Chapter-4

CONCEPT OF MEDIA

4.1. Introduction

‘Media’ means plural form of medium and medium means communication, and it means mode of expression.

Media passes certain characteristics which Compromises both technical and institutional methods of production and distribution. It also involves the commodification of symbolic form as well as separate contexts the production and reception of information. Its “reach to those for removed, information distribution, a one to many form of communication, whereby products on mass production are disseminated to a great quantity of audiences, however different media having its particular characteristics on the basis of accessibility, reach, and audience.

Media effects on society to much by playing a role and acting as informer of facts to the society. Media play important role in democracy as watch dog helping in the establishment of democracy and safeguard the existing values in the democracy and it entertain the public by way of music, drama, films, dance, etc. Not only Media useful society but also for business marketing in which their product introduced to society through media and ultimately it result in economical growth of nation, and media educate people.

Generally media can be classified in three categories, first Print Media which includes Newspapers, Magazines, Booklets and Brochures, House Magazines, Periodicals or Newsletters, Direct Mailers, Handbills or Flyers, Billboards, Press Releases, Books. Second type is Electronic Media which includes Television, Radio, and Films. Third types of media are New Age Media includes Mobile Phones, Computers, and Internet.

The phrase Media began to be use in the 1920, the notion of mass media was generally restricted to print media up until the post Second World War, when radio, television and video were introduced. Due to development in
science and technology, different types of media originated accordingly in
different stages of history of the world as; Print media including books,
pamphlets, newspapers, magazines, etc. originated from the late 15th
century. Recordings including gramophone records, magnetic tapes, cassettes,
cartridges, CDs, DVDs etc. originated from the late 19th century and Cinema
about 1900. Radio came into existence from about 1910 and Television find its
place from about 1950, Internet from about 1990, and Mobile phones from
about 2000.

Media also broadly classified in two types visual and non-visual on the
basis of its nature, scope, and effectiveness on the society.

Press or media evaluated as the fourth pillar of Indian democratic
system which was the prime force of the struggle of independence Many
freedom fighters started newspaper and different literatures to address the
public issues with the intention of create nationality among the people, after the
independence over the 250 years media or enjoy the same status of importance
and reputation due to the support and trust of people.

As for concern to Indian media, it start journey by establishing first
printing press in 1674 in Bombay. Other types of media took its place in India
in various stages like radio broadcasting began in 1923 and Television in India
started with the experimental telecast starting in Delhi in 1959. The first Indian
film released in India was Shree Pundalik in 1912. Internet came in India with
the launch of the Educational Research Network (ERNET) in 1986, Jyoti Basu
Chief Minister of West Bengal, made the first mobile phone call in India to the
then Union Telecom Minister Sukhram in August 1995.

However after the independence of India, media scenario has undergone
tremendous changes broadly attributed to globalization. Indian media and
entertainment industry has travelled a long way and grown into a leading media
market of the world. Given over 1.2 billion population of the country.

The Indian Constitution guarantees of free press and free expression
have ensured a press or media largely without governmental regulation. Free
media is essential source of the information which is the heart of free society. This critical role endows the media with its own, which, when used irresponsibly, can threaten a free society. This does not mean media without standard. In India, the government takes on the role primary regulator of the media. It has established specific law not only to regulate media activities but also to protect their freedom.

With the object to regulate media industry various authorities In India, established by enacting different legislation time to time as Ministry of Information and Broadcasting, Press Information Bureau, Press Council of India, Central Board of Film certification, Telecom Regulatory Authority of India etc.

4.2. Meaning

The word ‘media’ derives its meaning from the Latin medium, ‘which means in the middle’. In media entrepreneurship the media, refers to traditional mass communication system and content generators as well as other technologies for mediated human speech. This would include traditional publishing (newspapers, periodicals, or books), traditional electronic media (broadcasting, broadband, cable, or satellite), motion pictures, video gaming, recorded music, advertising, and adaptations of the Internet for any of these media.

The term media used to denote a section of the media specially envisioned and designed to reach a very large audience such as population of a nation state it was coined in the 1920 with the advent of nationwide radio networks, mass circulation news paper and magazines, although media was present countries become the term common.

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Thus media refers various means of communication, its aim to reach a
very large population, such as the entire population of country. By contrast
local media covers a much smaller population of locality or demographic
groups.

‘Media’ (plural of medium) means ‘that by which something is done,
Thus media refers to various means of communication. Media aims to reach a
very large population, such as the entire population of a country. The notion of
“mass media” was generally restricted to print media up until the Second
World War, when radio, television and video were introduced.

