

PG DEPARTMENT OF ENGLISH

STUDY MATERIAL FOR III B.A ENGLISH

JOURNALISM AND MASS COMMUNICATION

SEMESTER – V, ACADEMIC YEAR 2020-2021

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UNIT – I

JOURNALISM & MASS COMMUNICATION

JOURNALISM OF PRINT MEDIA

Introduction to Journalism

What is journalism?

Journalism is both an art and a profession which records events and opinions and seeks to interpret and mould them for the benefit of the educated public. Journalism is anything that contributes in some way in gathering, selection, processing of news and current affairs for the press, radio, television, film, cable, internet, etc. It is a discipline of collecting, analyzing, verifying and presenting news regarding current events, trends, issues and people. Those who practice journalism are known as journalists. Journalism is defined by Denis Mc Quail as paid writing for public media with reference to actual and ongoing events of public relevance.

Principles and functions of journalism

The central purpose of journalism is to provide citizens with accurate and reliable information they need to function in a free society. This purpose also involves other requirements such as being entertaining, serving as watchdog and offering voice to the voiceless.

Journalism has developed nine core ideals to meet the task:

1. Journalism's first obligation is to the truth: Journalism does not pursue truth in an absolute or philosophical sense, but it can and must pursue it in a practical sense. This journalistic truth is a process that begins with the professional discipline of assembling and

verifying facts.

2. Its first loyalty is to citizens: Journalists must maintain loyalty to citizens and the larger public interest above any other if they are to provide the news without fear or favour. This commitment to citizens first is the basis of news organizations credibility; to tell audience that news coverage is not slanted for friends or advertisers. Commitment to citizens also means journalism should present a representative picture of all constituent groups in society.

3. Its essence is disciplines of verification: Journalists rely on professional discipline for verifying information. It called for a consistent method of testing information- a transparent approach to evidence- precisely so that personal and cultural biases would not undermine the accuracy of their work.

4. Its practitioners must maintain an independence from those they cover: Independence is an underlying requirement of journalism, a cornerstone of its reliability. Independence of spirit and mind rather than neutrality is the principle journalists must keep in focus.

5. It must serve as an independent monitor of power: Journalism has an unusual capacity to serve as watchdog over those whose power and position most affects citizens. As journalists, one has an obligation to protect this watchdog freedom by not demeaning it in frivolous use or exploiting it for commercial gains.

6. It must provide a forum for public criticism and compromise: The news media are the common carriers of public discussion. This discussion serves society best when it is informed by facts rather than prejudice and supposition. Accuracy and truthfulness requires that as framers of

the public discussion journalists do not neglect the points of common ground where problem solving occurs.

7. It must strive to make the significant interesting and relevant: Journalism is storytelling with a purpose. It must strive to make the significant interesting and relevant. The effectiveness of a piece of journalism is measured both by how much a work engages its audience and enlightens it. This means journalists must continually ask what information has most value to citizens and in what form.

8. It must keep the news comprehensive and proportional: Keeping news in proportion and not leaving important things out are also cornerstones of truthfulness. Inflating events for sensation, neglecting others, stereo typing or being disproportionately negative all makes it less reliable. It should also include news of all communities, not just those with attractive demographics.

9. Its practitioners must be allowed to exercise their personal conscience: Every journalist must have a personal sense of ethics and responsibility- a moral compass. Each of them must be willing if fairness and accuracy requires, to voice differences with colleagues, whether in the newsroom or the executive suite.

Journalism as a profession

Print media journalism

Print media journalism presents various information through newspapers, magazines and books. Professionals of this stream are – staff correspondents, special correspondents, news

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editors, chief-editors, political commentators, cartoonists, columnists, feature writers, content writers for magazine etc.

Radio journalism

Radio journalism works for broadcasting news and various information through an important medium of mass communication among workers and householders. Radio journalists are well versed with the operations of sound recording equipments, microphones and public address systems. They must also be efficient in digital data recording, operations of the net, audio systems and computers.

TV journalism

TV is an audiovisual communication tool. It requires the attention of two senses of the targeted individual- audio and visual. Hence the TV journalist has not only to give pleasing music, voice, or other audio signals to the targeted audience but also has to mesmerize them with the help of his personality, mannerism, video footage and appropriate colour combinations.

Cyber journalism

Internet is a source of all kind of information. Internet journalist is a person who creates messages to be displayed on the web sites that are to be read, viewed or listened to by a very large audience. Professionals of this new stream are web masters; multimedia specialists, HTML and XHTML programmers, Java specialists and other professionals who create and modify advertisements for the NET. They also create web sites which are mass communication tools.

What is Mass Communication?

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Mass Communication is a medium of dispersing information to a large number of people. The term is not limited to only journalism but spreads its branches to various other media fields including newsgathering and reporting, film direction and production, event managements, public relations, advertising, corporate communication, and the list continues.

In recent years, the field of mass media and communication has evolved into a partially interactive concept that touches almost every aspect of human life. And, with the sheer proliferation of media into our lives through newspaper, television, and internet the field of mass communication is gaining popularity like never before.

There are four functions of mass communication:

Surveillance of the Environment

Mass communication exists to observe and inform. Mass media keeps citizens informed of news and events. In times of crisis, mass media announcements offer warnings and instructions.

For example, when natural disasters occur, such as hurricanes, blizzards and tsunamis, traditional and social media outlets are the key communication tools to relay information about the path of an impending storm or to inform people about school and business closures, and how to seek shelters and find evacuation routes. Media is also used as tools of government authorities to protect citizens with important updates.

The Correlation Function

Traditional news outlets once were the only arbiters of what was selected as newsworthy

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and of how broadcasters and journalists interpreted information. Alternatively, newspapers tapped experts in the field. Although publishers and news stations may have had their biases, most organizations maintained the old, hard-formed principles of journalism.

Today, social media platforms such as Twitter and Facebook may indicate that often, no middleman exists, who can correlate events in an objective, interpretative way. Users can be fed farfetched stories that look like "real news," when, in fact, they are anything but. In particular, Facebook, has been the site of fake news stories that has caused the platform more than a few headaches. Although the company is an important part of mass media, it is not a news site.

