Plain Folk device,
- Chamber of Horrors device,
- Transfer device, and
- Bandwagon device

The propagandist utilises renowned names for his supporters and followers and notorious or non-famous names for his opponents in the name calling device. The names of prominent great persons are associated with propagandist content in the testimonial device. The propagandist employs justice, unity, and friendliness in a sparkling generic method to elicit a favourable emotion in the masses. The truth is hidden in the card staking device truth, which propagates or presents incorrect facts to the public. This device's most prevalent methods are evasion and deception. During elections, political parties frequently employ this tactic. The propagandist uses a simple folk trick to demonstrate that he, too, is a member of society. He has a charismatic personality, and many regard him as a well-wisher. The propagandist uses the chamber of horrors device to elicit dread and

ensure people's safety. In the transfer device, the propagandist associates his propaganda material with supernatural force in order to elicit public support for his programmes, but in the bandwagon device, the propagandist appeals by emphasising that everyone is saying the same thing he is.

The following are some examples of popular media or technologies for implementing these techniques:

i) **Press and publications** - This is a widely used propaganda medium.

The propagandist develops favourable attitudes for himself or his views in the public by using printed materials such as newspapers, magazines, pamphlets, bulletins, and brochures. People frequently read a newspaper of their choice and form opinions based on the viewpoints expressed in that publication. People trust written information more than spoken information. People's fears are eased or removed by the print media.

ii) **Meeting and speech** – The propagandist conveys his thoughts to the public in a meeting. If the speaker's personality is beautiful and impressive, this strategy will be more effective. The audience arrives at the meeting with preconceived notions about the speaker. The art and skill of presentation has an impact on the audience's psyche.

iii) **Cultural programmes, drama, and theatre** - People are swayed in favour of specific items or viewpoints through cultural programmes, drama, and theatre.

iv) **Radio** - In today's society, radio is a frequently used and strong means of publicity. It disseminates information around the world in a matter of seconds.

v) **Television** - Television is a modern audio-visual propaganda medium. It is fairly expensive for individuals in developing countries, and so does not cover the same range as the radio.

vi) **Cinema** is also an audio-visual public-relations medium. It is a cost-effective and effective propaganda medium. It is primarily enjoyed by persons from low-income groups.

vii) **Loud speaker** - Loud speakers are used to broadcast information directly to people who are at home, at work, or on the road. viii) **Demonstration and procession** - Political parties frequently arrange demonstrations and processions to publicise their positions; ix) **Rumor** - People can be easily swayed by rumours for a short period of time. In a critical circumstance, it results in a shift in public opinion.

x) other forms of propaganda in society include dance and music groups, concerts, puppet shows, wall writings, hoardings, posters, folklore, slogans, magic shows, circuses, and so on.

6.12 IMPLICATIONS

Propaganda is a strategy for persuading people to support a particular political, social, religious, cultural, or economic institution, viewpoint, or product. People may be made aware of a particular viewpoint of a person or a product of a manufacturing institution through propaganda. People are sometimes influenced by propaganda to accept dangerous ideas. People's brains are diverted from logical observation and decision-making by powerful propaganda. People can fall prey to its allure and embrace unfavourable viewpoints.

6.13 PUBLICITY

Publicity, on the other hand, is a free write-up of an organization's product or service, as well as a problem, in the news or editorial columns of a newspaper or magazine, or during non-commercial time on television and radio. It is information that is generated and disseminated by journalists (media) on their own initiative or in response to a specific request from the company/spokesman. Unlike advertising, public service announcements are not paid for. It occurs as a result of substantial "news" about the product or service, or an incident involving the product or organisation.

In the reporter's or editor's opinion, it must be substantially fascinating, novel, informative, and necessary for the readers or viewers of the media. In an organization's communication aims and process, publicity is just as important as advertising. It's a tactical instrument with a high level of believability and the ability to be dramatized naturally. As a result, the communicator or organisation behind it makes use of it and takes full advantage of it in order to achieve specified and timely communication goals.

It is a useful technique in today's high-cost media environment, and it is frequently employed by Public Relations professionals with positive results. Because the media is regarded as a source of news, public relations is regarded as more reliable than advertising. As a result, the message is more acceptable.

Publicity management necessitates a unique set of talents. If used correctly, it can provide enormous benefits, but if used incorrectly, it can cause more harm than good. It must be true and I must be truthful, in addition to just reading good. It should not be viewed as an 'advertisement,' but rather as a natural projection of the desired message and information for the target audience.

6.14 PUBLIC RELATIONS

Advertising, publicity, and other communication strategies that require knowledge of psychology for effective persuasion are all included in the field of public relations.

"The planned effort to establish and improve the degree of mutual understanding between an organisation, or individual, and any group of persons or organisations, with the primary object of assisting that organisation or individual to deserve, acquire, and maintain a good reputation,"

according to the British Institute of Public Relations (IPR). Typically, the advertisement, or PR man, seeks to reach out to and persuade the biggest number of possible customers. He accomplishes this by "sending communications," which he does in a one-way fashion (in the form of newspaper ads, television commercials, etc.).

Public relations, on the other hand, takes a far more selective strategy, relying on information moving to and from the public in both directions, i.e., conveying messages and receiving comments. The importance of feedback in public relations is critical to its success.

The Indian public has grown into a formidable power. Even in a country where the majority of the population has yet to learn the basics of literacy, citizens, customers, shareholders, and workers are aware of their rights as citizens, consumers, shareholders, and employees. Furthermore, they are no longer like dumb driven cattle, but have the ability to speak up. The common man can make his presence felt through mass media institutions.

He can submit a letter to the editor of a widely circulated daily or weekly newspaper if he has a complaint. No organisation can dare to ignore this warning since he can go up to his MLA or MP or local Councillor and air his problems through him in a State Legislature, Parliament, or Municipal Corporation. The government will take notice if the name of the group is frequently mentioned in the Parliament or State Legislature, and may even take action against it.

The "consumers concerns" column of most of our major newspapers, such as Hindustan Times, Indian Express, Hindu, and The Deccan Chronicle, contains good examples of feedback.

Even a negative editorial statement in a newspaper will almost certainly prompt the government to seek an explanation from the offending department or to take action.

Customers, distributors, and retailers are just a few of the target groups for advertising and publicity. They are largely in the business of selling. They are a component of the marketing mix. However, because a corporation isn't only about selling, the goals of public relations are far broader. This is where things start to get a little confusing.

Obviously, a company's principal goal is to sell its goods and services and generate a profit. But none of this can happen in a cost-effective and efficient manner unless every other aspect of the organisation contributes. The weakest link in a chain determines its overall strength. Every link in the chain can be strengthened through public relations.

6.15 QUESTIONS

1. Discuss '**Public Opinion – impact and relevance in society**'.
2. Explain the forming of an Opinion.
3. State the factors which influence Public Opinion.
4. What is Propaganda? Discuss its methods and implications.
5. Write short notes on:
 - i) Public Relations (ii) Publicity

PUBLIC RELATIONS : CATALYST , PERSUASION AND MOTIVATION

Unit structure

- 7.1 Objective of the study
- 7.2 Public Relations as a catalyst for change
- 7.3 Assessment of the Environment
- 7.4 Public relations in planning and development
- 7.5 Planning for the future
- 7.6 Plans for the next five years
- 7.7 Participation of the Public
- 7.8 Plan publicity
- 7.9 Publicity for the Integrated Plan
- 7.10 Emergence of development public relations
- 7.11 Public relations in persuasion
- 7.12 Public relations and motivation
- 7.13 Motivation in a group
- 7.14 How Can You Boost Your Motivation?
- 7.15 Question
- 7.16 References

7.1 OBJECTIVE OF THE STUDY

- explain the role of PR as a catalyst for change;
- describe the significance of environment assessment in PR;
- describe the concept of development planning;
- state the importance of people's participation in development programmes and how it can be brought about;
- list the channels that may be used for disseminating publicity for development plans;
- explain the role of PR in development context; understand the interplay of various factors involved in effective persuasion;
- and describe the concept of motivation and how PR can help to motivate individuals and groups for achieving developmental goals

7.2 PUBLIC RELATIONS AS A CATALYST FOR CHANGE

It is recommended that you have a thorough understanding of the notion of public relations in order to grasp the role of public relations as a catalyst for change. In the previous units, you studied several definitions of public relations. However, you should look into several definitions that define the role of public relations as a change catalyst.

Edward L. Bernyas, a doyen of American public relations, describes it as "the - endeavour to engineer public support for an action, cause, movement, or institution by information, persuasion, and modification." "Management of relations and understanding between an organisation and internal and external publics to promote company goals, ideas, activities, services, or goods," we'd like to say.

- Public relations are a broad phrase that refers to a variety of organisations' communication needs. It comes in a variety of flavours, including:
- Public relations assist an organisation and its constituents in adapting to one another.
- Public relations are an organization's attempt to gain client cooperation.
- Public relations assist organisations in interacting and communicating with their target audiences.
- Public relations assist organisations in anticipating indicators of change and implementing constructive remedial actions.
- Public relations analyse the public's reaction and keeps organisations up to date with feedback and information.

According to these definitions, public relations is a two-way link between an organisation and the public, serving not only to inform the public about the organization's policies and programmes, but also to keep the organisation informed about the public's pulse. This, without a doubt, produces the ideal environment and amicable relationships between the organisations and their various audiences. Because no institution can grow and survive in a hostile environment, this is a must for an organisation to develop and thrive in society.

As a result, we would be justified in claiming that public relations plays a critical part in development by fostering the appropriate atmosphere.

Even in the context of national development, public relations plays an important role in bridging the gap between the development machinery and the people who benefit from the schemes.

Its role is to not only raise awareness about development programmes, but also to engage recipients as partners in the program's implementation.

Let us now look at how public relations can act as a change catalyst. Before you can reorient someone toward a desired aim or target, you must provide them with complete facts and a clear understanding of the problem. Public relations play this role in a variety of ways. The chain is made up of five steps:

- 1) Knowledge
- 2) Education
- 3) Motivation
- 4) Involvement
- 5) Change

All of these functions are fulfilled by public relations in influencing Catalyst, Persuasion, and people's attitudes toward growth. In India, the concept of public relations as a catalyst for change in the motivational development environment has gone through many stages such as Five-Year Plan Publicity, Integrated Plan Publicity, Development Communication, Development Broadcasting, Development Journalism, and so on. The concept of development public relations has now evolved as a driver for socioeconomic development in Third World countries.

7.3 ASSESSMENT OF THE ENVIRONMENT

Any organisation, whether government, public sector, or private sector, must operate in accordance with the country's socioeconomic context. Environmental assessment, a public relations procedure, is used to keep track of shifting trends. This comprises two primary components: (a) environmental scanning and (b) monitoring. Scanning entails assessing the social, economic, and political conditions of the society in which the organisation operates. This is done to detect occurrences that could indicate the start of significant trends that could have an impact on the organisation. Monitoring entails communicating the deterioration of such patterns that are important for strategic planning.

According to the author of Public Relations: Programming and Production, E.W. Brody "Environmental evaluation serves a variety of purposes in public relations. It provides practitioners with ongoing insights into individuals, organisations, and the environments in which they operate as a continuous process. Such data is crucial to the strategic planning process that underpins the public relations campaign." "

The purpose of the environmental assessment process is to identify and track emerging issues or trends that may result in problems or opportunities for the company. Scanning is used to identify these problems, and monitoring is used to keep track of them. In public relations practise, environmental assessment techniques include:

- a) interaction with the public and opinion leaders,
- b) media monitoring,
- c) organisational monitoring, and
- d) continuing education.

As a result, public relations as an art of dealing with the public must be environmentally conscious. This is especially important in the developmental context, because our planning method is largely based on top-down communication. Instead, one should concentrate on factors that can make development programmes more relevant to the interests of those who will benefit from them. In other words, it should be a bottom-up, two-way communication method, with environmental assessments providing a clear image of the grassroots condition, which would aid in the development of appropriate plans that meet the demands of the public.

Bringing the Public Together for Mutual Interaction is a project that aims to bring the public together for mutual interaction.

Public relations are primarily responsible for bringing people together for mutual gain and engagement. Any organization's success is largely determined by the interests of the top four sorts of public: senior management, employees, customers, and the general public, including opinion leaders.

In fact, these four groups make up the four strong pillars that support an organisation. A successful organisation is one that provides a venue for these publics to engage and profit from each other on a regular basis. Such a forum will allow different groups of people to understand each other's problems, which will aid the organization's smooth operation. Management, on the other hand, tends to implement communication programmes for each group.

f these publics independently through internal customer communication In India, an integrated approach to bringing all four groups together on a single forum for mutual exchange of views is rare. This has significant benefits since it helps to lessen or eliminate hostility and suspicion between different groups as a result of their competing interests. Mutual understanding is facilitated through a common venue and open communication. Similarly, bringing together beneficiaries, policymakers, planners, administrative machinery, and communicators in development activities aids in the effective conception and smooth implementation of the programme.

7.4 PUBLIC RELATIONS IN PLANNING AND DEVELOPMENT

Drawing up an action plan to complete a task is referred to as planning. Any undertaking involving development must begin with planning. Planning is a continual process of forming, reformulating, and implementing a set of connected goals, plans, programmes, activities, and tasks in order to achieve the desired outcomes within a specified time frame. Planning is at the heart of all significant initiatives and economic growth schemes in our country.