‘Mass media’ as the name suggests is the media which reach the mass
spread over a vast area simultaneously. Any media that multiplies massages
and takes it to a large number of people simultaneously is called ‘Mass Media’

4.3. Characteristics of Media

John Thompson\(^3\) of Cambridge University has identified the following
characteristics of media:

i. Compromises both technical and institutional methods of production and
distribution. This is evident throughout the history of the media from
print to the internet, each suitable for commercial utility.

ii. Involves the commodification of symbolic forms, as the production of
material relies on its ability to manufacture and sell large quantities of
the work. Just as radio station rely on its time sold to advertisements;
newspapers rely for the same reasons on its space.

iii. Separate contexts between the production and reception of information.

iv. Its “reach to those ‘for removed’ in time and space, in comparison to the
production”.

v. Information distribution, a “One to many” form of communication,
whereby products on mass production are disseminated to a great
quantity of audiences.

\(^3\) folk.uio.no/hanneml/documents/notes/thompson.doc
There are different types of media having its specific characteristics on the basis of reach, audience, and accessibility.

Print media like newspapers and magazines influence people, such as politicians and policy makers who often turn to print media for their news, intended to reach general public.

Radio is available to a broad audience which is suitable to communicate local information. It has an entertainment function but also a venue for serious discussions. It’s having Strong ability for interaction with call-in shows.

Television is medium for serious news or for entertainment, depending on the outlet; some talk shows and news broadcasts are intended to entertain and to inform, which require strong visuals for the effective communications.

Internet is the online media, like blogs, and social media. It is very effective in developed countries for communication and receiving the information, but low rate of accessibility. In developing countries, it can quickly disseminate (accurate or inaccurate) information globally.

4.4. Impact of Media on Society

Society is affected by the media multifariously. Media plays its role effectively in the following areas:

i. Information

Access to media means access to fact and document which help one acquire information and knowledge. Media as purveyors of news and views have a decisive role of preparing the human race for the 21th Century. Media organization and communication hardware expand access to information. The world became closer and cohesive due to transmission of information. Within seconds information reaches every nook and corner of all countries. Everyone knows everything happening everywhere.

ii. Public watchdog

Media have played a leading role in shaping, guiding and reflecting the public opinion. The functions of media help to establish democracy. A well
developed media system, informing and teaching its citizens, helps democracy move towards its ideal state. In the current corrupt society, media plays a pivotal role in exposing the corrupt activities taking place in Government, trade and profession and make the public to think and act accordingly.

iii. Safeguarding the Democratic Society

Access to media means access to public opinion. So it is essential for preserve and protects democratic system. It is advantageous for both the leaders and masses. Leader can address masses depending upon their convenience. They reach widely dispersed masses simultaneously through the media. One of the chief advantages of media access is that it helps to correct distortion in facts, views and attitudes.

iv. Entertainment

The media has monopolized the leisure industry. Literature, music drama, dance sport, interaction with resourceful persons, culture entertainments etc. which are popular among public such as ‘Harikatha’ and ‘Burrakatha’ are some of the performances which are liked by masses. The media play a large role in shaping modern culture.

v. Education

The overall human development is directly related to education. Media enable the spread of education through conventional as well as unconventional methods. Ignorance can be eradicated with adequate information supply. Media add new information to human knowledge. This is educative values. Media may also be educational in nature, for instance the public broadcasting stations which provides educational programming to national audience. Newspapers release special ‘education Plus’ supplement every week which contain material useful to student community.

vi. Economic Growth.

Media can be used for both the social and business concerns. They can include advertising, marketing, propaganda, public relations and political communication. The market for goods expands and economic growth takes
place through advertisements in media. Information relating jobs in different fields are available through media to public. The needed skills are being taught through media for instance farmers learn the methods of modern farming; workers get information to master technical skills, people in general learn more about how to keep themselves healthy and strong. A health media keeps a wealthy nation on development track.

Media plays a crucial role in shaping public perceptions on variety of important issues, both the information that is dispensed through them, and through the interpretation they place upon this information. They also play a large role in shaping modern culture, by portraying a particular set of beliefs, values, and traditions as reality. That is, by portraying a certain interpretation of reality, they shape reality to be more in line with that interpretation.

4.5. Origin and Development of Media

Media helps the people to connect to each others, due to the development in media “brings the globe into our glance”. To find out what are the factors involved for the origin and development of media, which is also known as public media.

In the previous days, drama was performed to attract the gathering of the people in the ancient culture. Drama was form of media communicate larger gathering of the people. It was used to creating social awareness and has also provided people with an easy way of living life.

Media started to develop as early as 3300 BC; when the Egyptians perfected the hieroglyphics. The writing system was based on symbols. Later, in 1500BC the Semites devised the alphabets with consonants. It was around 800 BC that the vowels were introduced into the alphabet by the Greeks.