Cultural Transmission and Influencing Societal Norms

Although the first two functions are to provide and interpret news and information, the third allows media to reflect and influence societal norms. The media serve as transmitters of cultural messages, letting the masses understand what are considered acceptable forms of behavior. Cultural transmission, however, evolves. What once was taboo can become the norm when enough people embrace it and when the media report on it.

Education and Entertainment

Media also serves as cultural transmitters that educates and entertains. Long before the advent of mass media, people were forced to entertain themselves. They may have participated in activities or attended live events. The advent of mass communication enabled viewers and listeners to see and hear and learn in real time from wherever they are.

Social media platforms take that entertainment factor even further. You no longer need to

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rely on radio broadcasters or producers to provide your entertainment. Any kid with a smartphone can upload a silly video to YouTube and make you laugh for hours.

Theories whose roots were at the dawn of mass communication are still relevant today, even though these forms of communication continue to evolve.

Journalism of Print media

Printing

Printing is a process for production of texts and images, typically with ink on paper using a printing press. The art and science of making a large number of duplicate reproductions of an original copy is termed as printing. It may be defined as the art of preserving all other art. Johann Gutenberg of the German city of Mainz developed European printing technology in 1440, with which the classical age of printing began. Gutenberg is also credited with the introduction of an oil based ink which was more durable than previously used water based inks. Printing soon became the first means of mass communication.

Composing methods

Typesetting is the process of putting the typed words to be printed. It is also called composition. Typesetting techniques were: hand composing (where single letters were picked up by hand from pigeon-hole cases, assembled into words, justified into columns and then used for printing) ; linotype (where slug which means full solid line was cast on machine) ; monotype (which casts and assembles single characters with the help of two machines); and Ludlow (which was used to cast headlines). Phototypesetting has replaced hot-metal composition for

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most printing. It paved the way for faster and cheaper printing. Phototypesetting is a method of setting (assembling) types on photographic paper or film. This paper or film is later used to prepare printing plates.

Desktop publishing is the use of a personal computer to write, illustrate and layout a document or a news story. The use of DTP technology has revolutionized printing. Desktop printing is important to desktop publishing. It was primarily the introduction of the Apple laser writer, a post script desk top print. Inkjet and laser printer are the most common type of desk top printers and are generally used for personal small volume printing and proofing.

Four major printing processes

The printing processes are mainly of four types-letter press, lithography, gravure and offset.

Letter press:

It is the oldest printing process and came into being with the invention of movable types in the fifteenth century by Johann Gutenberg. Printing is done through the relief method, where the raised printing surface of type or block is inked with rollers. The impression is then obtained on printable surface (paper, board, plastic sheet etc.) by contact. Printing in a letter press is a time consuming and laborious process.

Lithography:

In lithography and offset lithography or photographic printing, the text or the image is transferred to a flat slab of stone or metal plate with greasy crayons or ink. The surface is then dampened. Because of the mutual repulsion of water and oil, the greasy parts repel moisture but

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catch the ink when rolled on. The image is then transferred to paper. Gradually, the metal plate is replacing the stone slab and the printing matter is generally transferred to it photographically. Offset lithography is a further improvement on this process. This process is generally used for posters, calendars and long-run colour jobs.

Gravure:

In gravure or intaglio printing or photogravure, the impression is made from ink deposited in engraved areas or depressions in a plate. The matter or the image is transferred to a copper sheet or roller by photography and etched with acid, the desired depth of colour being determined by the depth of etching. The surface is covered with ink and the surplus ink is wiped off leaving it in the depressions which are impressed on paper. This process is increasingly used for illustrated magazines in many colours, requiring large runs.

Offset technology:

This is an indirect method of printing as the ink from a printing plate is transferred to the rubber surface and then to the paper or impression cylinder. All ordinary offset printing is done from the metal surface of plates. The material to be printed is transferred to the plated through a special photographic process. The plates are chemically treated so that only the traced design of the print will take up ink. Offset printing is very cheap for colour productions. Anything that can be photographed can be used as composed type. It can print on different surface. It can also turn out several thousands of impressions in an hour.

Though it has many advantages it has some disadvantages also as it is impossible to

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remove the effect of water in this process. The colour appears slightly washed out on account of the effect of water. Printing is expensive for small runs. Anyhow the increased use of offset in publishing newspapers and magazines has greatly increased the use of these presses.

UNIT - II

NEWS AGENCIES

NEWS GATHERING AND REPORTING

NEWS AGENCIES

International new agencies

A news agency, according to UNESCO is “an undertaking of which the principal

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objective, whatever its legal form, is to gather news and news material of which the sole purpose is to express or present facts, and to distribute this to a group of news enterprises, and in exceptional circumstances to private individuals with a view to providing them with as complete and impartial a news service as possible against payment, and under conditions compatible with business laws and usage”.

Agence France Presse (AFP)

AFP, founded in 1835, has the maximum representation on its board of directors. Although AFP is described as an unsubsidized autonomous organization, in effect, the French Government and various agencies under its control subscribed to AFP, and provided good support. AFP is regarded as one of the major global news agencies. It has more than 10,000 newspapers and 70 agencies as its subscribers. Its operations are in more than 150 countries with a network of 110 foreign bureaus.

Associated Press (AP)

The impetus to provide speedy transmission of news was given by the telegraph invented by Samuel F.B. Morse in 1844. The telegraph enables many small town newspapers in the US to get their news. The meeting of the leading New York publishers was held in this context in 1848.

Although a decision was made to start a news agency, the name AP was not used till about 1860. AP took a concrete form in 1900 as a modern news gathering association. AP with its wide communications network using modern technology has bureaus in more than 100 countries. Its 5000 plus correspondents and a host of stringers cater to about 1300 newspapers,

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3400 broadcasters in the US and 1000 private subscribers.

Reuters

The news agency takes its name after its founder Paul Julius Reuter. Around 1850, he set up a carrier pigeon service. Initially his services were confined to commercial information. His first major breakthrough came in 1859, when he sent a dispatch for shadowing a war in Italy. Since then the agency has expanded. Reuter's supplies news to its media clients such as other news agencies, newspapers, and the radio and television stations. Under its present form of ownership Reuters claim that it can ensure that no particular group or faction can have control. Consequently, it hopes to preserve its integrity and freedom from bias.

