

CHAPTER- I

MASS MEDIA COMMUNICATION AND
DEVELOPMENT OF POLITICAL CULTURE .

MASS MEDIA NEWSPAPERS AND DEVELOPMENT OF POLITICAL CULTURE:

- Chapter I -

Mass Media:

Now-a-days mass media is supposed to be one of the important tool of the Govt. to know public opinions about Govt. administration. It establishes co-relation between policy and administration executed for public welfare and it attempts to promote good faith in Govt Institution. The President of America- ⁽¹⁾ Mr. Woodro Wilson had formed one public-news committee under the Chairmanship of George Krill the Journalist, during 1917 to know the public opinion about his administration. ⁽²⁾ Mr. Edward. L. Barney stated that mass media means the opinions of different groups of people about the policy and administration of a particular institution.

Every Institution may be a Govt. or a social try to understand the public opinion through mass media ; for this purpose departments of public relations are established. These departments try to investigate the public opinion about the working of the institution. They take precautions not to create doubts about the functions and objectives of the institution. The public relations departments, are now-a-days

① Easton David - 'The Political system' pag No. 31

② Almond & Powell - 'An Analytical Study - Comparative Politics' P. 22

established in private sector also such as transport, industries, Hotel business, consumer industries, textiles industries, etc. and make the use of modern techniques of mass media.

Public Opinions through mass media:

Man is a rational animal. When he draws certain conclusions on a particular questions with his intellect by speculation and by available evidences, is called public opinion. This public opinion depends on means of mass media.

Means of Mass Media :

1) Publicity:-Publicity can mould the public opinion and bring the desired changes in the behaviour of the masses. Publicity means a mass propaganda about the welfare activities and the policies and the decisions. So publicity has become one of the ~~means~~^{effective} of mass media. There are many techniques of the publicity through which public opinion can be moulded.

Technique of Publicity:

A) Propaganda: Propaganda is one of the technique of the publicity. In propaganda, one attacks on weak points of opponent. In order to justify his views he uses old meaningful symbols and favourite catch words old proverbs and sayings of great personalities.

B) Slogans and Symbols:

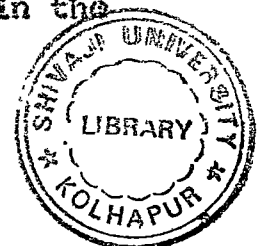
Slogans and symbols have important role in moulding public opinion and they are very effective on the minds of the masses. During the Second World War the Symbol was 'V' ^{was} for 'Victory'. During the 'French Revolution' Liberty, Equality and Fraternity slogans was well-known. During Freedom Movement in India Gandhiji's slogan "Chodo Bharat" was very effective and Tilak's slogan "Freedom is my birth right" was also very famous.

C) Processions:

Processions are very effective in exhibiting the strength of a political movements. The political parties carry processions during the elections, in order to exhibit the mass support. During India China war all political parties held public marches expressed their backing to Government War efforts. So processions have important role in democracy to support or oppose the Govt.'s policies.

D) Newspapers:-

Now-a-days, newspapers have become very effective medium of public opinion. The news media includes daily newspapers, weeklies, and special magazines and bulletins. After the industrial revolution, there was sudden increase in the role of newspaper as mass media.



Meaning of Newspaper:-

Freedom of the press is the soul of the Democracy.
Any new event when published is called news. The word 'News' is derived from the French word 'NAUVELLE'³ means something new.

The newspapers express their opinions in Editorials. Besides editorials the newspapers contained readers views, photographs, cartoons, advertisements, articles and so on. Every newspaper has some kind^{of} ideas and ideals and they go by these ideals. Sometime they criticise the Govt and sometimes support. Newspapers play very important role in formation of public opinion, Majority of the people form their opinion after reading the newspapers. In the present Society newspapers have got the great significance.