7.5 PLANNING FOR THE FUTURE

Although the core of these definitions are the same, different authors have defined "growth" in different ways. Let's start with a definition of "development."

It is now widely accepted that development is a multi-dimensional process with non-economic as well as economic components. As a result, achieving a variety of goals at the same time, such as growth and equity, is referred to as "development."

Previously passive social groupings increasingly demand active engagement in the development process and equitable distribution of the benefits of productivity. Privileged groups, on the other hand, are wary of sharing authority with their fellow citizens.

As a result, development is a process aimed at realising human potential in its entirety. The achievement of these objectives will determine its success.

'A widely participative process of purposeful social change in a society, aiming to bring about both social and material improvement for the majority of people by giving them more control over their surroundings,' Rogers defines it.

Development is a systematic, integrated process that was initially implemented in the Soviet Union in the 1920s. For large corporations in the United States, planning has become commonplace. However, it chooses to use the term policy to describe what is essentially the same as public relations in the context of planning.

'Development Planning' is a scientific discipline that studies the mechanisms of resource mobilisation and re-allocation in developing countries with the goal of achieving optimal results and participating in a global change process that leads to self-reliant, self-centred, and long-term development.

As it stands, the majority of developing countries have set up planning machinery and devised economic development plans. In terms of character and quality, the proposals could be very different. Some are based on facts, while others are made up of random numbers. Some plans set modest goals; others set aggressive but achievable goals; and still others set goals that are just out of reach.

Some planners have embraced efficiency criteria to regulate the allocation of development resources, and have used them to evolve project applications and determine priorities. Others haven't established any guiding principles, while yet others haven't undertaken much project evaluation.

Development plan provisions have been methodically included in government budgets in certain circumstances, but have been neglected by

budgeting authorities in others. Some proposals have been implemented in some form or another, with varying degrees of success.

Development plans are often created over three different time periods.

A long-term strategy has been devised, spanning two decades or more. This document discusses the strategy for achieving the desired direction, pattern, and rate of development.

The medium-term plan, which our policymakers adopted, covers around five years. It describes the development effort in a way that follows the long-term plan's concept.

Finally, there are short-term annual plans, which detail the work to be done each fiscal year.

7.6 PLANS FOR THE NEXT FIVE YEARS

Some aspects of the Indian Five-Year Plans may be unfamiliar to you. The current Eight Five Year Plan was launched with the goal of "consolidating past achievements, addressing traditional concerns with renewed vigour, propelling the country to new heights of economic achievement, and bringing the benefits of development to all people, particularly the poor." the weak and the disadvantaged the plan calls for a total investment of Rs. 3,98,000 crores, with the government contributing Rs. 4,38,100 crores.

The public sector's investment accounts for about 45 percent of the entire plan budget. The plan has an interesting feature in that for the first time in India's planning history, the private sector has been given a large part of Rs.450,000 crores more than the public sector outlay. The Gross Domestic Product (GDP) is expected to expand at a rate of 5-6 percent every year.

7.7 PARTICIPATION OF THE PUBLIC

In developing countries, newer approaches to development are progressively straying from traditional top-down communication tactics. People are now being encouraged to participate in the development process. This is accomplished through the use of interpersonal and group communication in the mass media, as well as the use of folk indigenous media.

Only when the beneficiaries are aware of such schemes and use them for their economic benefit will the Five-Year Plans and development initiatives, which are aimed at the total development of the people, be successful. As a result, people's cooperation and participation are critical at both the formulation and execution stages of planned development programmes. Every Five-Year Plan has underlined the importance of people participating as partners in the development process. Only when people are involved in the process can such participation be guaranteed.

Farmers should be made participants in agricultural development so that they can adopt improved techniques and have a better understanding of the

subject. Here's where information comes in. The required knowledge about such schemes cannot be established unless information about the planned scheme is extensively distributed. In the developmental process, the amount of information made available and how widely it is distributed are critical aspects.

It has been suggested that ending "information poverty" is a precondition for ending "economic poverty." This suggests that eradicating information poverty is essential for economic development. Information and progress should, in reality, go hand in hand. Naturally, the question arises: who will do it? There should be an organisation to handle and disseminate information, just as there is for economic development.

The Information and Public Relations Agency is in charge of this task. Information and public relations agencies are primarily concerned with alleviating information poverty through various forms of communication. As a result, the role of information and public relations organisations in delivering feedback from the ground up to planners for successful decision making emerges.

Each Five-Year Plan clearly underlines two crucial components in its objectives, namely, delivering plan information and requesting people's cooperation. "A widespread knowledge of the plan is a key stage in its fulfilment," the First Five Year Plan document stated. The strategy document indicated that people's engagement was important. "The plan must be taken into every home in the people's own language and symbols, and explained in terms of their shared needs and difficulties." "Sincere efforts should be made to incorporate people in the process of development," the Third Five-Year Plan stated. It's also worth mentioning the Seventh Five-Year Plan, which emphasised the importance of information services. "The plan's main thrust in terms of mass media will be to improve people's awareness and enrich their cultural and social lives in order to make them better informed citizens." Accelerating development programmes and raising public awareness of important national and international events The media will serve as a tool for education and extension, bridging information gaps that people from all walks of life encounter."

One of the objectives of the Eighth Five-Year Plan is to "make people's participation in the formulation and implementation of plans, through Panchayats in rural areas and popularly elected municipal bodies in urban areas," which is stated as follows: "To make people's participation in the formulation and implementation of plans, through Panchayats in rural areas and popularly elected municipal bodies in urban areas."

The goal is to involve people and democratic bodies from the ground up in the development and execution of plan plans." True participation should promote conscientiousness, which is only achievable in receiver-centered communication education. The disadvantaged can use the information above to understand their requirements, set priorities, discover limiting constraints, and seek solutions.

7.8 PLAN PUBLICITY

During the First Five Year Plan, the concept of "Plan Publicity" was developed as a means of not only disseminating plan information but also generating people's cooperation and participation. The phrase 'Plan Publicity' refers to a lot more than just publicising development initiatives and Five Year Plans.

It has to appeal to people's emotions. Because the plan encompasses the entire community's life through its proper implementation, it necessitates a unified national viewpoint, which necessitates a great deal of discipline and sacrifice on the part of the people. Plan publicity's goal is to create an emotional desire for progress in the minds of the people, as well as mass enlightenment.

It should instil a comprehensive concept of good citizenship and increase people's desire for a sense of self-help. The mood should be upbeat and receptive, so that public cooperation becomes a self-sustaining force that propels national constructive action forward.

7.9 PUBLICITY FOR THE INTEGRATED PLAN

An integrated plan publicity programme was included in the Five Year Plans, incorporating the publicity schemes of the Five Year Plans for various media units of the Government of India, and it was implemented.

The All-India Radio, Directorate of Advertising and Visual Publicity, Publications Division, Press Information Bureau, Photo Division, Song and Drama Division, and Films Division have all designed special plan publicity schemes to raise public awareness about the Five Year Plans since the scheme began in 1953.

Similarly, the state Information and Public Relations Department has established plan publicity units within their various departments to promote plan schemes. Yojna, the Publication Division's fortnightly publication in English, Hindi, and other regional languages, is dedicated to planning and development. Kurukshetra is a comparable monthly magazine that is published in both English and Hindi. In addition, the Ministry of Information and Broadcasting's Directorate of Field Publicity brings the message of planning to the doorsteps of people in rural India.

The Song and Drama Division has done a fantastic job of raising awareness among rural people with vital information such as how to secure a bank loan, how to use contraceptives, and so on, using traditional folk media.

As a result, all of these coordinated efforts by various media units and state governments strive to raise plan knowledge and turn people into "partners in progress." That is the primary goal of the multi-media Integrated Plan for Publicity.

7.10 EMERGENCE OF DEVELOPMENT PUBLIC RELATIONS

Public relations :
catalyst , persuasion
and motivation

As it became clear that one-way communication and transmission of information alone could not bring about progress, the term "publicity" was modified to "public relations." The plan PR schemes were included into the media units' and the State Information and Public Relations Departments' usual operations. The information and public aspects of planning and development schemes are now handled by the following entities: respective media units in the Central Government, the State Information and Public Relations Department in the State Government, and the Public Relations Cells of the respective public sector enterprises.

You must be familiar with the term "development communication," which refers to the use of communication to aid development, either in a broad fashion through workers or through the use of the media for better exposure of development projects like population control. 'Development Support Communication' is another name for this.

Whether it is referred to as plan publicity or development communication, it is simply a public relations support for development programmes handled by information workers and public relations organisations in India with the goal of raising public knowledge about planning and development programmes. As a two-way communication process, public relations plays an important part in the planning and growth of our country.

The task, however, does not end with informing. The most essential problem that these organisations must address is changing people's attitudes through raising awareness about the prospect of a higher quality of life. It is the complete transition of conventional civilization into a fully developed, sophisticated society with high living standards for all people and a life devoid of poverty, unemployment, and ignorance. Public relations must take on the monumental duty of disseminating necessary information throughout society. In this case, public relations serve as a catalyst for change.

Development The process of socioeconomic growth is aided by public relations. It encompasses a variety of functions in developing countries as they progress toward modernization and industrialization. In truth, development Public Relations is the comfort of information and Public Relations agency to raise public knowledge about planning and development schemes through a two-way communication process to encourage people to participate in the economic development process.

7.11 PUBLIC RELATIONS IN PERSUASION

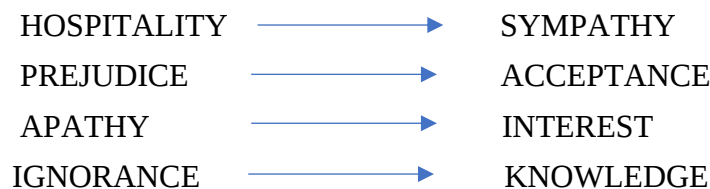
Persuasion is defined by Winston Bremback and William Howell, two communication professionals, as "communication to influence choices." "Any message, intended or not, that creates a change in a receiver's attitude,

belief, or conduct," according to another definition. It is defined as "a process that alters people's attitudes, beliefs, opinions, or behaviours."

Persuasion as a PR tool is typically defined as a communicative process with the goal of "influencing." A persuasive message promotes a point of view or a desired behaviour that the recipient can choose to adopt. Victoria O' Nuing is a character in the novel *Victoria O' Nuing* by Victoria The interactive process involves a sender and a receiver who are linked by symbols, both verbal and nonverbal, in which the persuader tries to persuade the persuadee to modify a specific attitude or behaviour because the persuadee's views have been enlarged or changed.

Effective persuasion requires transactional communication. This is a two-way persuasion method in which the target group and the development worker communicate to resolve disagreements and reach an agreement. Persuasion that promises to help them in some way by meeting a want or need is more effective. As a result, the persuader must consider the needs of the persuadee. Persuasion is a two-way street in which both parties are reliant on each other.

The following is how renowned British author Frank Jefkins discusses the job of public relations through an information transfer process mode:



As a result, public relations aims to improve people's attitudes by gaining a better grasp of the current human climate and fostering mutual understanding between an organisation and its constituents. Negative thoughts and criticism of the organisation are transformed into positive feelings during this process. This form of public relations strategy can also be used to change people's views toward progress during the development process.

As a result, public relations uses the persuasive approach in both internal and external communications because their goals are to inform, educate, motivate, and influence people's opinions. Persuasion is used to change or neutralise antagonistic attitudes, solidify latent beliefs and good attitudes, and foster favourable public perceptions.

Turning antagonistic ideas into sympathetic ones is the most difficult persuasion effort. People in India are tradition-bound and conservative when it comes to development. It is tough for a PR professional working on development projects to change folks who are firmly anchored in traditional thinking. As a result, development messages should be created in a way that is compatible with people's overall attitudes toward a topic. Communication, which is reinforced through services and acts, is the simplest type of persuasion.

The source loses credibility if promised action is not taken, for example, a movement to encourage female education should be coordinated with the establishment of a school educational facility. Otherwise, it's a waste of time. Persuasive communication involves a lot of aspects, all of which the PR practitioner should be aware of. Audience analysis is one of them.

- Credibility of the source.
- Make a self-interested argument.
- The message's clarity.
- Context and timing.
- Participation of the audience is encouraged.
- Message content and structure.
- Speaking in a persuasive manner.

Audience Analysis: Any development message is aimed at people, and it should be tailored to their needs. The audience's profile will be examined, taking into account their age, education, socioeconomic status, and other factors.

Source Credibility: In the viewpoint of the receiver, the source should be trustworthy or an expert. If the source is regarded as reputable by the intended audience, the message will be more credible.

This explains why any extended source, particularly for the dissemination of innovation, seeks the help and participation of local opinion leaders. The success of a reputable source is explained by the involvement of village dais for family, welfare programmes, or progressive farmers for adoption of modern farming practises.

When it comes to the development phase, the messages should be accompanied with actions or the scheme's implementation. The mere announcement of a development strategy by a source does not establish trust unless it is implemented and people benefit.

Appeal to Self-Interest: When we appeal to people's economic demands, they become more invested in issues and pay attention to communications. When creating an angle for a message, the public relations professional must consider the audience's nature and what it wants to know first. The programme cannot be successful if policymakers do not grasp the priorities and environment of the beneficiaries.

Clarity of Message: Many messages fail because the audience finds the substance or words to be unnecessarily difficult. The most persuasive messages are short and to-the-point, with only one main point. Always ask two questions when working in public relations. What do I want the audience to take away from this message? Will the message be understood by the audience? The user-ability receivers to comprehend development messages is required for proper decision-making on the receiver's part. To

increase message fidelity among the intended beneficiaries, more attention to message production is required.