Indian news agencies

K.C Roy an Indian journalist during the early years of this century, set up the first Indian news agency called the **Press News Bureau (PNB)**. S. Sadanand established a nationalistic news agency in the 1930's known as the Free Press Of India (FPI) but could not afford to keep it going for more than a couple of years.

Press Trust of India (PTI)

Press Trust of India is a non-profit co-operative among the Indian newspapers. It took over the operations of the Associated Press of India and the Indian operations of Reuters soon after India's independence on August 27, 1947. It provides news coverage and information of the region in both English and Hindi.

India's largest news agency, **Press Trust of India** is a non-profit sharing co-operative

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owned by the country's newspapers. PTI subscribers include 450 newspapers in India and scores abroad. All major TV/ radio channels in India and several abroad, including BBC in London receive the PTI service. With a staff of over 1300 including 400 journalists, PTI has over 80 bureaus across the country and foreign correspondents in major cities of the world.

United News of India (UNI)

Before long, however, united news of India (UNI), a competitive news agency was set up by Dr. B.C. Roy and sponsored by eight national dailies. Within a decade it could match the services of PTI in the collection and distribution of news. It now has correspondents in over 200 Indian towns and cities and around a hundred bureaus across the nation. The various services it offers to its over a thousand subscribers in India (and 30 abroad), include UNIFIN, a finance and banking service, UNISTOCK, a service for stock exchanges, and UNISCAN a news service fed directly into television sets. Besides, it has a national photo service and supplies computer designed graphics in ready to use form on economics and other topics. UNI has started a TV wing to provide news features, news clips and documentaries to Doordarshan.

Press Council of India

In India, the institution of a Press Council functioned from November 1966 to January 1st, 1976, under the Indian Press Council Act 1965. But the emergency regime wound it up. The short lived Janata regime reconstituted it in April 1979 under a new Press Council Act, 1978, as it felt that the liberty of the press needed to be upheld by the press itself.

The Press Council of India is a statutory body. It consist of 28 members, headed by a

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Chairman who is nominated by a committee made up of the Chairman of the Rajya Sabha, the Speaker of the Lok Sabha and an elected representative of the council members. Of the 28 members, 13 are nominated in accordance with the procedure prescribed from among working journalists, of whom six are editors of newspapers and the other seven working journalists other than editors. Six members represent various interests like those of the owners of big, medium and small newspapers, and of news agencies. Besides there are five MPs nominated by the Speaker of the Lok Sabhas, and two from the Rajya Sabha. Representation is also provided to specialists in law, education, literature, science and culture.

This representative body has the power to warn, admonish and censure any editor or journalist who flouts the standards of journalistic ethics or public taste. It has the power of a civil court and can, therefore, summon witnesses, inspect documents and receive evidence. Cases relating to the laws of libel, obscenity and contempt, as also the invasion of privacy can be taken up by it for adjudication. It handles about 500 complaints against newspapers and journalists every year.

The Indian Press Council has, besides, not only to help newspapers and news agencies to maintain independence but also to build up principles for maintenance of high standards of the journalistic profession with a stress on public taste, and fostering a due sense of rights and responsibilities of citizenship. It is for the Press Council to keep under review all developments likely to restrict the supply and dissemination of news of public interest, including the question of concentration of ownership of newspaper and news agencies that may affect the freedom of

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the press. Indian Federation of Working Journalists (IFWJ) The Indian federation of working journalists (IFWJ) (1950) has its headquarters in New Delhi. It deals with the problems of working journalists. IFWJ promote, safeguard and defend professional interests, welfare and status of working journalists and strive to maintain high standards of professional conduct and integrity. The Working Journalist (monthly) is the organ of IFWJ.

Indian Newspaper Society (INS)

The Indian Newspaper Society (INS) New Delhi is an organization of newspapers and periodicals. It is concerned with the business aspects of newspaper industry. The members are not individuals but newspapers. It gives accreditation to advertising agencies, which can place advertisements with member's publications and become entitled to credit and other facilities. It publishes a monthly journal Indian Press. It maintains close liaison with the government departments and advertising agencies and safeguards member's interests.

News gathering and Reporting

NEWSPAPER CONTENT

Contents of a newspaper

The contents of a newspaper can be broadly divided into four parts-news, articles, and features, opinion pieces such as editorials, comments, letters to the editor, reviews, columns and advertisements. News constitutes about 60% of the space in a newspaper.

News

Journalists have tried to define news but no single definition has won wide spread

acceptance. Typical definitions include:

1. News is anything printable.
2. News is an account of an event or a fact or an opinion that interests people.
3. News is a presentation of a report on a current event in a newspaper or other periodical or on radio and TV.
4. Anything that enough people wants to read is news provided it does not violate the canons of good taste and the laws of libel.
5. News is a timely, concise, accurate report of an event; it is not the event itself.
6. News is an account of a current idea, event, or problem that interest people.

News has also been defined as “anything you didn’t know yesterday” , “what people talk about”, “what readers want to know”, “what a well trained editor decides to put in his or her paper”, “anything timely”, “the report of an event” and “tomorrows history”.

News elements

Although journalists cannot easily define news, most agree on its characteristics. Stories that actually gets printed or broadcast are likely to possess the following qualities or elements:

1. Timeliness
2. Proximity
3. Prominence
4. Consequence
5. Oddities

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6. Human interest
7. Action and conflict
8. Trends and tendencies
9. Health and sex

1. Timeliness: Journalists stress current information-stories that occurred today or yesterday, not several days or weeks ago. Moreover journalists compete to report the stories ahead of their competitors. If a story occurred even one or two days earlier, journalists will look for a new angle or development to emphasis in their leads.

2. Proximity: Journalists consider local stories more newsworthy than stories that occur in distant places. Proximity is always important since people are more interested in news of local events than in events that happen far away.

3. Prominence: People are more interested in major events and prominent people than in trivial occurrences and ordinary people.