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In England a broad survey was carried out to understand the different methods of opinion formation. 1100 people were examined and following conclusions were drawn. 75 percent people form their opinions from newspapers. 10 per cent people form their opinions from their friends opinions. 10 per cent people form their opinions from radio and television. 5 per cent people form their opinions from other sources.

③ Lucian Pye - "Aspect of Political Development" p. 63.

④ Johari J.C. - "Comparative Politics" p. 223

Thus newspapers play important role in ^{formation} development of public opinion.

Items of Newspaper:

The newspapers include the Edition of news, articles, photographs, cartoons, political as well as social news.

1) Edition of News:

The news is edited on first page with special decorum, we can understand attitude and approach of the paper, very important news are put on the front page - other news are printed in some unimportant corners.

2) Articles:

Each paper focuses ^{its} ~~their~~ views on different subjects through the article. Articles of important personalities both from political and social thinkers are published in the Newspapers. So articles form important part of the newspapers - which also help to form public opinion.

3) Photographs and the Cartoons:-

Photographs and Cartoons also are the part of the news paper. What thousands of words ^{can} ~~are~~ not achieve is achieved by photographs and cartoons. Accordingly photo-sketch become more touching than word-sketches. The news

printed of 10000 people attended party meeting will not be an effective but a fine photograph may be more appealing and effective. The same is true in case of cartoon. A cartoon⁵ is a light humoured sketch without any restriction. It focuses on international politics, wars, weak points of leaders, the faults of Govt. Schemas

World Newspapers :

So far as the world of newspaper is concerned, it can be divided into two different groups. The first group is the newspapers in the communist countries like Russia, China, Poland and Hungary etc and the second group is other democratic countries' ^{nws} papers. In the communist countries the newspapers are under the control of Government.

The world famous and dominant papers are-'London Times', 'Newyork Times', 'L'Mount', and 'Isvesia of Moscow' etc.

According to the report of Indian Press Commission,⁶ in India 8 papers are on sale, per 1000 people. ~~According to the report of India Press Commission~~

Next to newspapers, Broad-casting and television are the important medias in forming the public opinion.

B) Broad-casting:

Along with newspaper 'Aakashvani' has got important place in mass media. The speciality of the this media is
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that it reaches upto unlearned people. So this medium becomes more effective in under-developing countries; people can listen to broad-casting programmes. During the First World War this medium was used for secret news only. Gradually, after 1930, 'Akashvani' was used in European as well as other countries to give national and international news. Along with political news, political questions; political lectures, national songs, ^{Akashvani used to work} ~~have been broad-casted~~ for the political communications. In majority of countries, this medium is under the control of government. In America this media works in private sector. In England it is a autonomous body. In India this media is under control of the Govt. At the time of election this media is used for political propoganda. Even though it is under the control of Govt. It is expected that it must be free from the too much control of the Govt.

F) Television:

Next to Radio, Now-a-days Television has an important role in moulding public opinion. It is superior media to broadcasting. Because visible media is more appealing than audible media. In country like America, this media is in the private sector. But in majority of countries it is under the control of Government. Television is useful for the political communication, news discussions, lectures and other social and cultural programmes.

Thus the means of the mass media mentioned in the outgoing pages plays very important role in the development of Political Culture.

Political Culture:

Political system depends upon Newspapers because the newspapers play very eminent role in the development of political culture. Newspaper as a mass media moulds the public opinion good or bad towards the political system and political issues in the country. Attitudes, beliefs emotions and values of the Society that relates to political systems and ~~to~~ political issues is called political culture about the meaning of ^{political culture} There are several definitions of political culture. It is defined as the pattern of individual attitudes towards political system. Political culture means accepted objectives and rules of any political society. It is also standards, beliefs and attitudes of common people of any country towards the government. Roy Mocridas accepted the importance of political culture. According to Gabriel Almond in the frame of values and ~~instru~~ any political system works a that frame is political culture. S. E. Finer has given more stress on the relations between executive's legitimacy and political systems. In case of

⑦ A. R. Ball - Modern Politics & Govt. - P. 56. ⑧ R. C. MacLennan - Modern Political System - P. 11
 ⑨ G. A. Almond - "Comparative Politics" - P. 50

political programmes their attitudes is to be understood. This attitude depends on several things such as historical memory, traditions, intentions, ideals and emotions and symbols etc. Political conscience, political feeling and political values, affect on the mind of the people again and again.