Timing and Context: When external variables assist a message, it becomes more convincing. A message on the introduction of high-yielding paddy varieties should be delivered and timed to coincide with the agricultural season and farmers' requirements. Priorities should be evaluated in context. In a neighbourhood where people's bellies are empty and famine is pervasive, a literacy campaign cannot hope to succeed.

Audience Involvement and Participation: Audience involvement and participation can help people alter their minds or reaffirm their convictions. Instead than treating beneficiaries as passive users, the modern strategy is to mobilise, organise, and train them to collaborate successfully with experts and authorities so that knowledge is shared rather than passed down one-way. In the end, it's important to notice that the audience is engaged in socioeconomic programmes.

Communication Content and Structure: A variety of strategies can be used to make a message more purposeful. Expert communicators employ a variety of strategies, including

- (1) drama
- (2) data
- (3) examples
- (4) testimonials
- (5) media endorsement
- (6) emotional appeals

A well-balanced mix of necessary parts that are appropriate for the communication channel, a logical order in the presentation of argument targets, as well as skill, expertise, and experience, all contribute to the creation of effective messages.

Persuasive Speaking: Persuasive speeches provide a thorough knowledge of the problem for all parties involved. Reasoning and empathy should be used when speaking. Instead of top-down flow and highly prescriptive education, communication experts today advocate for interactive communication that emphasises knowledge sharing between equals.

7.12 PUBLIC RELATIONS AND MOTIVATION

If one of the goals of public relations is to build friendly relationships between an organisation and its constituents, motivation is a critical factor in influencing the attitudes of either individual or institutional constituents. There is a motivation behind every individual's action. As a result, motivation is crucial in the field of public relations. The theory of motivation is centred on the words "want," "wish," or "want," and how humans act to achieve certain goals in order to fulfil their needs or desires.

The 'drive' that causes people to react or act in a certain way is called motivation. The primary goal of a public relations professional is to ensure that a message is received, understood, and acted upon. This can be stated to be the primary motivation for communicating a message, whether it is about progress or not. The message must have the appropriate 'drive' or appeal. The recipient of such a message will respond based on the aspect that motivates them, which will usually be in the context of the communication and the sender's best experience. A lot is also dependent on the source's reliability.

If a goodwill relationship has been developed between the organisation and the general public, the motive of the receiver, which influences the reaction, will be different than if no such relationship has been established. Why do people react to the same stimulus in various ways, whether it's pressure or persuasion? What drives a farmer to experiment with novel ways of cultivation rather than the old; an illiterate rural girl to enrol in a literacy class; an urban lady to get a cancer check-up; or an employee to enhance job output? The source of motivation, which stems from an individual's underlying social and cultural values, must be considered by the PR practitioner.

Dr. Abraham Maslow developed a notion known as Maslow's Hierarchy of Needs after conducting extensive research on motivation. According to him, the source of these demands is more powerful than the others and must be met first. As a result, in order to motivate someone, they must be assisted in moving up the Hierarchy of Needs.

These degrees of need, however, overlap, and greater needs emerge before lower wants are fully met. It is thought that in order to motivate a person, it is important to look at variables that will excite him (incentives) and factors that would prevent action (inhibitors) (disincentives).

According to research, non-financial incentives, such as status, recognition, a sense of accomplishment, and the working environment, are just as important as monetary rewards. That can be powerful motivators that management considers when dealing with issues such as absenteeism, declining productivity, and so on. Employee motivation can be secured in a variety of ways, including sharing productivity gains, sharing information, establishing a sense of belonging, and assisting employees with personal issues.

In the context of development, the information worker or change agent working to promote innovation adoption must examine options that will encourage beneficiaries to change their minds. This necessitates extensive investigation into the backgrounds of the beneficiaries in order to assess their needs.

7.13 MOTIVATION IN A GROUP

The group's opinion regarding any policy, programme, or product is mirrored not by each individual member, but by the group leaders, who have

strong personalities and are generally persuasive. Reference groups and organisational membership are two significant characteristics that influence human behaviour.

As a result, communicators must consider the groups to which people belong. People behave differently when they are part of a group. Sociologists claim that extremely productive work groups with high performance goals can be formed. While group cohesiveness leads to the group operating as a unit, the group's leader can focus the group's energies toward the organization's goals. Motivating individuals, even raising a task force of volunteers for growth activities, necessitates exceptional abilities.

Individual motivation is sunk, and collective motivation is produced by excellent oratory and effective persuasion by group leaders. Public relations try to use both individual and collective motivation concepts to influence public perceptions of an organization's corporate aims. Enlightened management encourages teamwork and makes an effort to foster a positive organisational climate by avoiding inter-departmental conflicts.

For a public relations professional, understanding group dynamics is crucial. In terms of development, India's best example is the Kheda Project, which was decentralised and participatory and attempted to promote rural development and social transformation after doing extensive audience research to determine their requirements. Because the entire group was highly motivated, audience participation at all levels in programme production dealing with issues like as alcoholism, exploitation, cooperatives, and so on was crucial to the campaign's success.

7.14 HOW CAN YOU BOOST YOUR MOTIVATION?

Public relations practitioners may face animosity, prejudice, apathy, and ignorance of the public during the motivation process, all of which impair mutual understanding. Here are some suggestions to help you improve your situation:

- Before sending out PR messages, it's a good idea to look into the recipient's educational and social background.
- This will allow you to create an inspiring environment for them.
- Empathize with them and make them feel valuable. Pay close attention to them and encourage them to participate.
- Use language, words, and phrases that are understandable to the general population.
- Avoid concealment at all costs. Have two-way communication that is open and honest.
- Form groups and foster a sense of belonging.

If you're aware that there's animosity, prejudice, or a negative motivation in the public's thinking. Try to build your communications in such a way that

they have the fewest chances of being disrupted by these conditions. Set an example with your own behaviour.

Avoid creating a credibility chasm. Promises must be kept with swift action and performance.

Make an effort to get feedback from your audience to see if the messaging had the desired effect.

If public relations use the motivational strategies listed above, it will surely help to develop a corporate personality and a positive image for a firm while also promoting corporate relations. For development communication, the same rules apply.

All individuals and organisations use the phrase "public relations" to describe how they build and maintain harmonious relationships with their respective publics in order to promote ideas, services, or products. While acting as a catalyst, public relations use persuasion and incentive strategies to influence public opinion and guide it toward mutual understanding. Individuals' behaviour, attitudes, and perceptions of an organization's services or aims are influenced in its favour as a result of this process.

The analysis of the environment in which an organisation operates is a crucial phase in the public relations process. This type of study also identifies current trends and signals that are critical to the institutions' success. Public Relations uses an environment assessment method to keep track of the current condition and evolving socioeconomic trends. According to E.W. Brody, the knowledge collected from environmental analysis "is fundamental to the strategic planning process of public relations." The environment is assessed by gathering feedback from the media, opinion leaders, and other members of the public.

As a catalyst, public relations is responsible for bringing the publics of an organisation together for mutual engagement and proper understanding so that they can grasp each other's difficulties. Top-down, one-way communication is deemed less desirable and successful than an integrated approach with two-way communication.

In the context of development, public relations take on a higher significance in order to communicate the message of planning and development to the general public. Public relations professionals spread information via various forms of mass media or through extension workers. Only until people are aware of the Five Year Plans and the different programmes proposed under the massive Eight Five Year Plan can they be successful.

As a two-way communication process, public relations aims to eliminate information poverty as a precondition for eradicating economic poverty. 'Development public relations' refers to the endeavour of the country's information and public relations agencies to raise public knowledge of planning and development plans in order to elicit public participation. Public relations for development aid the socioeconomic development

process. In reality, if total development is to be realised, development administration and information administration should work hand in hand.

Individual and group motivation is critical for PR in the development setting. This necessitates extensive research on the beneficiaries' backgrounds in order to identify their requirements, priorities, and so on. The development messages should include the appropriate appeals, a well-structured design, be delivered on time, and be understandable to the user receiver. Only then can persuasive messages be accepted as effective in achieving the necessary change and development goals.

7.15 QUESTION

1. Explain the role of PR as a catalyst for change
2. Briefly explain: Public relations in planning and development
3. Discuss Emergence of development public relations
4. Discuss Public relations in persuasion
5. Explain in detail public relations and motivation

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COMMUNICATION THEORIES WITH SPECIAL REFERENCE TO PERSUASION THEORY, CULTIVATION THEORY AND USES AND GRATIFICATIONS THEORY

Unit structure

- 8.0 Objectives
- 8.1 Introduction
- 8.2 Communication Theories
 - 8.2.1 Birth of Communication Theories
 - 8.2.2 Media and Audience: Cause-Effect Relationship
- 8.3 Persuasion Theory
- 8.4 Cultivation Theory
- 8.5 Uses and Gratification Theory
- 8.6 Summary
- 8.7 Questions
- 8.8 References

8.0 OBJECTIVES

After reading this unit you will be able to understand:

- Definition of Communication Theories
- Theories of the cause-effect relationship between media and audience
- Importance of communication theories in Public Relations

8.1 INTRODUCTION

The scholars of philosophy and psychology have always demonstrated the importance of communication in the daily lives of humans. The term simply means the dissemination of information between individuals, groups, or masses. The transformation of the term to mass communication has identified the development of various tools of communication, known as mass media. These mass mediums provide an opportunity to receive a large amount of information from a large audience at the same time. This procedure further leads to the emergence of public communication.

Public communication certainly plays a pivotal role in the practice of public relations. The massive consumption of the media by the audience does affect them in several ways. The media acts as a mediator between the audience and PR professionals. The utilization of media by public relations practitioners helps them to reach the masses. Similarly, it also helps them

to maintain media relations. Thus, public relations practitioners need to understand the different aspects of media and the heavy influence media has on the audience.

This chapter focuses on the impact media can have on the receivers of the content. It will help to understand the theoretical perspective of communication and mass media. It describes the nature and scope of communication theories. The chapter will also explain the cause-and-effect relationship between media and the audience. It will describe the importance of communication theories in PR with special reference to persuasion theory, cultivation theory, and uses and gratification theory.

8.2 COMMUNICATION THEORIES

Communication is an interchanging term based on human behaviour and societal norms. Social and Communication scholars studied the development of communication and its relation to human behaviour and societal norms, known as communication theories.

Theory, as explained by Kenneth Bailey, is, "explanations and predictions of social phenomena by relating the subject of interest to some other phenomena" (1982, p.41). Bailey here tries to explain the interconnection of the media and its relation with the sociological and psychological behaviour of the audience who consumes it.

Based upon the conclusions drawn by Anaeto et al., (2002), to understand the communication theory, the following assumptions need to be considered:

1. The communication system and its procedure can not be explained and established within one theory. There are multiple theories developed by scholars to explain the system and the process of mass communication.
2. Mass communication theories are interrelated with other social sciences' theories like sociology, psychology, linguistics, etc.
3. Mass Communication theories are human constructions, they are completely constructed on the ideology of the theorists. Similarly, theories are dynamic in nature and apply to contemporary society.

8.2.1 Birth of Communication Theories:

The foundation of communication theories dates back to the emergence of the industrial revolution which modified the ways society lives, converses, and communicates. The adaptation of the innovations developed in the revolution led to the conversion of traditional society into urban and modern societies. The modernized population not only raised the lifestyle goods consumption but also media consumption at large. Urban societies then were being recognised as media-dependent societies.

Based on the increasing consumption of media, communication scholars divided communication theories into four categories. These categories differ from each other in Baran & Davis (2012, p. 12)

1. Their goals
2. The nature of the theory
3. Their perception of the expansion of knowledge
4. Their perception of the roles of theory in research and theory building.

Postpositivist Theory:

Post positivism talks about the dynamic nature of human behaviour. Post positivism theory in mass communication explains human behaviour is predictable to conduct a systematic observation of media and its audience. The phenomena help scholars to understand the theoretical aspects of the reaction of the audience to the content they consume. The postpositivist aims to understand the connection between an explanation of the content, predicting the impact of the content, and understanding the control that impact is having on the audience. For instance, when a researcher is approaching to explain digital marketing and buying behaviour of the audience, s/he tries to predict the growth in e-commerce due to digital marketing and the platforms of digital marketing are causing the growth and how it is controlling buying behaviour of the audience.

Hermeneutic Theory:

The theory is known as the interpretative theory. It focuses on the understanding of the interpretation of the messages sent by the various media channels. The theory helps the research scholars to understand the reaction given by the receiver to a certain message. It also aims to describe the subjectiveness of the reaction to the message. It explains, “how knowledge is advanced and relies on the subjective interaction between the observer and his/her community” (Baran & Davis, 2012, p.13). The idea defines that the subjective reaction of the audience is dependent upon the various experiences, preferences, and communication with each other in the social world. For instance, the preferences of the audience about news consumption platforms will be dependent upon their social understanding and opinions about the platforms.

Critical Theory:

Critical theory as the name suggests focuses on the critical aspect of the social world. Critical theorists try to identify the changes required in society. They believe that the present structure of society has some flaws and with the help of political and economic power, society can be transformed into a better world. In the mid 19th century, Marx and Engles explained, those who have the power and control the material production (the economic control) also control the mental production (the mindset of the people). Following Marx, Gramsci described how news media along with the other hegemonic social organizations contributed to controlling the ideology of the audience.