4. Consequence: Consequence is an important element of news. Many events make little impression on our lives. They are isolated occurrences without results. Other events-a Presidential election, for example, may have profound consequences.

5. Oddities: Deviations from the normal-unexpected or unusual events, conflicts or controversies, drama or change-are more newsworthy than commonplace. Journalists must be alert for the unusual twists in otherwise mundane stories.

6. Human interest: Human interest is always an important element of news. People are fascinated

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by other people and much of the news you read in the newspaper, hear on radio or see on television is built around human interest.

7. Action and conflicts: Reports on action and conflicts-fires, accidents, murders, wars, disasters, political disagreements and so on-tends to fill the pages of newspapers and the minutes devoted to news by radio and TV.

8. Trends and tendencies: Subtle changes in the world around us-trends and tendencies-are legitimate and important topics for news stories.

9. Health and sex: Another aspect of news and an aspect of growing significance is the personal, especially health and sex. There is increasing coverage in newspapers, magazines and on the air of sex and sexual matters. All aspects of health are being given increasing emphasis by the press.

NEWS REPORTING

Reporting Practices: News Story Structure The news items that appear in newspapers are also called news stories. A news story is always based on facts. Further, a news story is normally written in inverted pyramid style, that is, the most important facts come first followed by other facts in order of significance. The inverted pyramid style has developed in journalism over the years.

Principles of reporting

The reporter must report the news accurately and fairly without prejudice and personal opinion. To sum up, the essentials of good reporting are accuracy, attribution, fairness and objectivity.

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1. **Accuracy:** The story should be based on facts. A reporter should strive to make the story as precise as possible.
2. **Attribution:** Attribution should be made clear and should be placed before what the person said. Failure to do so make a reporters story suspect.
3. **Fairness:** Recognition of the importance of fair and balanced reporting, in which opinions that differ from those of the writer, or the newspaper or a government official is one of the important principle of good reporting.
4. **Objectivity:** Objectivity is a significant principle of journalistic professionalism. News is a factual report of an event, not a report as seen by a biased person or seen as a reporter might wish it to be seen. The reporter should be as impartial and honest as possible. Reporters should have a neutral point of view. They should report what “both sides” of an issue tell them. The tenets of objectivity are violated to the degree to which the story appears to favour one pole over the other.

News Headline

Simplicity, informality and impact are the essential characteristics of a modern headline. It should give clear signal about the content of the story and should be economical in editorial production and reading time and in news space. It should be read quickly. It should be proportionate to the news and flexible. Headline pattern Headlines can be multi deck or multiline in a single deck. A deck is a distinct headline on its own and as such it may consist of one or more lines. If there are two such units, say of two lines each; the headline will be double deck.

Modern school of thought is against the multi deck. The argument is that multi deck

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headlines consume more editorial time in writing, production time in setting and the newsprint space. People normally don't bother to read beyond the main heading. In most newspapers one to two top stories on a page are multi deck. One should not go beyond three decks even in such stories. There is a wide range of possibilities regarding arrangement of headlines. The basic typographic arrangements are flush left, centered, stepped, flush right and hanging indentation.

Flush left:

Many newspapers have switched to this style. The flush left heading has one or more lines which are set flush to the left. Centered: In this type of arrangement each line of headline type is centered on the white of the column.

Stepped:

In this arrangement the first line is set flush left and the last flush right and the middle lines centered.

Flush right:

Each line is pushed against the right hand margin to create a stepped effect on the left. Hanging indentation: The first line is set full out and the others indented usually to the left. It cannot be a regular style but can be used as an occasional variant.

Writing headlines

Writing headlines involves half the skill of a good deskman. The difficulty in writing headlines is in conveying in a few attractive words the essence of a complicated set of facts. In half a dozen words the headline has to inform the reader what the story contains. The headline

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gives emphasis to a few words in bold types. Hence every word should be weighed. Headline writing is art and craft at the same time. The art is in imagination and vocabulary and the craft lies in accuracy of content, attractiveness of appearance and practicality.

Editor

The editor holds the key position in the newspaper organization. He is responsible for the editorial content of the newspaper including everything from comics to news stories to editorials. It is the editor who can be sued for libel, who can be hauled up before Court, Parliament and legislatures for contempt. A good editor of a newspaper is aware of the scope and interpretation of news. He takes all important decisions connected with the publication of news and expression of opinion on vital national and international issues and events.

News editor

The actual news production process is handled by the news editor in a newspaper. All major decisions regarding coverage of news stories are taken by the news editor in consultations with the bureau chief. The news editor co-ordinates the news collection process, the editing and the final presentation of news.

Chief sub editor

Chief sub editor ensures that copies are judiciously distributed among the sub editors and also ascertains that the copies are edited properly and that they conform to publication style and editorial policy. He may initiate or reply to correspondence regarding material published or being considered for publication.

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Sub editors

The sub editor or copy editor is described as “the mid wife to the story” and “an unsung hero of a newspaper”. Sub editors work on the copy prepared by reporters. They have no direct involvement in news events. Still they make the copy attractive. He/she select news events, remove unnecessary parts and arranges available information in order. He/she has to check and recheck facts, style, grammar, etc. while editing a story in newspaper. They are also required to put suitable headlines for each story. A good copy editor is an intelligent reader, a tactful and sensitive critic. As the saying goes "any fool can write, it needs a heaven born genius to edit”.

Reporters and freelancers

Reporters are people who know how to dig out information whatever the source and no matter how hidden or obscure it is. A reporter gathers news and writes for his/her organization. A newspapers reputation and credibility depends on the reporters. A reporter should have a nose for news, i.e., an understanding of news and news values and the ability to recognize a story when it comes along.

Reporters should be skilled at:

1. Seeing and hearing.
2. Taking notes.
3. Finding information.
4. Asking questions.
5. Checking and verifying information.

6. Analyzing and interpreting information.

Besides these skills reporters should also possess such qualities as alertness, curiosity, speed, punctuality, integrity, tactfulness, fearlessness and clarity of mind.

Freelancers

Freelance journalists are not attached to any newspapers or magazines. One who writes on all kinds of topics in several newspapers and periodicals without having a regular payroll is known as freelance writers.

