

## CHAPTER-I

### INTRODUCTION : MASS COMMUNICATION

Communication is a process of social interaction by which people influence the ideas, attitudes, knowledge and behaviour of one another for social understanding and orderliness in the society.

If the goals of equality for all the people are to be achieved the democratisation of structures and control of the communication media will be necessary as a prerequisite. (Mitthai, 1986)

Throughout the course of human history the communication media have been powerful agents of social influence. In India, in the past few decades, the introduction of new technologies has greatly magnified the media power. Now-a-days communication media has become a part and parcel of day-to-day life of every human being. It is essential that every human has to be aware of the happenings around him. Of course human beings are helped in this regard by the communication media. In the past and to some extent at present every person is limited to his/her home and to neighbourhood only which resulted in limiting their knowledge about the world at large. After the industrial revolution, science and technological process, availability of jobs, modernisation, education, legal provisions, etc. helped the people.

In this context it is essential to know here how far general public is being benefitted by communication media by Television and to what extent the media are responsible for bringing changes among them (International Encyclopaedia of the Social Sciences, 1968).

### Concept of Communication :

The term communication is a latin word namely communis. It means to establish commonness. Communication includes transmission and stimulation receiving the information. Communication means the transmission of ideas, attitudes or emotions from one person or group to another persons or groups. In effective communication the meaning conveyed to the recipient, corresponds closely to that intended by the sender. Communication forms the basis for all social interaction, it enables the transmission of cumulative knowledge and makes possible the existence of empathic understanding among individuals (Theodorson, 1979).

E:ymologically, therefore, communication is social behaviour which people share : common ideas, facts and feelings with one another through social interaction as social beings.

Some of the major definitions of communication by various social scientists are as follows :

"Communication is the imparting, conveying or exchanging of ideas, knowledge etc. by means of speech, writing or sign" (Oxford English dictionary, 1973 : 18).

Communication is the art of transmitting information, ideas and attitudes from one person to another (Warren Agee et.al, 1982 : 8) Lasswell Harold (Cited in Kumar, 1981 :8) saw communication as performing three functions : surveillance of the environment, correlation of components of society and cultural transmission from one generation to another. Charles Cooley defines communication as "The mechanism by which all human relations exist and develop all the symbols of the

mind together with the means of conveying them through space and preserving them in time." (Cited in McGarry, 1972 : 18)

In short it can be said that communication is the process by which social heritage is transmitted from one generation to another. Communication is an essential process of social life which is both interactive and purposeful. Again communication is indispensable to development. Communication is often considered a means for breaking down the barriers in human interaction and thus achieving mutual understanding among people.

Communication is an art based upon the creation of meaningful symbols in the minds of the people through social interaction for social understanding and awareness in the society.

Theodaron,  
Wilbur Schramm (1970 : 245 ) states that communication is a reflection of the larger patterns of society and it reflects the structure and development of society.

Communication is of two types : interpersonal and mass communication.

Interpersonal communication : It is the basic need of man. Without communication interactions among them could not have been possible. Here face-to-face relations are present with the help of words, pictures, symbols, expressions, people deliver the message. This is a harmonious and effective way of communication. Persons listen patiently and they express themselves. Listening and speaking are the major parts with the help of which direct contact is established among individuals. Cultural experiences of people, social norms and values and

social stratification play significant role in communication. In fact Hall Edward very rightly says in his book *The Silent Language* that Culture is Communication. In other words non-verbal communication symbols, signs, etc. play a significant role in human communication.

Mass Communication : Mass communication is social institution which brings the members of the society into public relationships through the mass media for group consensus and progress.

According to Dennis Mcquail (1987) mass communication can be defined as social interaction through messages.

According to Warren Agee, Ault and Emery (1982), "Mass communication is a process of delivery of information, ideas and attitudes to a sizeable and diversified audience through the use of media developed for that people."