Elements of Political Culture:

Geography has its own part in laying of the foundations of political culture. Geographical structures, economical system, social culture historical back-grounds and cultural factors play vital role in moulding the political culture.¹⁰

Geographical Structure :

Geographical structure has important role in the moulding of political culture. Here, we should think of place, weather rain, natural resources in the context of whole world. Because of mountainous area, the old Greek towns remained small. On the other hand in the beds of Sindhu, Brahmaputra and Nile rivers, ancient kingdoms were flourished. Because of typical geographical structure, England maintained

(10) J. C. Johari. Comparative Politics p. 227.

democracy without any ~~is~~ outside interference. On the other hand France and Germany could not get such geographical structure like England, so they could not prevent disturbances and aggressions of neighbouring countries, and faces the conflicts with them. The ranges of Himalaya protected India from the invasion from East.

According to political system, natural wealth is considered so much important. The countries with mineral wealth like iron, coal and oil are important ^{from} ~~only~~ economic point of view and can have hold on the policy of other nations. Because of rich oil fields Arabs have got important role in world politics. ~~So~~ geography plays important role in moulding the political structure of a country.

Economic System:

The effect of Economic system is found on political system as well as on culture of the country. Economic stability is useful for the prospectivity of democracy. It is the reality in England, America on the other hand economic instability creates the rise of dictatorship.^{!!}

Economic system includes the production methods, per capita and national income, farm labour, etc. and their co-relations. All of them have a deep effect on political institutions and political culture.

① J. C. Johari - Comparative Politics P. 227.

In the industrial countries the process of urbanisation takes place rapidly. In urban area the labour class is organised. These organisations can bring pressure on Government ^{and} get fulfilled their economic demands. In such type of economic system, we find political awareness among labour class. So economic structure is important element of political culture.

Social System:

¹² In social system, class, class-difference, language barriers, religious barriers, educational system, are studied. Social unity is helpful from the point of view of political power and stability. It can create unity among people, on the other hand several social conflicts creates social instability which affects the integrity of the country. So social structure is also important in political culture.

Educational System :

In the moulding of political culture, educational system has vital role. ' Sanskar ' is the base of culture and educational system makes people aware of the rights. The education not only makes man educated but also brings maturity in thoughts and behaviour and creates a good

⑫ Ibid-p. 227.

citizen of tomorrow. Thus, geographical structure, economic system, social structure and the education are the fundamental elements of the political culture.

Development of Political Culture:

The development of political culture takes place with the help of society. The rebirth of Japan after World War 2nd is due to political culture democratic values developed ~~politi~~ political culture of Japan. Democratic traditions and the modernisation of west, helped the development of political culture in Japan.

In the development of political culture of Japan Industrialisation has also a lion's share. Because of democratic ideas and modernisation and industrialisation there was a rapid change in the ideas, standards and tendencies of the society in Japan.

Historical Development:

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The political culture depends upto certain extent on how the historical development of the country took place. If the survey of Indian historical development is considered it is found that there was ^{influence} effect of liberal thoughts on the founders of ^{Indian} constitution. ~~There~~ There was ^{also influence} effect of

(13) Ibid - P. 229.

Russian communist revolution on them.

Sometimes, if new tendencies and values are not accepted ^{by} the established political culture, then its effect could be seen very ugly. Any political society ^{try} to keep up political culture more effectively and tries to transmit it. The society should make use of several mass media means to get soft corner for the objectives. It should try to get faith in the political system. This process has been called as 'Political Socialisation'.

So the newspapers mould the attitudes, beliefs emotions of the people and values that related to political system and political issues. Thus the newspaper as a mass media helps for the development of political culture.

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