It is the goal of the critical theorists to understand how various forms of media as mass mediums can be used as a weapon to bring changes in society by cultivating the media messages in the minds of the people. The critical theory explains the ownership of media by elites and how corporates employ media as a tool to deliver framed messages.

Normative Theories:

Normative theories describe the set of systems and structures based on which media organisations can function in various political and social environments. The theories also explain the role media plays in the development of society.

These various communication theories have experienced transformation, which further divides the journey of media theories into four eras or trends. These eras are dependent upon the social and cultural ideologies of the two different classes in society. Each theory from each of these eras serves certain important purposes and has faced some modification or alteration in the future.

1. The trend of Mass Society and Mass Culture

Mass society is defined as a society that comprises individuals with intellectual clones of each other. In mass society, people are homogeneous and have similar thinking process. The mass society believes that the industrialization and dehumanizing effect of the industrial revolution is responsible for all the disruptions happening in society and for all wrongs happening in the 19th century. Major social scholars think that mass media symbolizes the disturbance and disorders in society.

Early media theories explained the relationship between media and society. The major perspective that emerged is known as mass society theory. Baran & Davis, (2012), explained mass society theory as, “collections of conflicting notions developed to make sense of what was happening as industrialization allowed big cities to spring up and expand”. The theory believed that mass media is all-powerful and works as an influencer. Masses are vulnerable to the messages shared by the media. In the era of mass culture, society heavily criticized media, and importance was given to the message senders, that is the elites, owners of the industries, wanting to control the society and minds of the audience.

2. The trend of Scientific Perspective: Emergence of Limited-Effects Theory:

Several sociological transformations and world events resulted in the development of mass media at large. The media was used as a weapon by many elites and political leaders to propagate their agenda and ideologies. Along with newspapers, broadcast and audio-visual mediums were utilized to control the masses, with the hope of the well-being of the society. Paul Lazarsfeld, an American sociologist

observed such exercises of media and conducted a scientific research study which concluded that media is not as powerful as it was stated by the elites. The audience is more influenced by the participatory elements like peers, family, and other elites in society. Instead of being a disruptive factor in society, the media supports the societal trends and strengths of the current political agenda. This process was the beginning of the era - of limited effects research, stating that media indirectly shape the mindset, it is the opinion leaders, who convey the message as per their ideologies.

Joseph Klapper, communication consultant and chief spokesperson for limited effects perspective, published a book stating that media's effects can extend from small to negligible. In the program on mass media organised by the Child Study Association of America in 1960, Klapper stated:

“ I think it has been very well demonstrated that the mass media do not serve as the primary determinant or even as a very important determinant of any of the basic attitudes or the basic behaviour patterns of either children or adults. This is not to say that they do not influence at all, but only that then influence seems to be incidental to other forces or it is not incidental, to pertain to rather superficial aspects of attitude or behaviour rather than to basic attitudes and behaviour” (Sparks, 2013).

3. The trend of Cultural Perspective:

Theories with a quantitative approach were developed during this era. Theorists and social science researchers emerged with the approach of reductionists - who reduced the complicated communication systems and transformed them into narrower proposals for media. As the society was observing the incorporation of limited effects theory in society, left-wing European socialists believed that the media enabled the elites and upper class of the society to dominate the audience.

Elites utilized mass media to promote cultural hegemony. Values, beliefs, and ideologies of the elites are framed and broadcasted within the narratives of different media shows. This observation about mass media is referred to as neo- 85arxism.

4. The trend of contemporary meaning-making:

The era recognises that the audience or receiver of the message is active and consumes media for meaningful experiences. Mass media is indeed powerful, but the power media can employ is dependent upon the receiver of the message. The influence of media is dependent upon the meaning derived by the users. The era focuses on the media selection phenomenon - a phenomenon that explains that audiences are the king, they select and decide what to consume or not. The era observed how the audience uses media content according to their needs.

8.2.2 Media and Audience: Cause-Effect Relationship:

To understand the relationship between media and audience, it is first important to study the media effects research conducted by scholars over the years. Since the inception of media, scholars did try to find out the effect of media on public opinion. From major case studies like the congress-Spain war in 1898, wartime propaganda during the world war, the emergence of broadcast media, the strength of photographs and the Vietnam war, to studies conducted by McCombs and Shaw, many scholars tried to understand whether media can mould public opinion. In this chapter, the cause-effect relationship between media and audience is explained with the help of the emergence of various theories and mediums.

In the 1950s, during the Vietnam war, It is generally believed that the US might have won the war had it not been for the interference of the media. From the late 1960s onwards, public opinion in the United States began to sharply oppose the war, and this is blamed on US media. Vietnam was the first war that issued full freedom to the press, allowing the media to cover the war as they saw it. Due to the absence of censorship, gruesome images were often depicted for the public's viewing. Many believe the freedom given to the press to be a mistake, as it is believed to have drawn public opinion against the war.

One of the major studies that were conducted to observe the impact of films on the audience is Payne Funds. The Payne Fund organised agreed to fund a series of studies to investigate the impact of movies on children and adolescents. Shearon Lowery and Melvin DeFleur while explaining the conclusions of the Payne Fund studies in their book, *Milestones in Mass Communication Research*, stated, “the Payne Fund Studies undoubtedly presented a reasonably valid picture of the influences of the movies of the 1920s on the youth of that period. The films were an influence on attitudes; they provided models for behaviour; they shaped interpretations of life. They probably had as many prosocial influences (or at least harmless influences) as those that disturbed adults of the time”.

With the conclusions of the Payne fund studies and wartime propaganda, it was believed that mass mediums are powerful identities and are capable of influence. Based on the observations, the need to state the theory was realised in this era. As a result, magic bullet theory/hypodermic needle theory was introduced. According to the theory, the messages delivered by the media are compared to the shotgun bullet or needle, stating that, in the communication process, messages are shot at the audience, with the help of a medium. The message will have a powerful and forceful effect on those who possess it.

The dawn of Television in the 1950s and 1970s in foreign countries and India respectively was the origin of the new media effects. The craze of Television all over the world, the introduction of the daily soaps and live coverage of the gulf war I, initiated the studies of the heavy impact of TV on the viewers. It includes theories like agenda-setting theory, priming, framing, etc. According to the scholars of agenda-setting theory, the media

sets an agenda while delivering the information. McCombs and Shaw believed that TV channels frame the content in such a way, that it tells the viewers the ‘important’ events and ‘important’ perspectives of the event.

Types of Media Effects:

Today, understanding media effects are more complex and varies based on the type of media and audience. Depending on the message, the medium, and the audience, the media effect differs from micro level to macro level. McLeod and Reeves practically conceptualized the media effects by using some category schemes (Sparks, 2013). Following are some of the categories of media effects :

1. Micro-Level or Macro-Level effects:

McLeod and Reeves believed that micro-level effects on individual media consumers. Micro-level effects observe the impact any form of media is having on single individuals, on their behaviour, and their preferences. For instance, the research study aims to understand the preferences of the medium of an audience to watch films, and will consider the micro-level effect, as the preferences are subjective and they differ from individual to individual. Whereas, the macro-level effect observes the impact of the media messages on the large community. For example, controversies and hashtag campaigns on social media. For instance, in October 2020, the jewellery brand Tanishq released an advertisement featuring an interfaith baby shower. The ad caused huge controversy on social media and led to various hashtag campaigns run by certain communities. Media messages causing such an impact are examples of macro-level effects.

2. Content-Specific or Diffuse-General Effects:

According to McLeod and Reeves, some media effects are purely based on the content a consumer consumes. For example, kids who watch Shinchan cartoon might adopt different behavioural patterns than kids who don’t watch. For instance, research study on the impact of PUBG games on the audience. This research may study how specific content (PUBG) is affecting those who play the game. On the other hand, general effects are those that are observed generally and might not relate to the content. For instance, due to the emergence of OTT platforms, consumption of TV amongst youths is decreased or youth and social media addiction. Such studies will conclude the overall general results.

3. Attitudinal VS Behavioral VS Cognitive Changes:

In the 1980s, while explaining the media effects research, McLeod and Reeves stated, “Media effects research is very nearly the history of attitude change research”. They explained that media does not only effects the attitudes of the audience but also causes changes and transformations in the behaviour and the thinking process of the audience. The messages delivered by the media have the power to

shape the opinion of the audience. Media impacts differently on the attitude, behaviour, and minds of the consumers.

4. Alteration VS Stabilization:

Along with the media's capacity to change or mould the opinion of the audience, McLeod and Reeves also believed that instead of transforming the opinion, the media is also capable to make the audience alter their decisions. For example, an advertisement has the persuasive power which will make the consumer switch their brand. On the contrary, some of the advertisements help the consumers to stabilize their decisions about their brand. Researchers from Columbia University, Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet conducted a research study to understand 'how and why people decide to vote as they did. The study is recognized as The People's Choice Study. The study investigated that radio commercials strengthened the prior voting decisions of the voters. People are more likely to consume an advertisement for their preferred candidates and became more committed to them. This indicates that instead of altering and adopting new opinions, media can also help the audience to stabilize and be firm on their own opinions.

Check Your Progress

1. Explain the four categories of media theories.

2. What are the various trends of media theories?

3. Explain in brief various types of media effects.

8.3 PERSUASION THEORY

The term persuasion, derived from the word to persuade, means to induce one to believe or to perform an action. Simons (1976) explains persuasion as, “s human communication designed to influence the autonomous judgments and actions of others”. He believes that persuasion is an attempt to influence the beliefs, values, or attitudes of others. But, it is not torture or any other form of coercion, nor the pressure to follow any group or authority. Whereas, O’Keefe (1990) defines persuasion with the help of a communication system. He argues that the process of persuasion has some prerequisite conditions. The message or the content sent by the sender involves intent and the goal is to achieve that intent. The receiver of the message should consider receiving the persuasive content. This entire procedure is communicational.

The persuasion theory in media comprises various theories which define persuasion from the perspective of attitudes, beliefs, values, knowledge, and predispositions of the audience.

8.3.1 Theory of Beliefs, Attitudes, and Values:

The theory was developed by psychologist Milton Rokeach in 1968 who argued that the behaviour of an individual is dependent upon the attitude of the individual. The attitude of the audience helps the sender to predict their behaviour. This attitude is shaped by an individual’s school of beliefs and values. Rokeach defines beliefs as, “any simple proposition, conscious or unconscious, inferred from what a person says or does”. He also explained values as, “beliefs which are central to an individual’s sense of sense and difficult to change”. (Travis & Lordan, 2020). The theory helps PR professionals to understand that attitude leads to the behaviour of the audience.

8.3.2 Theory of Reasoned Action:

The theory suggests that every behaviour of an individual has an intention behind it. Individuals are likely to justify their actions with the help of reason to perform the same. They are more likely to engage, invest an amount of effort, and perform the action actively if it is intended. O’Keefe (2015) says, “the theory of reasoned action is considered unquestionably the most influential general framework for understanding the determinants of voluntary action”. According to Ajzen & Fishbein (1975), the intentions or the reasons are dependent upon the personal attitude of an individual. Along with personal attitude, several other subjective norms like peer perception, and societal judgements are also taken into account. Figure 8.1 explains Ajzen & Fishbein’s perception of the theory of reasoned action.

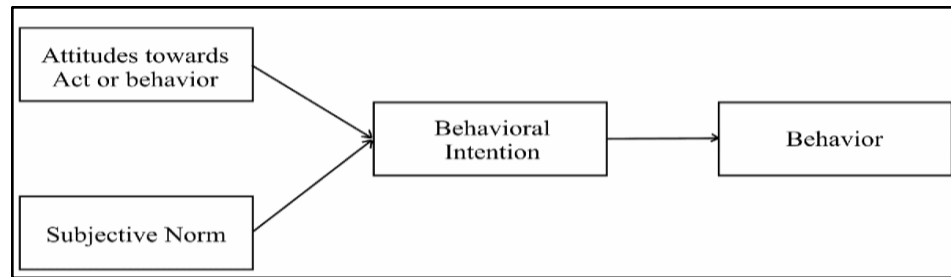
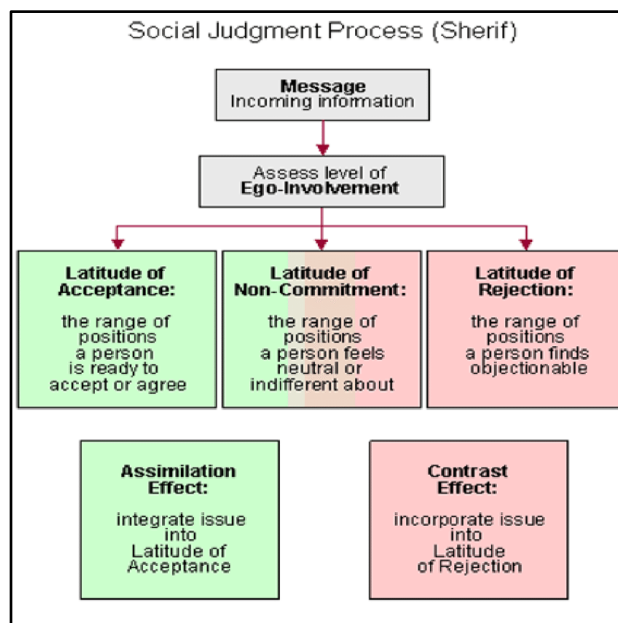


Fig. 8.1 Ajzen and Fishbein's perception of Theory of Reasoned Action

8.3.3 Social Judgement Theory:

The theory proposes that the persuasive nature of the message is based on the individual's opinion and attitude towards the topic. Sherif & Hovland (1961), and Sherif et al. (1965) described three categories of an individual's attitudes and judgement. First is, the **latitude of acceptance**, the concepts which individual judges and finds acceptable. Second is the **latitude of rejection**, the concepts which individual judges and finds unacceptable. The third is the **latitude of non-commitment**, the concept for which an individual does not carry any opinion, and has a neutral stand.