According to Robert Escarpit "Mass communication is a large aggregate unit of diversified. Population yet gives response to common cultural stimuli in relatively uniform manner."

Mass communication means "Any message or cultural stimulus such as media that influences, large and heterogeneous populations." (Theodorson and Theodorson, 1979 : 245)

In simple terms mass communication flows from a few to the many and because it flows from a few to the many it usually seems to be one way communication. But effective mass communication would never be one way communication. It will always provide for response and feed back. Mass communication involves production and dissemination of messages technology.

Harold Lasswell's phrase explains the study of mass communication as Who says What in Which channel to Whom with What effect. (Lasswell, 1974)

### Sociology of Mass Communication :

Like most of the modern social sciences, Sociology of Mass Communication is an interesting, inter-disciplinary and applied field since the second world war.

Mass media are bringing a lot of changes in the life of the people both material and non-material aspects. Therefore, in general, everyone is interested in knowing the impact of mass media on the Indian society.

In sociology also a number of studies are conducted to understand the role of mass media. To change the traditional habits of the people different media are used. For example print media, audio-visual aids, etc. New values, norms, attitudes are introduced through the media. In general lifestyle of the people is being affected.

Sociology of mass communication is the study of the process of mass communication media and their effects. It defines the effects, impacts, directly and microscopically. At the same time the role of people's attitudes, group behaviour values, norms, social relationships and opinions in communication are studied scientifically. Harold Lasswell, Paul Lazarsfeld, Wilbur Schramm, Robert Merton, C. Wright Mills, Joseph Klapper, Elihu Katz, Less Bon, Herla Hernog, Gray Steiner, N.B. Smith, H.C. Kelman are some of the social scientists who have contributed many

grand and middle range theories in the field of sociology of mass communication.

### The Mass Media : Nature and Role :

The mass media are the agencies of mass communication which influence the human behaviour and the society in general. Mass media as a social system is responsible for attitudinal changes and increasing knowledge and ideas in the society.

Message or information is transmitted through the media upto large heterogeneous populations through mass media. Modern technological devices have reduced the distance between the individuals and produced symbolic or direct contact through media. Therefore, mass media are the multipliers of communication. According to Edward Shills and David White (1968) media constituted new agencies of popular art and culture. Mass media are the windows of the world. They are the dominant institutions or social force in society which focus on particular behaviour and grammar of social life.

All communication media are properly speaking extensions of man as they help to project his message and obtain feedback. In general, mass media has three fold functions i.e. to inform, to educate and to entertain. Mass media plays crucial role in the functioning and changing of any society. Both the forces of change and opposition utilize different forms of media to suit their needs. Modern technology has vastly increased the outreach of media and made its centralised control possible.

**Table NO. 1.1**

**Formal and Informal Media**

Formal (Mass Media of Communication)		Informal (Interpersonal Media of Communication)
Print	Audio Visual	
Newspaper	Radio Cinema	Folktales
Journals	Telephone Television	Folkdances
Magazines	Video	Songs
Comics	Slide shows	Bhajan
Books	Computer	Kirtan
Periodicals	Telex	Puppetry
	Satellite Communication	Gossip

They focus on welfare policies and development programmes, sciences and technology, art, sports, recreation, agriculture and economy as well as on social deviance and social violence. Mass illiteracy and economic poverty are the main obstacles for this point media in India for its wide circulation.

#### Television :

In India the experimental television service was inaugurated at New Delhi in 1959. Designed primarily for community viewing, the programmes are mainly informative and educational in character and include serials, illustrated talks, interviews, dialogues, discussions, documentary films, plays, puppet shows, dance, drama, ballet and light classical music. In India it is intended to benefit both urban and rural viewers. T.V. tries to project to the people development plans and their implementation. T.V. tends powerful support to the major multimedia campaign initiated by the Government from time to time. Again it is potentially a powerful medium to promote adoption of innovations. Oscar Kastz calls it a popular entertainment media. It may be used to widen intellectual and cultural opportunities for the masses. It is an audio-visual aid and in a country like India, it is very useful for reducing mass illiteracy and to provide population education. It is the electronic background for the generations to come though it is said that Television is an idiot box still then it has become a part and parcel of Indian life in general.