Freelancers quite frequently keep in touch with media organizations and do assignments as per their needs. With a view to meeting their needs, freelancers have to complete these assignments as per the schedule of the publications. Virtually, anybody can be a freelance writer. You must have the grit, determination and willingness to work hard besides possessing a good language.

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HISTORY OF INDIAN JOURNALISM

COMMUNICATION AND MASS COMMUNICATION

History of Indian Journalism

A person known by the name of James Hicky started a paper after seeking permission of the East India Company. This newspaper was called ‘Bengal Gazette’ (or Calcutta general advertiser). The entire newspaper consisted of only 4 pages. The newspaper was well-known for fearlessly criticizing the money-making and political policies of the East India Company.

Bombay Courier was launched in 1792, this newspaper published advertisements in English and Gujarati. 1816, was the year when the first newspaper under Indian Administration appeared. It was the “Bengal Gazette” which was published by Gangadhar Bhattacharjee. It

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advocated the reforms of Raja Ram Mohan Roy. To counteract the religious propaganda of the Christian missionaries of Serampore, Raja Ram Mohan Roy published The Brahmanical Magazine. 1822 saw the rise of Chandrika Samachar in Bengal and Bombay Samachar in Mumbai by Ferdunji Marzban. Oodunt Martand was the first Hindi newspaper, which was published in 1826 in Bengal. Later Jami Jahan Numa, a newspaper that was pro-establishment. Pune saw its first Anglo – Marathi Newspaper in 1832 which was published by Bal Shastri Jambhekar. In 1861, Mr Knight merged the Bombay Standard, Bombay Times and Telegraph and brought out the first issue of Times of India.

Hicky was imprisoned, for fighting for the liberty of press, his paper was stopped. But from 1780-1793, 6 papers were started in Calcutta, 3 in Madras and 3 in Bombay. This was the basic foundation of free press of India. During this era, the birth of vernacular press took place which mainly wrote about liberal views and was also spreading knowledge about various matters. An important paper called Bombay Times was founded in 1838. Now the Bombay Times is known as Times of India. In the fight against British, few papers played a very noteworthy role. This included 'Hindu Patriot' which launched movements against the British by asking the people not to grow crops for the British traders. Bal Gangadhar Tilak, owner of the newspaper 'Kesari', ignited the fire of independence in millions.

One of the pioneers of Indian language journalism was Raja Ram Mohan Roy with his Persian newspaper Miratool Akbar. He created the newspaper in order to indicate to the rulers' knowledge of the real situation of their subjects and make the subjects acquainted with the

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established laws and customs of their rules. Roy later stopped later in protest against the Government's Press Regulations.

Another important newspaper that contributed in the freedom struggle was Bengal Gazette or as it was also known, Hicky's Gazette. James Augustus Hicky started it in 1780 'in order to purchase freedom for my mind and soul'. 'A weekly political and commercial paper, open to all parties but influenced by none.' The paper was, in essence, no better than a scandal sheet. Thus, in the next year (1781), Hicky was arrested and put into jail, from where he continued to write for the Gazette.

Restrictions were brought back in the form of Gagging Act, 1857. This was the year of what the British historians termed 'the Sepoy Mutiny', while a few Indian historians called it the 'first war of Independence'. The Mutiny brought the rule of the East India Company to a close, with the Crown taking over the 'colony', with the promise of religious toleration and press freedom. The main topics of discussion in the English and vernacular press before and after the Mutiny were sati, caste, widow remarriage, polygamy, crimes and opposition to the teaching of English in schools and colleges. Bombay's Gujarati press, in particular, excelled in the defence of the Indian way of life. In 1876, the Vernacular Press Act was promulgated. The English controlled papers like The Times of India, the Pioneer and the Madras Mail didn't report it to a great extent. However, the vernacular papers like Amrit Bazar Patrika and Kesari reported the inaugural meeting at length.

Despite the hold the television industry has on the country, it is the print press which is

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attracting more advertisers, making up 47% of the whole share. Newspapers in the current time have penetrated only 25% of the total population of the country. It is true that these days, the digital technology is mauling the traditional print newspaper. One of the reasons why this digital phase has not affected India that much is because only 7% of the Indians surf the Internet regularly. The rich English language, extremely cheap cost and the total availability of the newspapers also help in their sale.

The growth of India's economy has had its impact on the newspaper industry. The circulation increased, resulting in increased revenues. Here, the dailies in the regional languages command more than half of the average readership, as per a report in 2010. There are 90 million readers of dailies in the regional languages as compared to 54 million for dailies in Hindi and 8 million for dailies in English.

Communication and Mass Communication

Communication: Definition

The word 'communication' is derived from the Latin word 'communis' which means 'to transmit', 'to impact', 'to exchange', 'to share' or 'to convey'. Communication means "the imparting or exchanging of information by speaking, writing, or using some other medium."

Mass Communication

Definition:

Mass communication is a process in which a person, group of people, or an organization sends a message through a channel of communication to a large group of anonymous and

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heterogeneous people and organizations. You can think of a large group of anonymous and heterogeneous people as either the general public or a segment of the general public. Channels of communication include broadcast television, radio, social media, and print. The sender of the message is usually a professional communicator that often represents an organization. Mass communication is an expensive process. Unlike interpersonal communication, feedback for mass communication is usually slow and indirect.

COMMUNICATION MASS COMMUNICATION

It is overall exchanging a message. It is based on exchanging message through medium. Medium may or may not need to be used changing message. Medium is compulsorily necessary. By seeing, looking, reading or any of our sense organ we can communicate to hem or by ourselves. If once wants to communicate needs medium automatically. Since human civilization communication was started. Since mankind discovered letters, words, and sentences it was started Communication is the basis of it wings like mass communication and journalism.

Mass communication is the main body of communication and also part of it. Communication may not have particular objective to be performed. It has certain objective to be achieved.

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UNIT – IV

RADIO BROADCASTING IN INDIA

TELEVISION BROADCASTING IN INDIA

Radio Broadcasting in India

In India, as early as August 1921, The Times of India in collaboration with the Post and Telegraph Department broadcasted a special programme from its Bombay office. This was at the request of Sir George Llyod, Governor, who listened to the programme in Pune.