The social judgement theory explains that the map of an individual's behaviour is dependent upon the amount of ego involved (interest involved) of an individual in that topic. If an individual is highly interested or highly ego involved in the topic, the individual believes that the topic is crucial and will pay more attention to it (Dainton, 2004).

Figure 8.2 explains the procedure of social judgement theory, arguing the level of ego involved while receiving

the message and its impact on the latitude of acceptance, non-commitment, or rejection.

8.3.4 Elaboration Likelihood Model:

The model argues that persuasive message processes through the cognitive behaviour of a receiver. The model proposes that there are two routes of human persuasion. The human decision process occurs in two ways, the peripheral route and the central route, stating that attitude changes appear to be temporary and long-lasting respectively. The model tries to articulate that the persuasion of the message is dependent on the thinking ability of a human. It explains whether the thoughts of a receiver can be changed immediately by employing a peripheral route or the receiver consumes a certain amount of time to decide by deploying a central route.

CHECK YOUR PROGRESS

4. What is persuasion theory?

5. in brief the theory of reasoned action.

8.4 CULTIVATION THEORY

The theory proposes that constant consumption of the media messages influences the mindset of the audience, resulting in the audience changing their perception. The communication scholar George Gerbner observed two types of media consumers with special reference to television viewers. He divided the viewers into two categories, heavy viewers (the one who views TV for more than four hours) and light viewers (those who view TV for less than four hours). Gerbner hypothesized that those who watch television for a long time are more likely to be influenced as they are been more bombarded by the content than those who watch it for a lesser time.

The media can build a perception. It states that, with the help of advertisements, brands can reform or develop the perception of an audience about a product, phenomenon, or social activity by continuously bombarding and cultivating the same perception. For example, fairness cream brands over the years have cultivated the perception of the good

looking concept. This paradox of cultivating a thought can be employed to build the positive aspects of society. For instance, sanitary napkin advertisements cultivate that with their brand, menstruation is a simple and easily bearable process.

In today's digitized world, social media is one of the platforms which is used to influence the audience. Public relations practitioners incorporate various social media strategies to engage the audience. An easier example of this can be movie PR. Public relations practice for a movie begins almost a year ago from the date of the movie, which generates curiosity in the minds of an audience, resulting in them being aware of every update of a movie.

8.5 USES AND GRATIFICATION THEORY

The uses and gratification theory explains the connection between the media-audience relationship and media consumption by the audience. Katz, Blumler, and Gurevitch (1973) in their paper 'Uses and Gratification Research' says that, "there are certain social and psychological origins of needs which generate expectations of the mass media or other sources, which lead to a differential pattern of media exposure (or engagement in other activities), resulting in need gratifications and other consequences". Certain needs of humans are based on social and psychological systems which encourage the needs and expectations from mass media. These are gratified after consuming or exposure to the particular media.

The application of this is built upon basic assumptions. One of the important assumptions is, that an audience who is consuming the media must be an active participant. Katz, Gurevitch, and Hass, (1973) listed down thirty-five needs based on the literature on the social and psychological functions of the mass media, which they classified into five meaningful groups.

1. **Cognitive Need:** The need to enhance information, knowledge, and understanding. For example, audiences use social media platform telegram for educational purposes, to get study notes, and practice papers to satisfy their cognitive need for knowledge.
2. **Affective Need:** It relates to emotional satisfaction and pleasurable experience. For example, the audience watching a movie of their favourite actor or actress.
3. **Integrative Need:** It is related to the need of boosting confidence, stability, status, etc. It is the combination of cognitive and affective needs. For example, readers read self-help books to gain motivation.
4. **Social Integrative Need:** To increase the bond between friends and family. For instance, watching a series because your peer is acting in the same.

5. Tension-Release Need: To gain some relaxation and entertainment. For example, watching comedy genre films for entertainment purposes.

Public relations practitioners using media as a mediator between them and the audience needs to understand the audience's demand for the content and the appropriate platform for the same. PR practitioners can incorporate the theory to determine how to engage an audience by recognizing their needs.

CHECK YOUR PROGRESS

6. What is cultivation theory?

7. What are the various needs mentioned in the uses and gratification theory?

8.6 SUMMARY

Public relations is one of the subfields of mass communication, focusing on public communication, and playing a pivotal role in the process of public communication. Since the evolution of mass media, communication scholars have observed the trends of effects of these developed and upcoming mass mediums, transforming the mindset and attitudes of the content receiver, and developed several theories indicating the positive and negative sides of the media.

These communication theories were divided into four categories, each category having its characteristics. These categories differ from one another by distinguishing between the perception of media, the content it delivers, and its impact on the audience. These categories of communication theories were observed and defined in different eras of mass communication namely, the era of mass society and mass culture, the era of scientific perspective, the trend of cultural perspective, and the trend of contemporary meaning-making. Theories developed in these different era causes different types of media effects, known as, micro-macro level of media effects, content-

specific and diffuse general effect, the effect of attitudinal vs behavioural vs cognitive change, and the effect of alteration vs stabilization.

In the field of public relations, it is important to understand how media being the mediator of sender and receiver can or can not persuade the audience with different persuasion theories like the theory of beliefs, attitudes, theory of reasoned action, social judgement theory, and an elaboration likelihood model. It is also important for public relations practitioners to understand how media can cultivate new perceptions amongst the audience, and how audiences use media to gratify their certain needs.

8.7 QUESTIONS

1. Explain the history of mass communication theories?
2. Explain the cause-effect relationship between media and audience?
3. What is social judgement theory? explain its application with reference to public relations.
4. Explain the application of cultivation theory in public relations?
5. Why it is important for public relations practitioners to understand the uses and gratification theory?

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UNDERSTANDING EVOLUTION OF MASS MEDIA AND MASS COMMUNICATION WITH SPECIFIC REFERENCE TO INDIA

Unit structure

- 9.0 Objectives
- 9.1 Introduction
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9.0 OBJECTIVES

Societies throughout the history of civilization have felt the need to communicate. The need for communication arose from the facts of sharing an opinion and passing knowledge of heritage and even culture to new members of the society. Human beings are creative by nature, which gives birth to various ideas; these ideas are what one wants to share with others. Being a social animal, communication is also a need, just like food, clothing

and shelter. In this unit, we will learn how communication evolved throughout human civilization. We will also dig deeper into how it evolved, particularly in India and how it shaped people's culture and language and ideas. By the end of this unit, you will be able to.

Understanding evolution
of mass media and mass
communication with
specific reference
to India

Describe the methods of early communication

Understand the importance of written communication

Categorize different inventions of different mass mediums and the changes they brought to the Indian society.

Analyze the use of mass media for developmental communication

Jot down key mass communication Initiatives in India

9.1 INTRODUCTION

Human communication didn't simply start with letters or words themselves. The first step toward mass communication was through drawings on the walls of the caves. This happened around 25,000 years ago, and to date, cave paintings are the oldest known records of human communication. The story of communication and its evolution continues even today; just because we see several languages does not mean that communication has stopped evolving. Today we are not looking at communication just in terms of language. We are trying to understand how communication is used in advertising in public relations in developmental communication. It has come a long way from cave paintings today; we are trying to see how scientific communication has evolved and how it impacts society. The word "communication" is descended from the Latin noun communication, which means sharing or imparting.

9.2 METHODS OF EARLY COMMUNICATIONS

Cave paintings: Long before any language was invented, ancient cave paintings were the most primitive form of communication. Our ancestors used pigments created from fruits or minerals to depict the daily life on walls of these caves. Paintings depicted hunting, social life (handprints of every clan member on the walls), drawing of tools etc. Scholars concluded that the sole reason for these paintings was to communicate with the next generation and pass on the instructions as to what was safe to hunt/eat and the tools to use.

Oral communication: Oral communication plays a major role in Asian cultures through oral communication cultures that pass on various cultural standards, traditions and knowledge to the next generation. The best example of verbal communication in India is the Vedas. The Vedic oral tradition" is a broad rubric for traditions of recitation and ritual connected to India's oldest Sanskrit texts, the Vedas, which were orally composed, compiled, and codified during the late 2nd millennium and early 1st millennium BCE. From that time into the early 21st century, the Vedas have been orally transmitted with great fidelity within certain orthodox communities of Brahmins, members of India's priestly caste, whose social status is founded on their role as transmitters and interpreters of this sacred "knowledge" (veda).

9.3 INTRODUCTION TO WRITTEN COMMUNICATION

Although alphabets developed around the world over 5000 years ago, alphabets like hieroglyphics changed the way cultures communicated, still written communication remained ambiguous. The Greeks and the Romans resolved the issue by assigning a syllable with alphabets sounds, thus making it easier to pen down and read. But still, since there was no material to pen this down and circulate among the masses, written language was still inefficient. Eventually, China perfected the paper-making process and shared it with other regions via the trade-routes. The seeds of mass communication's future were sown. This particular milestone changed the way cultures transmitted knowledge, traditions and values. This paved the way for written communication to be possible. Individuals who couldn't access the paper used vellum to write on, which was made from calfskin. Written languages started with the development of alphabets worldwide over 5000 years ago. This developed into ideogrammatic alphabets, (picture based) that are like hieroglyphics changed the way culture communicated. But written communication was still confusing and could not reach the masses until Greeks and Romans solved this. They established a syllable alphabet representing sounds. However, it was still inefficient because written language was inefficient without something to write on.

9.3.1 Phases in written texts

Once languages were established, the majority of the texts around the 7th-13th century were religious in nature written by scholars. During this time writing and reading was prevalent among the wealthy people. Post 13th century, books promoting secular thoughts and knowledge became famous. This was because of the rise of universities in various parts of the world. The majority of the books were handwritten or printed with woodblocks, made from mulberry wood.

9.4 INVENTION AND EVOLUTION OF THE MASS MEDIUMS

9.4.1 The printing press

Johannes Gutenberg, born in Germany invented the first printing system, he revolutionized the ways books were written/printed. He developed the metal movable types that had screws, presses and other existing technologies of that time to create a printing press. This method used ink and paper, allowed for books to be mass produced, and lowered the cost. Slowing the printing press spread from Germany to other parts of the countries. This stressed many rulers of that time as they feared that the masses could rise against the authorities—this insecurity brought with itself lots of regulations and rules on the printing press. The printing press made written communication available to the masses, it also gave voice to the people. It was one of the most significant inventions in human history.

9.4.2 Telegraph

Although written communication was seen as a much-advanced way of communicating during early times soon, there was a need to communicate much quicker and across geographical boundaries. This need gave birth to the invention of the Telegraph. William Watson invented the Telegraph it was used to send messages in 1747. This invention allowed for quicker communication across long distances, something not available previously. This piece of the medium was invented particularly for war as it helps transmit important information through long distances. Since Telegraph transmitted information via wires, telegraph stations had to be set up along the railroads, Where poles had to be erected. However, this technology was not available to the lower classes of society due to the cost involved. This invention further gave birth to the idea of the telephone but the telephone didn't become that famous due to the higher cost needed for the instruments. Also, since this technology was not much different from the Telegraph, it also required wires to transmit messages.

9.4.3 Radio

The invention of Radio was the first step toward wireless communication. It all started with discovering radio waves and their capacity to transmit speeches, music and other data invisibly through the air. The Radio played a massive role in India's community development and education. The invention of the Radio is credited to Guglielmo Marconi. As a young man Marconi read the biography of Heinrich Hertz, who had written on wireless transmission. Marconi duplicated the experiment and was successful in sending transmissions from one side of the attic to the other. The invention was first used by naval ships to communicate with other ships. But soon, its potential as a mass medium was later realized.

9.4.4 Television

During the Second World War, the Radio's popularity skyrocketed as televisions were not equipped to provide accurate and timely news, but that began to change in the 40s. Television became commercially available for the masses in late 30s, and it started becoming a standard household communication device in homes institutions and also a source of entertainment and news. In 1926, Scottish television pioneer John Logie Baird (1888-1946) demonstrated the first television system.

9.4.5 Cinema

The word cinema has its roots in the lasting spelling of the Greek word Kinema, meaning motion. The related words for cinema are celluloid, film, movie house, and movie theatre. The invention of cinema is not credited to a single person. In 1891, the Edison company successfully demonstrated a prototype of the Kinetoscope that enabled a person to view moving pictures. This was an immediate success. The first to present projected moving pictures were the Lumière brothers in 1895 in Paris, France. They had used their device called as Cinematographe. These films lasted for a few minutes or less and didn't have synchronized dialogues.