Experimental television broadcasting started in the 1920's, the United States of America. These experiments used as mechanical scanning disc that did not scan a picture rapidly enough. The age of Satellite



communication dawned in 1962 with the launching of the first communication satellite. The two big international satellite systems, Intelsat and Intersputnik began operating in 1965 and 1971 respectively and from then on the progress has been phenomenal.

For over a decade the Government of India managed to hold out against vehement demands from educational institutions, industrialists, politicians and indeed the middle classes in urban areas for the introduction of Television. On 15th August, 1959, the Delhi Television Centre went on the air. Entertainment and information programmes were introduced from August 1965 in addition to social and educational programmes.

According to the Ministry of Information and Broadcasting the following are the objectives of public television in India :

- a) To stimulate greater agricultural production by providing essential information and knowledge.
- b) To act as a catalyst for social change.
- c) To promote national integration.
- d) To stimulate a scientific temper among the people.
- e) To disseminate the message of family planning as a means of population control and family welfare.
- f) To stimulate appreciation of our artistic and cultural heritage
- g) To promote and help preservation of environmental and ecological balance.
- h) To promote interest in games and sports.
- i) To highlight the need for social welfare measures including welfare of women, children and less privileged.

### Role of Mass Media

The role of mass media is to open up the large masses in society to new information, new aspirations which lead them to new achievements.

Even without travelling, sitting in his own village the young men are able to live through an immense amount of experience. He learns about other ways of other patterns of culture than his own with the help of the creative communication. This is the reason why Lerner calls the mass media as the "Mobile Multiplier" (See Mehta, 1987)

Harold Lasswell has given three major functions of mass media (cited in Promilla Kalhan, 1986).

1) Surveillance of the environment. This is to understand the environmental factors like dangers, threats, good opportunities etc.

2) Correlation of the components of society to understand the relations among different social institutions like religion political, educational, cultural etc. This correlation gives response to environmental factors and brings interactions among the components.

3) Transmission of social heritage, socialization process is accelerated by media by imitation, values, norms, attitude, customs, traditions of a particular person or group which is transmitted from one generation to another.

Other roles of the mass media are as follows :

1. To provide information and knowledge.
2. Entertainment
3. Creation of social awareness
4. Integration
5. Education

6. Developmental role
7. Formation of public opinion
8. Authoritarianism
9. Adaptation

In other words the role of mass media can be further elaborated as :

1) To provide information and knowledge messages, news, welfare programmes, reports of commercial advertisement, education, occupational news, new ideas inventions, technological information and various activities and interactions in different social fields is provided on a wider scale in a diversified society.

2) Creation of social awareness for the integration and equilibrium of society. Media provide a sense of responsibility, social understanding and consciousness for society and nation.

3) Integration - media brings different type of audience in a common universe and this will help national integration.

4) Entertainment : Media are useful for amusement and relaxation and thus remove the tensions and fatigue in everyday life. New enthusiasm is created to face many responsibilities in life.

5) Persuasion : New norms, values, ideas thoughts are reinforced according to current relations and atmosphere. Good tasks, national and practical characters, new dimensions are introduced in all domains like social, cultural and religious matters. Media bring about change to eradicate ignorance, prejudice, outdated ideas and attitudes. All these are actually destroyed by media exposure.

6) Education : Indian audience is mostly illiterate, rural women, students in tribal area, rural adults are away from education. For them various subjects are discussed in regional language. Standard of living, way of life, liberal attitudes, new behavioural patterns, personality characters, skills, techniques and knowledge of different fields is given through formal and informal education.