The first radio programme in India was broadcast by the Radio Club of Bombay in June 1923. It was followed by the setting up of a broadcasting service that began broadcasting in India in June 1927 on an experimental basis at Bombay and Calcutta simultaneously under an agreement between Government of India and a private company called the Indian Broadcasting Company Limited.

After that the development of broadcasting in India proceeded with many ups and downs

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and in climate of much uncertainty. Improvements in technology also supported the change. The transistor was invented during World War II. This made hand sized radio and on the go listening possible and an important car radio for driving listeners. In 1930, Indian Broadcasting Company handed over Bombay station to the Government and it was renamed the Indian State Broadcasting Service (ISBS). It was renamed as All India Radio on 8th June, 1936.

When India became independent the AIR network had only six stations located at Delhi, Bombay, Calcutta, Madras, Lucknow and Tiruchirapalli with a total complement of 18 transmitters. Six on the medium wave and the rest on short wave were confined to urban limits of these cities. As against a mere 2,75,000 receiving sets at the time of Independence, today there are about 180 million estimated radio sets in the country.

Now the broadcast scenario has drastically changed with 177 broadcasting centres, including 65 local radio stations, covering nearly cent percent country's population. According to AIR 1995, there are 104 million estimated radio households and 111 million radio sets. Until now AIR has been fully owned, controlled and run by the central government but now with the implementation of Prasar Bharti Bill All India Radio will operate independently having different nature of control by the government. Before 1976, television constituted a part of the All India Radio. After that, it was separated from AIR and constituted into a new body and under a new banner Doordarshan. Now All India Radio is also called in the name of Akashvani like television is called Doordarshan.

Radio is one of the media units of the Ministry of Information and broadcasting. Today

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AIR has 105 regional stations, 65 local stations, three Vividh Bharti broadcasting centres, and 3 relay centres and one auxiliary centre.

The important point to be noted is that while AIR made a substantial contribution to the popularization of Indian classical music and light-classical music, brought literature in various Indian languages to the people's doorsteps and promoted an Indian consciousness and national unity, it has remained a state monopoly. There has never been a radio station in India other than an AIR station since independence. AIR was the one and only radio medium. The phenomenal growth achieved by All India Radio through decades has made it one of the largest media organizations in the world.

Television Broadcasting in India

Television came to India on September 15, 1959 with experimental transmission from Delhi. It was a modest beginning with a makeshift studio and low power transmitter. The objective was to find out what it can achieve in community development and formal education. The funding of \$20,000 and equipment was offered by United States. One hundred and eighty teleclubs were set up within the range of 40 Kilometers of transmitter. Every club was provided with a television set by UNESCO. All India Radio provided the engineering and the programme professionals.

The Akashvani Auditorium was converted into the studio from where the regular programmes of Indian TV were put on the air although the first experimental programmes were telecast from a makeshift studio in Akashvani Bhavan.

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The service itself was also known as a Pilot project, aided by UNESCO, because the programmes, put out on mere two days a week, was intended to be experimental in nature to test the efficacy of television medium in carrying relevant and useful messages of social education to the power section of society.

In 1961 television programmes for teachers were started. A daily one hour service with a news bulletin was started in 1965 including entertainment programmes. In 1967 rural programmes and Krishi Darshan were started for farmers in 80 village teleclubs in Delhi and Haryana. In 1972 TV services were extended to a second city Mumbai. By 1975 Calcutta, Chennai, Srinagar, Amritsar and Lucknow also had TV stations. In 1975-76 the satellite Instructional Television Experiment brought TV to 2,400 villages in the most in accessible and the least developed areas for one year.

From 1976, television was separated from All India Radio and constituted a new body under a new banner called as Doordarshan. At present, Doordarshan is one of the media units of the Ministry of Information and Broadcasting, Government of India. In 1982, a regular satellite link between Delhi and other transmitters was established to facilitate the introduction of the National Programme. With this the era of fast expansion of TV services through low power transmitters was also heralded. The following are some other land marks in the history of Doordarshan:

1976 Jan. 1 Commercials on TV

1976 April 1 Doordarshan separated from All India Radio and given a separate banner

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– Doordarshan

1982 Aug. 15 Colour TV introduced

1984 July 15 First Mass Appeal Programme – Humlog

1984 Nov. 19 Second channel at Delhi

1986 Aug 9 First Regional network.

1993 April 1 the Metro entertainment channel.

1993 Aug. 15 Five DD Satellite channels

1994 Aug. 15 Major restructure – DD-1 to DD-13.

At present, Doordarshan telecasts programmes on nineteen channels. These channels supplement and complement each other. DD-1 is the primary channel, the flag-ship of Doordarshan. The Programmes are addressed to the entire country. There are three components in these programmes – National, Regional and Local. The National and Higher Education TV programmes are relayed by all territorial DD-1 transmitters.

The regional component is separate for each state and is mainly in the language of that state. The metro entertainment channel targets at urban viewers, particularly younger age groups. These programmes are relayed in 46 cities. DD 3 is a composite service and telecasts three feature films each day, covers sports in the evenings and puts out a composite programme of culture, current affairs and business news in prime time.

DD-4 to DD-13 channels is ten Regional language channels. Each channel telecasts two types of programmes. The Regional service and additional entertainment programmes, DD-14 to

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DD-17 telecast the programmes for four Hindi speaking states. DD India has 18 hours of programmes. It is accessible in more than half the world. DD-CNNI is a channel of news and current affairs.

Commercial advertisements were introduced on Doordarshan in January 1976 and sponsorships of programmes were allowed in 1984. The popular programmes of Doordarshan created for the first time a national market for consumer goods which could be reached by manufacturers with limited resources. Doordarshan continues to be the most effective medium for advertising at minimum cost.

The major coverage's of Doordarshan (1997) include world cup cricket matches, exit poll telecast, the confidence vote, union and state budgets, Olympics-96, Miss Universe Pageant, Rathyatra, natural calamities of airplane crash in Haryana, cyclones in Andhra Pradesh, fire accident in Orissa and so on.