9.5 MASS MEDIA AND MASS COMMUNICATION IN INDIA

9.5.1 Printing press: The first-ever Printing press was established in Bombay; the second happened to be in Madras and the third in Kolkata. The Britishers were responsible for bringing the printing press to India. In India, the first newspaper was introduced by James Augustus Hicky. It was a commercial paper that was open to everyone to subscribe to, and it did not favour any particular sect of the society. The newspaper included mostly gossip and rumours and exposed people's private lives at high places. James Augustus Hicky's Bengal gazette didn't do much in terms of education or awareness, but it started the trend of using newspapers to inform the masses in India. This medium proved to be most helpful in India's freedom struggle as several papers that were fighting for India's freedom struggle communicated their ideas via newspapers. Newspapers that actively participated in India's freedom struggle were Vande Mataram, Kesari, Maratha, Amrita Bazaar Patrika, and National Herald. These newspapers had a tough time during the British era in India as they faced many ruthless laws and regulations. But it didn't suppress the growth and development of the press in the country.

9.5.2 Radio in India

Introduction

The radio spectrum that we know today is a part of the electromagnetic spectrum. It has frequencies from 30 Hz to 300 GHz, and electromagnetic waves in this range are called as radio waves. It is widely used in modern technology, particularly telecommunication, to prevent interference and disturbance between users. The generation and transmission of radio waves are regulated by laws, which is coordinated by an international body.

The set-up of a private radio station in Chennai in 1924 marks the beginning of the history of radio broadcasting in India. It was followed by setting up broadcasting services in India that started in June 1927 on an experimental basis in Bombay and Calcutta at the same time. However, the responsible company (Indian Broadcasting company limited) for setting up these radio stations in India faced liquidation three years later. Since the company went bankrupt, this called for the Indian government to take charge of the broadcasting in India. The state began its broadcasting operations under the new name of the Indian State Broadcasting Corporation. For convenience purposes and because Indian could not pronounce such a difficult name, Lionel Fielden radio's first controller changed its name to All India Radio in 1936. Later on, in 1957, it came to be known as Akashvani, and was managed by the Ministry of Information and Broadcasting.

Community development

Radio in India was an essential means of mass communication due to certain key characteristics of Radio as a medium. The state provided radio transmitters in the start to various communities to keep them updated with the different government policies and changes. The government started with

the community radio programs to connect with the people living cut off from the city life and in remote areas: community stations or graphic communities and communities of interest. The community radio content is relevant to local audiences and is overlooked by mass-media broadcasters. Search radio stations are operated on and influenced by communities themselves; it provides an opportunity to represent people from different ethnic, social and religious backgrounds and gender.

9.5.3 Television in India

Television came to India on 15th September 1959 as an experiment. It started with offering a two-hour programme for a week. Initially, the programmes were for school children and farmers. Several community television sets were distributed as a part of the Satellite Instructional Television Experiment (SITE). Under this programme, the Indian government used the American satellite to broadcast educational programmes to the Indian villages. Later in 1982, Doordarshan telecasted the 9th Asian Games using INSAT 1 Satellite.

The introduction of communication channels was a huge step in bringing in the private channels in our country. Private channels started in India in the 1990s post CNNs broadcasting of the gulf war. Hong Kong based STAR TV entered India while Zee Tv was born.

9.5.4 Cinema in India

In India, cinema started with short films production. Director Hiralal Sen directed the first short film in India named The Flower of Persia in the year 1898. The very well known Dadasaheb Phalke produced the first full-length motion picture in India. Phalke's stories was derived from the Sanskrit epic. The name of the motion picture was Raja Harish Chandra; produced in the year 1913 and was a silent film. Soon after sound could be synced with the actors' actions, the film companies had to invest in newer equipment to allow the functioning of this new technology. The first Indian talking film was Alam Ara, by Adeshir Irani, released in the year 1931. With further development in sound technology, movies soon started incorporating musicals in the cinema. India got its first colour film Kissan Kanya in 1937, and it was the first Hindi feature film directed by Moti B. Gidwani.

9.6 MASS MEDIA AND DEVELOPMENT COMMUNICATION IN INDIA

Mass media is not just a medium for entertainment, but it is also a medium for information and education. Ever since the introduction of mass media into our country, India has given utmost importance to the idea of education and information dissemination. Since the Britishers were thrown out of this country it was left up to the Indians to build our society. It was left up to our leaders to propel the economy and the society forward. But this could not be done just with the help of a few leaders; the community needed to participate in the growth process as well. This required for the masses to be educated to be literate and if not literate be able to understand government policies. This need gives rise to the idea of development communication.

Development communication goes beyond providing just the information. It helps people understand the values and beliefs of social and cultural norms. The government started using media on two levels; the first level, mass media often used television radio and print media in campaigns to induce adoption of innovation or other changes in behaviour. The second was community media. Through the use of Radio and other folk expressions, it gave the communities a platform to voice their opinions and discuss issues.

The development of communication in India started with the Radio. There were radios with different languages that would discuss agriculture, farming and other related subjects for different regions. Even with the advent of television in India, through Doordarshan India was concentrating only on programmes on agriculture; many of you might have seen the Khrshi Darshan programme on Doordarshan. Print media played a great part in developmental communication after independence when India adopted the five-year plan strategy. Through print media, various themes of these plans were constantly discussed in everyday newspaper.

9.6.1 Key features of developmental communication

It is aimed at the socio-economic development of the community

It is more than just entertainment, it focuses on education and information

It emphasizes participatory communication

It believes in two-way communication

9.6.2 Few key Initiatives of Development Communication in India

Radio Rural Forums

In 1956, UNESCO selected India for the Radio Rural Forums Project experiment. Pune was the first site for this experiment. Under this experiment village, radio forums were created and made to listen to radio programs broadcasted by the AIR and then discuss the content of the program; the theme of the experiment was to 'listen, discuss and act'. The outcome of this experiment was that the forums helped unify the villages around common decisions and acts.

Sangam Radio

Pastapur village in the Sangareddy district, Telangana, runs a community radio. The speciality of this community radio is that it is run by women and discusses issues related to women and society. This village is at a distance of 110 km from Hyderabad. The Deccan development society took up this initiative.

Gyan Vani Radio

Gyanvani is an FM band radio station broadcasting educational programmes in several cities of India. It contains content pertaining to primary and secondary education, adult education and technical and vocational education. The Gyan Vani FM radio was started in 2001 as a network of educational FM radio channels.

Print Media - Project Village Chhatara

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The initiative was taken by Hindustan Times. The newspaper regularly wrote fortnightly columns describing the people's lives and their expectations from the Panchayat; they also attached photographs as fruits. They helped people voice their demands of electricity and water supply deficit rainfall. Since the problem was getting printed in a newspaper and was getting circulated it attracted attention of the authorities and many of the problems that this villagers were facing with water were solved. The coverage given by the media brought machine bridges, roads and banks into the.

9.7 LET'S SUM IT UP

This unit gives a holistic view of the history of mass communication throughout the world and in India. We have come a long way from writing on Cave walls for communication to the digital form of media in terms of communication. So much so that today we think of communication in terms of community development, education and information. Whenever every kind of mass medium was introduced in the country from time to time was widely accepted and put to better use. As a country, we had a lot to learn about nutrition, farming, policies and other cultures. India made the best use of the mediums by providing people with this information. Shows like Krishi Darshan and initiatives like rural radio forums changed how people viewed their daily lives. The mass media's journey in India has been majorly that of developmental communication.

9.8 QUESTIONS

1. _____ invented the telegraph, it was used to send messages in 1747.
 - A. William Watson
 - B. Marconi
 - C. Marshall Mc luhan
 - D. Edison
2. The first to present projected moving pictures were the _____ in 1895, in Paris, France.
 - A. Dadasaheb Phalke
 - B. Lumière brothers
 - C. Adeshir Irani
 - D. Satyajit Ray
3. Describe the methods of early communication? Answer in four-five sentences
4. What is the history of Radio in India? Explain its evolution?
5. Elaborate upon India and development communication?

9.9 REFERENCES

Mass Communication in India Keval J Kumar



PRINT MEDIA IN INDIA

Unit structure

- 10.0 Objectives
- 10.1 Introduction
- 10.2 The history of the Press
 - 10.2.1 Evolution of printing
- 10.3 History of the press in India
 - 10.3.1 The issue of censorship
 - 10.3.2 Acts and laws to silence the press
- 10.4 Pioneers of the press in India
- 10.5 Press after Independence
 - 10.5.1 First Press Commission
 - 10.5.2 Second Press Commission
- 10.6 Press Council of India- History
 - 10.6.1 Functions of the PCI
- 10.7 Constitution and Freedom of Press
- 10.8 Press in India Today
- 10.9 Let's sum it up
- 10.10 Questions
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10.0 OBJECTIVES

This unit seeks to explain the history of printing and its various types. We shall discuss what is the meaning of the word press and how it developed in India. By the time you have read this unit, you will be able to

1. Describe how and when did the print media evolve around the world
2. Understand the evolution of printing
3. Articulate the struggle of the press in India during its inception
4. Examine the status of the media in India after Independence
5. Analyze the ideas and recommendations made by two Press Commissions in India
6. Evaluate the present status of the Press in India

10.1 INTRODUCTION

The history of printing in India is a story of a struggle to freely communicate with each other, to express opinions, thoughts and ideas. As a media student, one must be aware of the efforts to understand the value and freedom to communicate that we enjoy today. In Indian print history, few individuals like James Augustus Hicky, Raja Ram Mohan Roy, and few key freedom fighters were the pioneers of newspapers in India. Their ideas will be discussed at length in this unit.

10.2 THE HISTORY OF THE PRESS

In the last units, we studied that before printing was possible, information usually would be either inscribed on the walls of temples or on copper plates. In different parts of the world, announcements related to monarchy's decision on any issue would be carried out by beating drums across the village and announcing the same. But things change with the invention of paper and the printing press. In an apparent chronology, the paper was invented first by the Chinese, and it reached Europe in the 16th century. The paper was made from the bark of a mulberry tree. The straws of the tree were pressed into flat sheets and dried. After the invention of the moveable cast metal type printing machines by Johannes Gutenberg, the whole printing scene changed from thereon. The first attempt at the modern type of newspaper was made in the year 1621; it was a primitive-looking news sheet called *Coranto* in London. Although it was not regular in frequency, it did set the need for more information on a daily basis. This gave birth to 'Diurnals', which were developed for daily reports of local news.

10.2.1 Evolution of printing

Woodblock Printing- 200 AD: As the name suggests, it involves carving the writing material or design in the wood. Once carved the raised part is inked and placed on top of the fabric/paper. The ink is transferred by applying pressure to the paper. The remaining woodcuts can be used for other decorative design purposes.

Movable type: This is similar to woodcut. Before woodcut, the whole carving had to be done once on a single piece of wood. However, the moveable type allowed individual letters to be placed differently wherever needed to form a word. The moveable type was first made from clay; later, wood and metal were introduced.

The first printing press: Gutenberg is responsible for the invention of the media. This method was innovative but was built on the movable type technique. The very first book mass-produced by this technique was the 'The Gutenberg Bible' in 1455; around 180 copies were printed.

Etching: This involved making prints from a metal plate, either copper or zinc.

Lithography: Lithography printing involves oil and water, which repel each other. This technique uses flat stone or metal plate, and areas are worked using a greasy substance so that the ink will stick to them, while the non-image areas are made ink-repellent.

Offset Printing: This is the most famous type of printing, despite being developed almost 150 years ago. This technique transfers ink from a plate to a rubber blanket and then to the printing space.

Inkjet printing: With inkjet printing, direct contact with the paper is no longer required.

10.3 HISTORY OF PRESS IN INDIA

On a technical basis, the press means the machinery in which we print a paper that becomes a journal, magazine, periodical, pamphlets, leaflets or a book. But sometimes, this term is also used for people that are journalists-part of news agencies, news syndicates and feature agencies form a part of the term press. In India, newsletters are the earlier form of newspapers. During the times of the Mughal period. These manuscripts were the sole source of information about the changes and developments happening in the kingdom. This practice continued until James Augustus hickey started his newspaper 'Bengal Gazette' in 1780. When press was introduced in India, it catered only to the interests of the ruling class during the British rule. The East India company was always suspicious of the functioning of the journalist and was intolerant to any criticism. Bengal Gazette or Calcutta General Advertiser success gave birth to more newspapers across India. In 1780, Bernard Messink and Peter Reed started a newspaper called as Indian Gazette, which was to some extent a voice of the East India Company in India. Further, the country saw the birth of the Calcutta Gazette in 1784, Bengal Journal by William Duane and Thomas Jones in 1785, Madras Courier in 1785, Madras Gazette in 1795 and India Herald in 1796.

10.3.1 The issue of censorship

Many local newspapers started coming up in Bombay, Calcutta and Madras, but most of them had a short life. The newspaper that once was seen as a source of gossip and rumour and was not taken seriously gradually started creating inconveniences for the East India Company in India. It happened because people around started taking the content of the newspaper seriously, many writers began voicing their opinion against the East India company. This called for the imposition of censorship on the press. The first censorship was introduced in Madras in 1795 on the newspaper The Madras Gazette, and they were required to submit all the materials meant for publications.

10.3.2 Acts and Laws To Silence the Press

The start of the 19th century was a real struggle for the press to keep functioning; they would frequently face confiscation of machinery, thrown into prison, seizing of the deposit money for the media and constant

harassment from the EIC. Lord Wellesley and Warren Hastings started the rigid control of the press.

First Press regulations of 1799: This regulation made it mandatory for the newspapers to print the name and addresses of printers, editors and publishers. However, these regulations were later abolished during the term of Warren Hastings in 1813. This is the earliest law for the press. Despite the start of stricter control, many new newspapers were introduced. In 1823, the first government lithographic press set up at Calcutta (In Bombay in 1824) and the first Hindi paper 'Udunt Martund' was brought out in Calcutta.