Manifestation of thoughts. Though the written script initiated the concept of communication through literature. The rulers of ancient and medieval ages communicated their policies and other acts of velour and their generous grants to the public through the inscriptions install in various parts of their empire. The famous Ashokan Inscriptions of third century BC is branded example for
this type of communication through media. Invention of printing press and the paper revolutionized the system of communication.4

Later media come in the form of the printed books after the invention of the printing press. In china fist dated printed book called as ‘Diamond Sutra’ printed in the year 868 AD but speed of the printing was very slow reason was the slow spread of literacy

Print media started in the Europe in the middle age. John Gutenberg’s invention in the printing press resulted mass production of the book, he printed the first book in 15th century. It gives rise to the form of the mass communication which help to publication of books and newspapers on a large quantity than previously possible to the public.

The first book that ever printed was ‘Gutenberg Bible’. In 1468 A.D. William Caxton produced a book with the first printed advertisement in England. By the year 1500 A.D. two million copies of books were printed in these countries. In the next hundred years, the printing rose to two hundred million copies.5

Though the newspapers originated in the year 1612, but it took until the 19th Century to reach a mass audience directly. Due to the invention of stem printing, it was possible large scale printing of newspapers and distribution over wide geographical area.

Samuel Morse was set the first telegraph line in 1844. First transatlantic cable was established in the year 1858 and become easy to the people to communicate to each other. Communication revolution brought by the invention of telephone by Alexander Graham Bell in the year 1876, by using telephone peoples were chat easily with friends and relative across the globe.

George Eastman invented the photographic film in the year 1885, the film developed by Eastman helped Gilbert Grosvenor to introduce photograph in ‘National Geographic’ in the year 1899.

Guglielmo Marconi invented radio in the year 1894 and it worked on the transmission of electronic waves. In coming days radio was main source of information and entertainment for the public.

John Logie Baird was invented television in the year 1925. It was first transmission in the year 1927 by the Phil Farnsworth, in the year 1932 Walt Disney produced the World’s first full color film named as “flower and trees”. In result of this invention and popularity gain by the television during 1950 it become part of the American Household.

In 20th century internet introduced, and email technology developed during the 1979. In the 1990, Tim Berners Lee brought idea of WWW(World Wide Web) The world is now at the fingertips. With the click of button one can search for anything he wants.

Actually the term media started to use from the 1920, initially term media was restricted to the only print media until post Second World War, after the World War only radio, television and video were introduced.

Development in the technology during the 20th century, growth of media occurred particularly it allowed printing large scale copies within a short time; hence books and newspapers at low coast available to the large public become possible.

Radio and television helps to the electronic duplication of information for the first time. Electronic media like radio and television become very popular among the public because they provided both information and entertainment, these electronic media its color and sound engages the viewer and listener, it was easier for the general public to passive watch TV or listen to radio than to actively read.

In recently, internet and mobile became the latest and most liked media among the people. Getting information within few seconds available through websites and accessible through search engine. It is one of the great advantage of the media that one can do many thing at the same time, playing game along
with listening to music, along with attach with number of people through the social media, irrespective of their location.

Media means and characteristics of mass media is distribution of information in large scale by medium of television, radio, films, newspapers, internet etc, in these days one cannot think life without various types of media. Whole world become very small to reach and connect one another at any time within a minute.

Smartphone brought radical change in lives of the public, now not required wait for necessary information, this portability device were added lot of advances, such as touchscreen, GPS, web browsers, Wi-Fi connectivity and many more applications which have added comfort and convenience.

4.6. Types of Media

Media is devices of the communication which is useful to communicate and interact with a large number of audiences in various languages. One cannot separate himself from media. Media use for the entertainment and communication and dissemination of information, advertising, marketing, and for expressing and sharing views, opinion, and ideas. Mass media is passes advantages and disadvantages means it double-edged sword that there is positive as well as negative influence on public.

There are different types of media that are accustomed to the day and age. Whether it’s children, young people, or adults, everyone had their own share of media related exposure every day.

4.6.1. Print Media

Traditionally the term ‘print media’ refer to the distribution of printed works. It includes newspaper, magazines, booklets, barouches, house magazine, periodicals or newsletters, direct mailers, handbills or flyers, billboard, press releases, books etc.
4.6.1.1 News papers

A newspaper is a publication containing news and information and also advertising, usually printed on low cost paper called news print. It may be general or special interest, most often published daily or weekly. The first printed newspaper was published in 1605.