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UNIT – V

INFORMATION TECHNOLOGY

WEB JOURNALISM

Information Technology

What does the term Information Technology’ really mean? Information technology is that technology by which the ‘information is processed, communicated, exhibited and Retrieved in a fast, error-free and proper-way. Information technology is a technology in which both telecommunication computer technologies work together to provide formation.

Today’s world is the world of information and telecommunication. Everyday new technology and inventions are being made in the area of information, processing and travelling. There is hardly any area which had not been affected by this. Due to all this, the word distance sounds ironical in present day context.

The whole world has become a small place today. Any information can be exchanged by people in few seconds and that, too, in proper and effective way without any loss of data while it

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is being processed. On the one hand, all these different ways of tele-communication and information exchange have highlighted the necessity for multipurpose development and growth of information technology and on the other, the easy access and use of it has boosted the network of information exchange.

All this has been possible through information technology like telephone, fax, telex, computers, internet, e-mail, photocopier, printer, scanner, cellular phones, pagers, videophone, digital camera, multimedia, etc. These technologies are becoming a part and parcel of our lives and are transforming lifestyles and habits of people all over the world. The use of computers has increased by leaps and bounds worldwide. Internet and multimedia have now become playthings for children. The internet has revolutionized every field of the world. The government has allowed private companies to provide internet services to people in order to boost up information technology.

The internet has put an unprecedented amount of buying and selling power in the hands of all those within a keystroke distance of a computer. Never in the history of commerce have solitary buyers and sellers been able to engage so effortlessly in commerce on all points whether one is a scrap dealer or a collector with an obsession for antiques, the internet is a solution.

Digital technology is playing a vital role in our day to day life. In supermarkets it helps for faster processing of films. In the field of agriculture, a digital moisture meter records the moisture in the soil and tells when harvesting should start. For people, who are suffering from hearing loss, digital technology is of great help. It processes sounds that reduce noise, improves

clarity of speech and controls unwanted loudness.

The government of India is very keen to achieve a great deal in the field of information technology. The Indian Institutes of Information Technology are being set up at various places in the country. Now we can hope that India will become an information technology superpower in near future.

Write an Essay on Information Technology

Our age is known as the age of **Information Technology**. Information Technology with its superhighway has not only revolutionised man's way of working but also his very existence. IT (Information Technology) revolution is sweeping our civilization bringing about unfathomable changes in our present-day civilization. Twenty first century belongs to the IT world.

The term 'Information Technology' or simply known as IT is a generic name given to all improvements that are taking place in our world due to the inter-linked advancement in technology, learning, and information. The term refers to recent technological developments that are taking place in our world as a result of better technology, due to better information. It consists of a number of allied modern advancements such as, computer, Internet, websites, surfing, E-mail, E-commerce. E-governance, Video- conference, cellular phones, paging, fax machines, smart cards, credit cards, ATM cards etc. All these have been possible due to the advancement in information gathering technique or system which is known as 'Information Superhighway' which, like a highway, opens us to a world of technology and information full of immense possibilities.

Two essential components of IT revolution have been the development of computer and internet. These two developments have revolutionised modern civilization. Today at the press of a button we can get any information that we want from anywhere in the world in a fraction of a second, sitting in our room.

This easy and quick access to information has been instrumental in improving our communication, travel, business, entertainment, space exploration, defence capabilities, medical surgeries etc. “We can visit sites situated thousands of miles away, chat with people sitting in other parts of the world, see the latest movies, watch live international matches, read daily newspapers, attend business conferences, conduct business transactions, visit world famous libraries, go through the latest books etc. all at the click of a key on the computer.

The facility of internet and surfing opens us to the world of information superhighway enabling us to seek the information that we want. With the possibility of downloading programmes and information through a computer to a paper, our task of gathering information is a few minutes affair. In this manner, today the process of gathering knowledge and information has become, easy, cheap, fast, and enjoyable. This has been the greatest advantage of IT boom. IT revolution has also altered the very face of business operations and E- commerce is becoming a fashion of the day. We can advertise our products and seek jobs and make ourselves available through the internet. IT boom has also revolutionised our style of living. It has made our life easy, pleasurable, and luxurious.

Today, we need not go hunting for household items in congested markets. Sitting in our

room we can order things, buy tickets, talk to clients, listen to lectures, take part in on-line lotteries, sign business agreements, do bank transactions etc. In other words the recent development in the IT world has reduced man's labour, workload, and has created a better world to live in.

Today IT revolution is sweeping over the world. Although, IT boom has revolutionized the western world beyond recognition it is still to make much headway in changing lives in India. The boom has, however, affected only the affluent and the urban India. The benefits of IT boom needs to penetrate down to the ordinary men and women living in our country.

Web Journalism

Web journalism is also known as internet or online journalism.

Impacts of the Internet on Journalism

The first impact that the internet on journalism is that it has changed the functions and nature of journalism. This impact has been realized through elimination of the role of gatekeepers. Citizens can now access unfiltered information via the internet. This case implies that, although the gatekeepers may edit certain information to fit their house rules, eliminate libel, or make it fit a certain space, the audience has other channels of accessing information. This argument means that the internet has opened more spaces for the audience. The era when the gatekeeper would edit contents for the audience has been eliminated by the internet. The internet has entirely changed the nature of journalism in the world today.

Today, journalists from across the world can exchange news information in real time.

The internet has promoted information exchange across the globe. Live transmissions that stream via YouTube and Skype form other avenues that journalists have always exploited. The quality and variety of news items have also increased with greater information exchange via the internet. Journalists are also able to control the standards of their work through live comparison with other international media.

The second impact of the internet on journalism is that it has changed journalism from information diffusion to today's information processing function (Schudson, 1995). The internet, which is the most recent media, has changed journalism just as other media platforms changed it. The internet is unique in that it enhances interactivity and contact with other media. This uniqueness has resulted in significant revolution in journalism and its culture. With the internet, audience and the sources take almost equal roles in the process of information production. The past era when the media would shoot ideas into the audience's mind has been overtaken by time. In the past, a journalist with a notebook or a camera was likened to a monkey holding a loaded gun and hence the former magic bullet role of the media. However, according to Bruns (2005), with the wide adoption of the internet, journalists are not compared with gate watchers meaning that their role has been reduced from the active gatekeepers to dormant gate watchers. They have no ability to limit information flow: they are now watchers or better still witnesses.