7) Formation of public opinion : Social attitudes, political views, factionalism can be examined with the help of media. Liberalism creates more freedom and democratic way of life in society. It creates liberal atmosphere equality and freedom in society.

8) Authoritarianism : The persons having skill, power, ideas can control the public. They call for unity of thought and action among all members of the society.

9) New dimensions of mass horizon, new ideas, philosophies, approaches, attitudes are produced by media. Different media bring about new dimensions in man's horizon. They transmit knowledge about many new things and facts. Various types of arts, training technologies are introduced with the help of media in every corner of the country.

10) Adaptation : Media creates environmental awareness for better prospect and development. We have to come across existing problems like population, slums, nuclear war and industrial violence.

In this context, media are effective to trace the environmental problems and create awareness among the people.

In short, serving the economic system becomes an accepted function of the media with the rise of modern advertising. As industrial-

zation brought massproduction and mass distribution, the media became more than ever linked to the economy. To provide entertainment, is one of the main functions of all the media. Thus, whoever enjoys freedom has certain obligations to society and therefore, the media which guarantee freedom in a democratic society are obliged to perform certain essential functions of mass communication.

A mass media says Wilbur Schraman is essentially a working group organised round some device, for circulating the same message at about the same time to large numbers of people. As generally interpreted the mass media, are the press, cinema, radio and Television. But books, magazines and pamphlets and direct mail literature and posters also need to be included in the label. The organs of the mass media are technological means of transmitting messages to a large number of people. As they are very expensive media they must need be run by institutions like the Government or well financed private commercial bodies. Another feature of the mass media is that they are founded on the idea of mass distribution which is one of the marks of an industrial society.

#### Impact of Mass Communication

Mass communication as a social institution have changed the entire social and personality structure of its members through its constant dynamic flow of information ideas about the societal events for social awareness and relationships.

Hence, it has changed the face-to-face social relationship into a distant and complex social relationships.

Therefore mass communication has a great influence on the life of the people and the society as a whole. Sociologically therefore, the following are the different kinds of impact of 'Mass communication' in general.

1) On the Social System

The media of mass communication has in general brought about changes in the social system of the society into a modern type of social system rather than a traditional system. Those changes in the social system have affected.

a) Changes in Socialization : It has enhanced a new form of socialization.

b) Changes in Social Control : It has enhanced a new form of controlling the behaviour of the people through legislative laws and social norms for social order.

c) Changes in the Cultural System : It has enhanced a new form of national values in the minds of the people through the acceptance of new social beliefs, values and normative system.

d) Formation of group consensus : It has brought a social consensus among the people for societal awareness.

e) Changes in the social structure : It has brought about new forms of complex, social relationship in the society as against only face-to-face relationships.

f) Social order : It has promoted social organisation and progress in the society.

g) Mass communication has enhanced social development through modernization.

h) Mass communication has enhanced the transmission of culture from one generation to another for cultural continuity.

i) Mass communication brings about the eradication of antisocial activities as the watchdog and mirror of the society.

j) Social understanding : It has brought social understanding among the people of the society and the world as a whole.

k) Mass communication brings about the solution to the social problems like environmental pollution.

l) Mass communication enhances the creation of infrastructure in the society like good roads, hospitals, etc.

## 2) On the Educational System :

Mass communication has brought about changes in the social education system into the modern scientific educational system of mass literacy for social order as against religious education.

a) It has brought about the development of the skills based upon specific knowledge.

b) It has enhanced the teaching of cultural education at all levels of education.

c) The promoters in the transmission of the social culture education from one generation to another.

d) It enhances the scientific knowledge of understanding about the social phenomena.

e) It educates the masses even more than the schools, family and religion through its magazine, newspapers and news broadcasting.

f) It helps the understanding and solving the educational problems and other social institutions.

g) It enhances mass recruitment of the members of the society.