Adams Regulations 1818: This gave some breather to the editors, but still contents of the newspapers were closely scrutinized. Around 1821, despite strict rules, Raja Ram Mohan roy started weekly publications of Sambad Kaumudi In Bengali and Murat-up-Akhtar in Persian.

Gagging Act 1857: The act brought in mandatory licences from the government for owning, running a printing press. It gave more power to the government to prohibit the publication or circulation of newspapers that seem not to follow certain rules. It empowered the government to ban publications or disseminate statements of news stories that could incite hatred or cause Contempt for the government, stirring unlawful resistance to weaken the authority. This act was later abolished in June 1858. In 1860, the Indian Penal Code (IPC) was passed. Even though it was for all sorts of offences, the offences specific to press like defamation and obscenity were also included in the IPC.

Vernacular Press Act: After the 1857 revolution, the war for freedom had received a substantial setback; press censorship after the war became more blatant. During this time the responsibility of governance of India was shifted from the East India Company to the Crown of England. In the revolution of 1857 number of newspapers such as The Hindu, Indian Mirror, Bangalore, Patriot influenced public opinion at length. The famous newspaper Amrita Bazar Patrika which was printed in Bengali until now changed over to the English language and changed the course of journalism drastically. This period witnessed a big boom in the Indian language press. Newspapers were now available in Hindi, Marathi, Urdu, Punjabi etc. These newspapers advocated for free speech and propagated liberal ideas, which worried the colonial rulers. Due to this reason, the Vernacular Press act was passed on March 1, 1878, to control the newspapers.

Indian Press Act 1910: This had strict censorship on all publications. This act empowered the government to demand security deposits, which could be forfeited if found printing any objectionable matter. In addition, police were granted the power to perform searches and size the publication content if they felt so. This law was harsh, but its vigorous enforcement made life difficult for editors and journalists. There were no fewer than 355 cases between 1910-and 1914.

The laws and acts to suppress the freedom of speech didn't end with this. India had to endure further restrictions. There were restrictions imposed on newsgathering through Kaleidoscope and the display of pictures in

newspapers. Other laws such as official secrets act, Incitement of offences act was added in the Indian Penal code. There were more rules, such as the Defence of India act and others. During the Second World War the situation for the Indian press worsened as the government-controlled the flow of every single International news that was coming in.

10.4 PIONEERS OF PRESS IN INDIA

Raja Ram Mohan Roy: He was considered the father of the Indian Press by Jawaharlal Nehru. Raja Ram Mohan Roy was a scholar, thinker and a social reformer. He used print media to put forth his liberal thoughts. He published Brahmanical Magazine in English. He published Sambad Kaumudi in Bengali, a news weekly dealing with political, social and religious subjects. He also published a newspaper in the Persian language named - Murat-ul-Akhbar.

Bal Gangadhar Tilak: He was widely seen as the first leader of the Independence movement. His two publications Kesari in Marathi and Mahratta in English regularly critiqued the Britishers on several occasions. The publication initially was started along with Gopal Agarkar and Vishnushastri Chiplunkar, both noted figures of the Indian freedom struggle. However, he was later on imprisoned on charges of sedition after he wrote an article voicing his support to the revolutionaries who tried assassinating the Chief Presidency Magistrate.

G. Subramania Iyer: He established two prominent newspapers: The Hindu (published till date) and Swadesamitran (Tamil newspaper). He started Hindu to write about the Indian freedom movement to incite feelings of patriotism among the people. Due to his clear expression in support of the freedom fighters, he would constantly be caught up in defamation cases.

Madan Mohan Malaviya: He is popularly known as the founder of the Banaras Hindu University. He started the English daily title 'The Leader' in 1909 along with Motilala Nehru. His publications were politically oriented, and he published several of Mahatma Gandhi's works. Malaviya once saved Hindustan Times' publication from coming to a standstill by raising rupees 50,000 to acquire the news agency. Later he chaired the news agency from 1924 to 1946.

Syed Fazl-ul-Hasan: He was an Indian activist, freedom fighter and a noted Urdu poet, also known by his pen name Hasrat Mohani. He coined the famous term Inquilab Zindabad (meaning Long live the revolution!) . Along with Swami Kumaranand, he is considered the first Indian to demand complete Independence for India in 1921, during the Ahmedabad Session of the Indian National Congress. He also published Urdu-e-Moalla, which was a magazine

10.5 PRESS AFTER INDEPENDENCE

The press enquiry committee was set up after our Independence in 1947, to examine the press laws and whether they were in line with the fundamental

rights formulated by the constituent assembly. Later on A press commission was set up under Justice Rajadhyaksha in 1954.

10.5.1 First Press Commission - 1954

The commission submitted the annual report in 1954, making several vital recommendations. It helped in constituting several institutions and systematically organizing the profession of journalism. It recommended establishing a Press Council, whose objectives would be to ensure and safeguard freedom of the press, censor objectionable journalistic conduct, and encourage responsibility and the thought of public service. It also recommended the appointment of a wage board for the working journalists. Recommendations for the appointment of the Registrar of Newspapers of India were also made. The office of the RNI was created on July 1, 1956

10.5.2 Second Press Commission 1978

The government of India established the second press commission on May 29, 1978. The recommendations made by the committee clearly states that it did not want the press to become a mindless adversary nor be an unquestioning ally. It wanted the press to play a responsible role in the development process of the Indian society and economy. It wants the press's powers to reach the very grassroots level in the community to give people the opportunity to voice their opinion. Second press commission suggested the press should be widely accessible to the people if it is to reflect their aspirations and problems.

Other key recommendations were the establishment of a newspaper development commission, a body to promote the press's development in directions that will facilitate the growth in particular of Indian language newspapers of whatever circulation category and of local interest and other publications small and medium size in terms of circulation.

It also recommended the removal of section 5 from the official secrets act. That deals with the disclosure of the sources by the journalist. Presently in India the journalists are generally not asked to reveal their sources. While at the same time, if circumstances demand, the Court can ask for it. There is no law prohibiting the Court from asking the press to divulge the sources. Public interest demands that truth should be revealed in some cases but at the same it is also in the public interest that individual privacy and confidence should be protected in society.

10.6 PRESS COUNCIL OF INDIA - HISTORY

The key reason for constituting a Press Council for the Indian press was to maintain and improve the standards of the media. The Press Council is governed under the Press Council of India Act 1978. PCI is an a statutory, autonomous, and quasi-judicial body that acts as the press's watchdog. It handles the matter of violations of the freedom of the press and also deals with press for violations of any ethics. The revenue for the working of the press council of India comes from the fee levied on the registered newspapers. No fees are levied on newspaper with a circulation of less than

5000 copies. The act provides for the selection of the chairman by a committee consisting of the chairman of the Rajya Sabha, the speaker of Lok Sabha and a person elected by the council members from among themselves. The term for the chairman and the member council is for three years.

10.6.1 Functions of the Press Council of India

1. It safeguards the Independence of the newspapers
2. It constructs a code of conduct having high professional standards
3. It emphasizes the promotion of technical and other research-related areas related to the news.
4. It helps in providing training to new journalists.
5. It ensures the spread of news all over India
6. It ensures supply of newspaper from one place to another
7. It helps promote the proper functioning of and processing of the newspaper.
8. It keeps review of all the production, functioning of the newspaper
9. It ensures that both entertainment and information are balanced in a newspaper, which will help people understand their rights and responsibilities.

10.7 CONSTITUTION AND FREEDOM OF SPEECH

The fundamental rights are found in part 3 of the Indian constitution in articles 12-36, as there are 24 articles. These rights are not absolute and are subject to reasonable restrictions. All citizen's fundamental rights can be suspended except the one guaranteed in Articles 20 and 21. The fundamental rights get suspended only during article 352, which states that the President can proclaim an emergency if he believes that a situation whereby the security of the country is threatened. Following are the fundamental rights of an Indian citizen.

Right to equality (14-18)

Right to liberty (19-22)

Right against exploitation (23-24)

Right to freedom of religion (25-28)

Cultural and educational rights (29-30)

Right to constitutional remedies (art 32)

The Indian constitution does not have separate laws on freedom of speech for media. But there is an indirect way in which there is a provision for media freedom. This freedom comes from article 19(1)(a). The article guarantees freedom of speech and expression, which the country's mass media enjoys too. However, this is not an absolute right. Our constitution also has some restrictions in the form of Article 19 (2). This article lays

down certain reasonable restrictions; for example, Contempt of Court is one of the reasonable restrictions under this article of the Indian constitution.

10.8 PRESS IN INDIA TODAY

Today India has newspapers in several languages with more than over 1 lakh different publications. These registrations are done with the Registrar of newspapers for India. The prominent Hindi newspapers are Dainik Jagran, Dainik Bhaskar, Amar Ujwala, Navbharat Times. Dainik Jagran is the most read Hindi daily, with Dainik Bhaskar being the second most popular. The prominent newspapers in English are The Times of India, set up in 1838 and The Bombay Times, both owned by The Times group. In recent times the press in India has witnessed a paradigm shift. Everything today has gone digital. Newspapers and magazines are available online. With the explosion in the number of internet users globally, media consumption has genuinely gone digital. Content providers, including media are tweaking a variety of content to suit the demand of new users. With free content available on the majority of websites, including free news. It has become crucial for the media companies to survive at a stage where information is given for free and at the same time look to monetize it. Despite the new headwinds, digital media companies have created a space and have a decent online presence. With the explosion in internet use and better connectivity, news reading habits of individuals are shifting too. Today, many newspapers online have a section that simply summarises the news for its audience. It goes under different names on different websites, such as Hindustan Times has a 'quick reads' section, while the well-known app on google play 'Inshorts' provides news articles in simply 60 words.

10.9 LET'S SUM IT UP

We traced the development of the press since the inception of the printing technique and right to the very present situation of the print media in our country today. After the advent of the Bengal Gazette, many newspapers came into existence but lived a short life due to severe restrictions from the East India Company in India. Many legal rules and restrictions were imposed on the press. The war of Independence in 1857 further stringent the rules imposed on the printing press. This gave birth to many new leaders, thinkers and journalists. From 1914 to 1947, the freedom struggle gained momentum. The picture of the Indian press completely changed after 1947. Our first prime minister Jawaharlal Nehru was a strong supporter of the freedom of the press; the Indian press, in his leadership, once again gained momentum.

10.10 QUESTIONS

1. _____ were developed for daily reports of local news.
 - A. Diurnal said
 - B. Books
 - C. Coranto
 - D. Files

2. _____printing involves oil and water, which repel each other. This technique uses flat stone or metal plate, and areas are worked using a greasy substance
 - A. Inkjet printing
 - B. Etching
 - C. Lithography
 - D. Woodblock printing
3. The ____ act brought in mandatory licences from the government for owning, running a printing press.
 - A. Gagging Act
 - B. Adam's Regulations
 - C. Vernacular Press Act
 - D. Indian Press Act
4. _____ Press Commission did not want the press to become a mindless adversary nor be an unquestioning ally.
 - A. First
 - B. Second
 - C. Third
 - D. Fourth
5. Explain in three to five to six sentences, the evolution of the printing press?
6. Describe the inception of the printing press in India, and what followed after that? Answer in brief.
7. Explain the functions of the press council of India?
8. How would you describe the press in India today in your own words?

10.11 REFERENCES

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ELECTRONIC MEDIA AND DIGITAL MEDIA IN INDIA

Unit structure

- 11.0 Objectives
- 11.1 Introduction
- 11.2 Electronic Media in India
 - 11.2.1 Radio and its key developments
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11.0 OBJECTIVES

Ever since the electronic way of communication was introduced, it has been a boon for society at large as it facilitates speedy information gathering and dissemination. This speedy movement of messages across the globe has turned the world today into a 'global village' (term used by Marshall McLuhan). Both electronic and digital media have changed our ability to store and exchange information. In the last unit, we studied the situation of print media in India. In this unit, we will look at the evolution and status of electronic media in India. By the end of this unit, the learner will be able to

Describe the growth of electronic media in India

Summarise the self-regulation bodies of the Television industry.

Differentiation between types of media ownership

Articulate the changes brought by digitization in the old media

Evaluate a paradigm shift in the content of digital media.

11.1 INTRODUCTION

As the name suggests, electronic media is the one where information is shared through an electronic medium. This electronic medium is an advanced way of sharing information. The main types of electronic media include television, mobile phones etc. An electronic medium is an upgrade from the print medium in the sense that, in electronic media, Live show, live reporting is possible as one can immediately update and broadcast the information. Meanwhile, digital media is transmitted through digital data. The message moves through digital cables or satellites, sending binary signals 0s and 1s to devices that then decode it into text, pictures, videos graphics and more. Anytime a person opens a web0-based system, they are consuming digital media. Digital media today has many forms such as videos, advertisements, music, podcasts, virtual reality or even digital art.

11.2 ELECTRONIC MEDIA IN INDIA

Broadcasting is one the most popular and famous mediums of communicating with the masses. Although majority even today, prefer print media for their daily news update. This has not changed the popularity of broadcasting in India; in fact it is only spreading more rapidly today.