Journalists and citizens are now information exchangers since both rely on each other for information. Every citizen can communicate his or her opinions about certain news stories via the internet. In the same way, the audience participates in the process of information processing,

which was former destined for journalists.

Schudson (1995) affirms that the major relevancy of journalism in this era has been sectored on its ability to professionally process information. With the current information overload from the internet, the quality of such information cannot be trusted. Today, people can upload pictures and news stories that are slanted toward achieving certain ends. To protect themselves from information exploitation, the audiences have to continue counterchecking such information from trusted journalists.

The third impact of the internet on journalism is that audiences have gained the authority to choose the information they want to consume. Bruns (2005) asserts that the internet has broken the information boundaries that existed over the years. The information world is no longer limited by the geographical space. One can share news from a far continent in real time via the internet. The audiences can also choose what to listen to or watch via the internet, for example, through YouTube. They can also choose when to watch or listen to it through the process of zapping.

The internet has enabled journalists to reach out to their audience 24 hours a day. This accessibility also enables the audiences to give their feedback and or contribute to media content at any time in any day thus allowing free flow of information. Journalism has also benefitted from the impact of the internet. Callers can now e-mail or twit certain corrections of erroneous reports before they are widely disseminated.

For instance, if there is an error of the number of victims to certain accidents, the

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eyewitness audience can instantly communicate to newsrooms for correction thus playing the role that was initially meant for a journalist before the internet era. The audience can also use the internet to find the correct background sounds, pictures, and images. The audience has the ability to capture still pictures, motion pictures, sounds, and events and transmit them to newsrooms with a click of a button.

The internet has also promoted the currency of information offered to the public. Journalists use the internet to update information constantly. The use of digital broadcasting via the internet enables people to receive constant news update at the comfort of their offices, bedrooms, and even sports thus implying that one does not have to always carry a radio or a television set everywhere he or she goes. People can also receive filtered news information whenever they want it.

Bird (2009) affirms that, through the internet-enabled cell phones, audiences can search the internet for relevant news information. The internet has enabled a continuous flow of information in either dimension: from the sender to the receiver and vice versa. As many outstanding newsrooms turn towards politics, the internet has enabled the audience to access raw information before it is edited to fit certain angles. This means that the policies and preferences of certain media houses have been interfered with by the entry of the internet. Some journalists and media houses that were turning to the extreme leftist or rightist have now been slowed down. The traditional bureaucracy that controlled the process of news production to favor certain segments has been invalidated.

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The internet has totally changed the one-way communication that came with analog journalism. Every day, people are exposed to new technological devices that improve on speed, frequency, and quality and quantity of information that they receive. Through the internet, journalists can now compress large chunks of information into small folders in an attempt to transfer them miles away. Deuze (2007) affirms that today's audience is no longer passive but a key player in news processing and dissemination.

The fourth impact of internet on journalism is that it has enabled the audience to contribute directly on media content and counter news. With the advent of the internet in journalism, audiences can make active contributions to the content that the journalist airs. Since the internet is a speedy communication media, the audience can communicate to the journalist in real time. This communication alerts the journalist on happenings in different points of the world.

Journalists have also broadened their reach due to their adoption of the internet. Information that journalists relay via the television or radio is thereafter redistributed. The news is uploaded on the social networks like facebook. From these sites, more audience especially the young generation can access it. This accessibility has resulted to more integrated and quality news. People who do not have time to watch the television during news hours can also access what was covered in their absence via the internet. The new media platform heavily relies on users and gratification theory.

According to this school of thought, the media will give the audiences what they want. The media content that journalists air depends on the taste and preferences of the audience. With

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the coming of the internet, the trend of information flow is the two-way rather than the traditional one-way. Media audience participates directly in live programs through twitter and YouTube. Most stations have also opened call-ins.

Unlike in the past when journalism was left to a few trained experts, armature journalists have come up with the internet age. Today, armature camera operators can record a live occurrence and send it via the internet to newsrooms. This strategy is another way that journalism has been enriched via the internet. One does not need to call a reporter to record an event. He or she just needs to record and send it via the internet.

Due to this impact of the internet, markets for media business have become fully disjointed. Prahalad and Ramaswamy (2004) posit that, as the audience moves to other quicker and free media for information, advertisers have followed them there. This argument implies that a considerable portion of the audience that previously depended on the old media has moved to the internet.

Advertisers therefore have no choice but to follow them. The advertising markets today are using blogs and social network sites for their wares where their target markets are and hence the need for them to move with it. The internet has therefore resulted in radical changes especially in media houses that want to remain competitive in certain regions of the world. Such media houses have to hire journalists that are familiar and competitive in online journalism business because media mainly drives its profits from advertising. According to Prahalad and Ramaswamy (2004), organizations are now focused on co-creation of products with their

consumers. This focus has resulted to their overly use of the internet to source for the tastes and preferences of their customers.

Social network sites and blogs have taken over the role of the traditional media in this case. The internet has resulted in substantial changes in the communication industry. Information consumers can access any information they want at all times. One does not have to wait for one o'clock news to know what happened in another continent. News update internet channels are always on the lookout. However, the relevancy of journalists will remain.

Conclusion

In conclusion, the advent of the internet has thoroughly changed the face of journalism in the world today. Before the year 2000, most internet gadgets like iPods, Twitter, YouTube, Blogs, and Google search were not actively used in journalism. With today's digital age, journalists cannot operate without the internet. In fact, the internet has resulted in various impacts on journalism.

These impacts are, for example, change from information transmission to processing, change in the function and nature of journalism, giving the audiences authority to choose the media information they want to consume, and enabling the audience to contribute directly to media content. Journalists will remain crucial for purposes of professionally processing information since journalists' approach to news is the only way that the audience can distinguish between quality news and junk information.