### 3) On the Economic System :

Mass communication has brought about changes in the economic system of the society. Hence, it has changed the traditional economic system into a modern economic system through the message of modernization of ideas.

a) It brings about the transformation of the old economic system.

b) It brings about social division of labour and specialization for labour efficiency.

c) It enhances international trade promotion among the societies through information link for exchange of products.

d) It enhances a good standard of living and richness.

e) It enhances innovation and development in the productive system through motivated entrepreneurs for embarking on new ideas.

f) It provides employment opportunities to the people.



Led by eminent scholars Martinelli and Smelser (1991) a team of prominent researchers examines the relationship between economy and society. Beginning with an analysis of the historical development of economic theories, the contributors to *Economy and Society* consider vital issues such as educational systems and the economy; market, state and their place in advanced capitalist societies as well as in centrally planned economies, ideology and economic activity; international financial networks and institutions and transnational corporations.

As a major view of the bond between sociology and economy, students, scholars and professionals in sociology, economics and public policy will find this book valuable and enlightening. (State Series in International Sociology, Volume 41).

#### 4) On the Religious System :

Mass communication has brought about changes in the religious system of the people. Hence, it has changed the orthodox type of the religious belief of the people into Herberian rational idea type on the religious for social values. (McGarry, 1973 :139)

a) It has linked the people with social, moral conduct of the value system.

b) It spread all sorts of religious ideas to the people for salvation.

c) It has changed the duty belief into a scientific belief system.

d) It promotes freedom of work shipping among the people of the society as against sanafisum.

#### 5) In the Psychological System :

Mass communication has brought about changes in the psychological system of the society. Hence, it has changed the traditional personality structure into a achievement motivated personality structure of the people for good attainment. (McGarry, 1973 : 139)

a) It helps in changing the belief system of the people into scientific belief for effort, motivation through discoveries and invention.

b) It helps in changing the attitudes of the people from parochialism into rationalism for achievement motivation.

c) It promotes a change in the mental thinking of the people from traditional and low reasoning system into a rational thinking for social development.

#### 6) On the Political System :

Mass communication has brought about changes in political system of the society. Hence, it has changed the traditional authoritarian power system into a modern democratic power system of the people.

a) It has brought about a spread of democracy based on equality, freedom and justice.

b) It has enhanced the formation of public opinions.

c) It has enhanced the formation of party system for an elective Government.

On the whole mass communications provides the very step or root with which our lives are ordered.

Assuming mass communication is to lease out civilization would have collapse. Therefore mass communication has a greater impact on the society as a whole. (McGarry, 1973 : 139)

#### Communication Studies :

Some of the research studies that were relevant to the present topic are Dhvuvarajan (1989) who in her study on "Hindu women and the power of ideology" lets the villagers themselves interpret their lives to her. By doing this she has achieved a unique insight into the underlying motivations moulding their lives. Parikh and Garg (1989) in their study on "Indian women" have in great detail articulated the many sided pathos of contemporary Indian women.

This book is based on personal reflections and dialogue between Indian women from diverse backgrounds in the last four decades. It is relevant not only to Indians today but to all men and women engaged in disciplines sharing a common interest in the universal process of growth and development. Brown (1990) in his study on "Television and Women's Culture" recognized that television frequently distorts and oppresses women's experience. The authors eschew a simplistic manipulative view of the media. Instead they show how and why such different genres as game shows, police fiction and soap opera offer women opportunities for negotiation of their own meanings and their own aesthetic appreciation. Paul Hartmann (1989) in his study on "The Mass media and Village life- An Indian Study" deals with an unusual details and insights into the roles the communication plays in the social processes that have a bearing on development. These fascinating case studies provide both qualitative and quantitative data.