11.2.1 Radio and its key Developments

Radio broadcasting in India was first taken up by a group of young enthusiasts who started operating radio clubs in India. It was during this time that radio clubs were a huge success in Europe and the United States. However, once the radio came into the hands of the colonial government, it was renamed as Indian state broadcasting services. The name was later on changed to All India Radio. The growth of AIR which was later known as Akashvani, over the years has been phenomenal. Today AIR has a reach of 92% of the country's area and 99.91% of the total population. Until 1995, the public broadcaster enjoyed the radio monopoly. Things changed after the Supreme Court ruling in 1995 that declared India's airwaves as 'public property'. In 1999, the government of India allowed private players to enter the FM Broadcasting sector. It had plans to offer 10-year licenses to private players in across 40 cities. The private broadcasters were allowed to broadcast music and entertainment-based programs. The private broadcasters were not allowed to broadcast news or current affairs.

After this decision, few private broadcasters were interested in buying slots for their radio channel. In 2001, the first private radio station Radio City began functioning, and by the end of 2001 more 16 companies were issued licenses to function as private FM radio. Some of the famous radio networks are Sun TV, India FM radio, Hitz FM Radio India and others. However, radio broadcasting in India is not a very popular industry and the advertising revenues have been low for a long time.

11.2.2 Television and its key developments

Up until 1990s, Doordarshan enjoyed the monopoly in broadcasting in India. But the entry of private players such as CNN, Star Plus and Zee TV in 1990s, changed the broadcasting business completely. Doordarshan broadcasting was already very popular in the 1980s due to popular serials such as Hum Log. This had triggered a breather demand for TV sets and more such programs. The private television started in Maharashtra and Gujarat through the private entrepreneurs. These private players wired the apartment buildings and charged a money fee to transmit films and serials—television broadcasting with the accessibility of foreign satellite channels. During the gulf war, a private Hong Kong-based TV network, STAR-TV became quite famous. By the year 2000, India had more than 40 private television networks, including SONY, CNN, BBC and many more. Slowing the Indian televisions became more entertainment-driven with a gradual change in time. Today private networks dominate the market, and advertisers are gaining a majority of the attention from prime time slots. The leading private channels in India include MTV, Zee Tv, Sony and many more.

11.3 TYPES OF MEDIA OWNERSHIP

There are four major types of media ownership

Chain Ownership: In chain ownership, a single media company owns numerous outlets but in a single medium. For example, a company into the newspaper publishing business will own newspapers in different languages that can have different names as well as different styles of writing. Chain ownership is most commonly seen in newspapers. The best example for the same is the Times of India, Ananda Bazar Patrika, Hindustan Times etc.

Cross- Media Ownership: When a company operates in more than one medium. For example, a company can have their own television channel and can be an owner of a newspaper or a magazine. Cross-media ownerships functions across various carriers. The best example for cross-media ownership is Times Group, Network 18 Group, ABP Group, etc.

Conglomerate ownership: A conglomerate ownership owns several businesses other than in the media business. For example, a publishing company can be into other businesses such as manufacturing of paper, rubber industry or chemical industry. Under such kind of ownership, the main business of a company could be something that gives them a higher profit, and they would be into media business only for prestige and power and to be exercise political and social influence in the society. In India there are six such media groups that are large conglomerates. They own companies ranging from media distribution to network business. They own newspapers, radio and TV channels.

Horizontal and Vertical Integration: Horizontal integration means a media company having a presence across different mediums such as TV and FM radio, magazine, books. This is beneficial for a company and generates more revenue for the readers. Meanwhile, vertical integration means a media company may own the newspaper business that is used later on for

printing purpose, or may be an owner too of the ink that is used in the printing. For example, a film company may not only make movies but also distribute them in their own cinema chains.

Such type of media ownership can prove to be a hindrance for a developing nation because it minimizes the chances of different opinions. To some extent, the freedom of media is compromised too. Take a look at the country's print media outlets, it is highly concentrated in the hands of four key players. These include Dainik Jagran, Hindustan, Dainik Bhaskar and Amar Ujwala. The key reason for media concentration in the hands of certain few big players is that India does not have any law that prevents media concentration. Certain self-regulatory bodies like the Broadcast Audience Research Council, that measure television audiences and cater to the interests of the industry they represent. There are other self-regulatory bodies too, such as News Broadcasters Association (NBA) and Indian Broadcasting Foundation (IBF) set the rules and practice self-regulation. But these bodies do not control market concentration.

11.4 REGULATION IN TELEVISION

11.4.1 TRAI : Since 2004, the broadcasting sector in India has been regulated by TRAI. This body has the power to regulate tariffs, including the MRPs of the channel, it oversees the terms of interconnection between broadcasters and distributors and sets the standards for quality of the service at the consumer end. The parliament in India tried to establish a specialized regulator for the broadcasting sector but failed to set-up one. Due to the absence of an independent broadcasting regulator, it was TRAI that was entrusted with the responsibilities. At the same time, the TRAI laws were not amended to accommodate the expertise and resources required to regulate the broadcast sector. Till date, TRAI is India's telecom and television regulator.

11.4.2 Broadcast Audience Research Council: This is India's television measurement industry body. It measures the TRP of TV serials, movies and shows. They collect data from households and analyze them so that different ratings can be given to different channels—they record the viewing by installing a Bar-o meter in the household to record the viewing details. Once the data collected through these meters is analyzed, the shows are then rated. BARC is a joint industry body. It represents broadcasters, advertisers and other media agencies. This body shares its findings on its website. Also it has certain specific insights generated for its clients (advertisers, media agencies). The body is founded by organizations that represent broadcasters in India, such as the Indian Broadcasters Foundation (IBF), Indian Society of Advertisers (ISA), Advertising Agencies Association of India (AAAI)

11.4.3 Indian Broadcasting Foundation (IBF): This body was established in 1999, It promotes the Interest fo the Indian television industry. IBF consists of. Major broadcasters with more than 250 channels. It is a protector and promoter of the interests of its members and freedom of electronic media in the world's largest democracy.

11.5 DIGITAL MEDIA

The term digital media is interchangeably used with new media, online media, multimedia, interactive media etc. The definition of all of these terms to some extent, overlap, but they mean different things in different contexts. Let's understand the meaning of digital media. The digital media process involves breaking down the information into binaries (1s and 0s), transmitting them through wires, or broadcast frequency to a destination and then it is assembled back again into its original form, giving us the visuals or texts that humans understand easily. Digital media refers to content that has been encoded in a digital form, such as music can be an audio file. Once it is encoded, it can be edited and distributed over computer networks. A few examples of digital media file types are MP3, AVI, JPEG etc. Our Media industry went through a drastic change with the advent of the internet 20 years ago. This changed the way we consume content, communicate with others and look for information.

11.6 WHAT ALL DIGITAL MEDIA INCLUDES

Audio: Audio form of digital media includes radio stations, podcasts, and audiobooks. There are thousands of options to pick from in apps such as Spotify, Apple Music, and amazon prime music.

Video: Digital media outlets are the majority of visuals. This can range from online streaming platforms such as Netflix, prime, Sony Liv such apps, to simulators used in many fields for training purposes.

Social Media: Social media includes sites such as Twitter, Facebook, Instagram, LinkedIn and Snapchat, which provides a platform to the users to communicate through texts, photographs, and videos.

Advertising: Advertising online is available on almost every web page. The advertising strategy online today has changed from the earlier one where there pop-ups on every website along with intrusive auto-play ads. Today advertisers use other methods of gaining consumer attention.

News, literature and more: The Internet is full of information in all and every form. The popularity of websites like Wikipedia and other e-reading websites is proof of the importance of details in today's and age.

11.7 FEATURES OF A DIGITAL MEDIA

Interactivity: Digital media goes a step beyond the traditional media in interactivity. It allows people to rate, share, and like on a text. This is a huge shift from limited interactivity with the traditional medium to immediate reaction and feedback. Many media outlets today are offering space in their column online for publishing user-generated content. Other than writing producing content, an individual can share his/her opinions on Facebook, Twitter and Instagram as well.

Digital: All the data in the digital media process can be converted into numbers. This gives an option to program, alter any content or subject it to

algorithmic manipulation. The file can be compressed or decompressed using algorithms.

Convergence: All mediums are available today on a single platform. One can listen to audio, while typing a text, at the same time, immediately switch to watching a video. Today print has changed to e-paper, and television serials and films can be viewed on OTT platforms, all on mobile or a single device itself.

Immediacy: If any media story has to be updated, then the story can be immediately updated on the respective website. One will not have to wait for the next day's newspaper to get printed with fresh details. The same goes for new releases on the OTT platform. The viewership data is immediately available to the application owners, which helps them determine if the release is a hit or a miss.

11.8 DIGITAL MEDIA DEVELOPMENTS IN THE INDIAN CONTEXT

11.8.1 Digitization of the Print Media

The first paper to start its website in India was The Hindu, in the year 1995. The first regional paper to do the same was Malayala Manorama in 2007, as it launched a mobile app. In the year 2009-2010 other newspaper joined the suit too, by launching their mobile app. Fast forwards 2022, one app that has emerged as a popular news app is Inshorts. The majority of the youngsters in urban cities consume news through online platforms. To make content easily accessible by the audiences. Many media companies explored the field of search engine optimization and digital marketing. Today we see lots of experiments in the way the news is getting delivered to the audience on the online platform. One such experiment was the immersive storytelling, which gives the viewer the feeling of being a part of the story. This is done by making use of virtual and augmented reality technologies. Malayala Manorama started offering 360-degree videos.

11.8.2 Digitisation of Television

Creating one's own channel and producing content for mass viewing was once a far fetched reality for a common man. With the availability of cheap smartphones and internet access today YouTube is full of channels by bloggers and the common man who are the major content creators. Today people have an alternative to viewing their favourite programs on online platforms. Earlier, if one had to choose from the limited content shown on the television for viewing. With the availability of OTT platforms and various streaming websites, the pace and the choice of content for viewing are now in the hands of an individual. The explosion in the popularity of the OTT platforms is a proof that the television was failing to satisfy the demand for the diverse interests of the audiences. OTT today provides flexibility in content consumption in the sense that it allows individuals to decide their own pace of viewing. One can watch a complete series in a day or can spread out its viewing through the month or a year without any pressure.

11.8.3 Digitisation of Radio

Today there are companies that have internet-based radio. This shift occurred because the internet has taken over everything. It only made sense that in order to keep the radio industry alive, one has to change with the times. Internet radio is free from the excess noise that is once encountered in the traditional radio, when they are shifting through frequencies. Radio stations today have their own websites and apps where audiences can stream content of their choice. One best example of the internet radio is Bloomberg radio, which is the only global 24 hours business radio station.

11.9 PARADIGM SHIFT IN THE CONTENT OF DIGITAL MEDIA

Rise of Database Journalism: With almost every company having its website online and every ministry in the country publishing monthly, quarterly and yearly data, database journalism is on the rise. This makes it easier for not only a journalist but also a citizen, in general, to access the information without any hassle and delay. Any changes in the trend can immediately be reported by the journalist or conveyed by a public relations professional to its publics.

Digital Story-telling: Also known as digital documentaries, digital essays or interactive storytelling uses a variety of multimedia, including graphics, audio-video and web publishing.

Mapping in Journalism: You all must have seen how weather reporting is done on television. All this is done with the help of digital tools. Today we are digital savvy, and if any news of an earthquake or war field is to be shown in detail, it can easily be generated via digital tools. It makes the whole experience a reality for the viewer.

11.10 THEORIES OF DIGITAL MEDIA

Marshall McLuhan: Marshall McLuhan, a communication theorist, believed that technology is an 'extension of the body'. This idea was introduced during the mechanical age. For example, one may say that bows and spears are an extension of hands and nails and teeth for a human being, clothing is an extension of skin, and the wheel is an extension of the human foot in rotation. In the same way McLuhan believed media is an extension of human senses, that is of, sight and sound. Radio and telephone function as long-distance ears, while visual media is an extension of visual function. This idea of McLuhan is even applicable in the electric age. Today electronic media has taken over functions of information management, storage retrieval, and information processing, which is a function of the central nervous system.

Jean Baudrillard: With the invention of the new technology alongside globalization and commodification in societies across the world the clear distinction between the object and the reality has disappeared. Today, the new state of reality is simulation. In *Ecstasy of Communication*, Baudrillard states that today we are in an era of hyper-reality.

11.11 LET'S SUM IT UP

In this unit, we discussed the status of electronic media in the country. We look at the developments today in the field of electronic media and briefly touch upon the various self-regulating bodies of the television industry. Media after globalization has become an industry. Electronic media made it easier for people to communicate with the masses. The introduction of digital media has further acted as a catalyst in growing media reach across the country. The Indian media industry has embraced digital platforms, including print, TV and radio. One downside of digital media today is the lack of any regulatory body to oversee the negativity that comes with this platform. Otherwise, if put to 100% good use, digital media has the potential to transform society in leaps and bounds.

11.12 QUESTIONS

1. _____ believed that technology is an 'extension of the body'
 - a. Marshall McLuhan
 - b. Raymond Williams
 - c. Jean Baudrillard
 - d. Jacques Lacan
2. Since 2004, the broadcasting sector in India has been regulated by _____
 - a. Telecom regulatory Authority of India
 - b. Broadcast Audience Research Council
 - c. Indian Broadcasting Foundation
 - d. Advertising Agencies Association of India
3. Write down examples of changes in media ownership and conglomerate ownership in India? Answer in six-seven sentences
4. Describe in detail the digitization of print media? Answer in three-four lines?
5. What changes have you noticed in the old media after digitisation? Explain in five-six lines?

11.13 REFERENCES

The Digital Media Handbook- Andrew Dewdney and Peter Ride