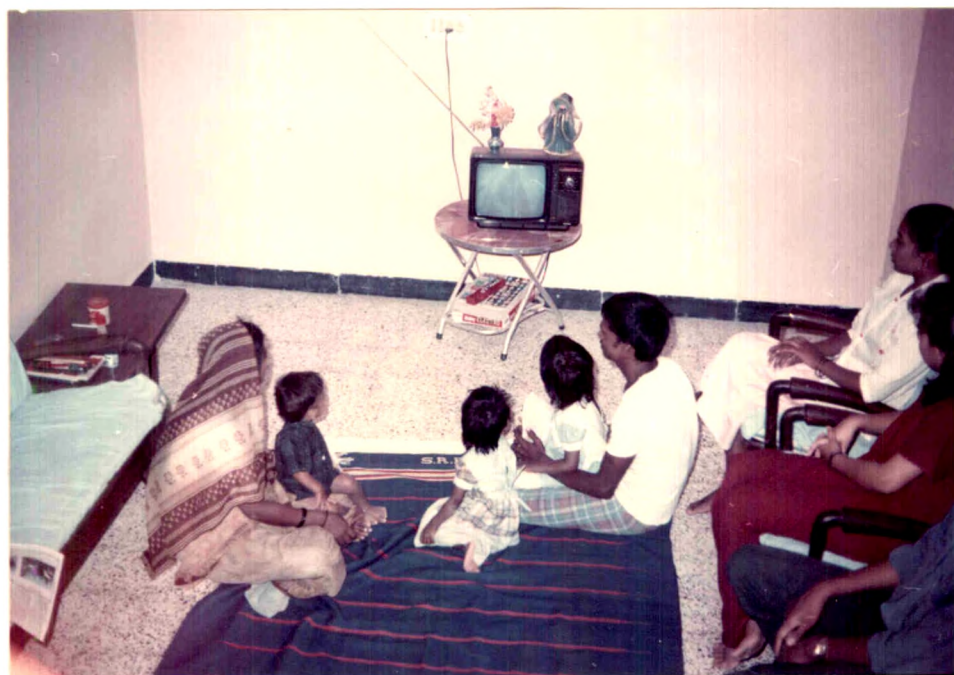
Greedon (1989) in his edited study on "Women in Mass Communication" focuses on the realities for women in the teaching, learning and practice of mass communication. In each of the sixteen contributions the statistics are current, the issues pertinent and the presentations clear.

For the next few decades professionals in the area of mass communication face a fundamental challenge - the growing feminization of the field. In this timely provocative volume contributors offer an indepth look of the study and teaching of mass communication focusing on such topics as fenimist perspectives on media law. Minority women in mass communication, women and the media and the effect on women communication.

Ambekar (1992) in his study on "Communication and Rural Development" describes the traditional as well as modern media and their role in rural development within the socio-cultural context of the village. It was observed that class, caste, sex influence the dissemination of messages. In general, there is differential communication among different kinds of social groups women are not seen as a separate entity but as part and parcel of the family and larger social grouping like caste and class.



RESEARCHER INTERVIEWING  
THE RESPONDENT WOMAN AND HER FAMILY

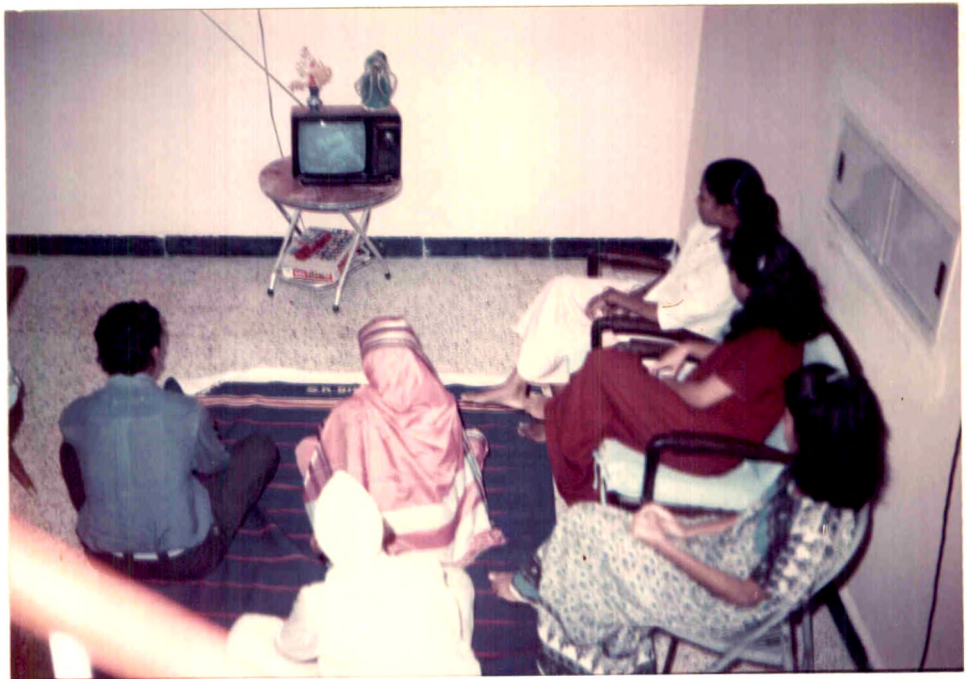


LOWER INCOME GROUP FAMILY  
VIEWING T.V. PROGRAMME IN  
NEIGHBOUR'S HOUSE.



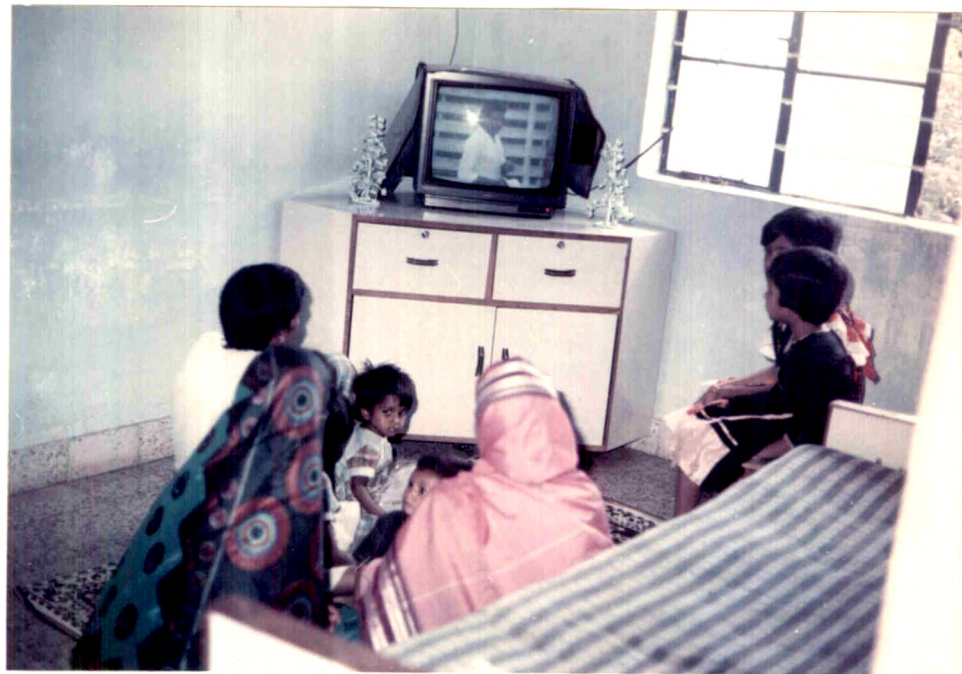


PANORAMIC VIEW OF SATARA CITY



MIDDLE INCOME GROUP FAMILY  
VIEWING T.V. PROGRAMME





LOWER INCOME GROUP FAMILY  
VIEWING T.V. PROGRAMME IN  
NEIGHBOUR'S HOUSE.



CENTRE OF NEIGHBOURHOOD ENTERTAINMENT

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