Newspapers enjoyed the position of most preferred medium to reach a wider audience until electronics communication emerged on the media sense. In previous days, newspaper was the only medium that masses at large depend on, for daily news. A newspaper carries all kinds of communication, related to a variety of topics like politics, socialism, current affairs entertainment, finance, stocks, etc. Apart from this, it also includes topics which are in lighter vein like cartoon, crossword, Sudoku, movie reviews, puzzles, which captivate the imagination and interest of the readers, from all age groups. Newspapers are an important platform of mass communication as they reach every nook and corner of the world where electronic media fails to reach. It plays a pivotal role in providing authentic firsthand information, building opinion, updating the knowledge of the reader, and serves a good platform for advertiser to promote the products. However, with the emergence of internet which updates information every second, and is just a click away, the popularity of newspapers has reduced.

The twentieth century has seen the rapid growth of the newspaper industry, to withstand the challenges posed by electronic media, to speed up the production process and improve their quality.

4.6.1.2 Magazines

A Magazine is a periodical which published a variety of articles, generally financed by advertising and purchase by reader. Magazine fall in two categories, consumer magazine and business magazine.

They usually cater to a specific type of audience who are looking for information based on a particular subject. Magazines cover a plethora of topics
like current affairs, business, finance, consumers, gadgets, self-help, luxury, lifestyle, beauty, fashion, entertainment, travel, etc. are the subject of periodicals, distinct from those periodicals produced by scientific, artistic, academic or special interest publishers which are subscribed only, more expensive, narrowly limited in circulation, and often have little or no advertising. Magazines like TIME and Reader’s Digest include information which is all pervasive. The frequency of magazines can be weekly, fortnightly, monthly, bi-monthly, quarterly, half-yearly or yearly. These magazines are the best forum for advertiser as they have a niche readership. The readers look for a specific type of information, for instance a camera and in a gadget magazine will definitely have a direct brand impact on the reader who wants to buy a camera. Also the self life and brand recall of magazines is far better than newspapers which have a short life span.

4.6.1.3 Booklets and Brochures

Booklets and brochures are a part of promotional literature of product. There are two types of booklets and brochures.

Pre-buying promotion: Usually in malls and stores, promotional literature is distributed free to all (with discount offers, or other schemes which seems profitable). For example a free booklet about cosmetics will include information about the products, latest trends, contents, the benefits of using them, the available range, or color, discount coupons, which will most likely which have a positive impact on decision-making of the prospective customer.

Post buying promotion: these booklets and brochures are usually given with a product for better customer experience and easy usages, post purchasing. It is to be observed that a product is usually accompanied with a small booklet giving detail about the benefit of using the product, usage direction, cleaning and storage instructions. The guidelines are usually followed by series of ‘how to images’ which facilitate to easy information about the product. These booklets may also include ‘other offering’ section. Organization also has their own profiles in the form of brochures which they give to their stakeholder to
create a favorable image. It highlights the information about the company, its capacity and capability, service and solution offered milestone achievements, sustainability, innovation, award, etc. In this case people, ‘do judge the book by its cover’ and hence these booklets and brochures are designed in an attractive format using colors and photos.

4.6.1.4 House Magazine, Periodical or Newsletter

Most of the organizations today have learned that it is important to communicate with all the stockholders in order to be successful. Hence, the customer, shareholder, investors, solicitors and employees are updated about the activities of the organization from time to time. Many organizations today invent various platforms like house magazines, periodicals, or newsletters to keep the stockholders posted about the news related to the company. Usually the house magazine includes data about a company’s achievements, employee engagement activities, and information to offers. A periodical or newsletter is more or less, designed on similar lines but its size is restricted to a few pages. Mostly, it includes similar information but in very short format. Their frequency ranges from weekly to yearly. It has an encouraging impact on the stakeholders because of the feel-good factor. They believe that the company cares to communicate with them, and this also increases their confidence about the prospects of the company.

4.6.1.5 Direct Mailers

Direct mailers are small pamphlets, which are devices for direct advertising and marketing. Usually they arrive at the doorsteps through the postal mails. Direct mails are relatively cheaper option of marketing as bulk advertising is coast effective through post. Most of them include colorful advertisement, discount and gift coupons, preapproved credit card offers, automobile, realtor, and political promotion. Direct mailing system is the best suited for back to back business. People have a tendency to remember what they see in the advertisement, and recall it while making a purchase and voting
decisions. Attractive offers on a commercial direct mailer also prompt many to make a positive buying decision.

4.6.1.6 Handbills or flyers

Handbills or flyers are a form of communication which is printed on a small paper. It is easy to carry, colorful, attractive, and legible to read. They are handed out to all the passersby. These are useful for restaurants, hotels, nightclubs, political campaigns, concerts, rallies, etc. Peoples are more prompted to throw it away without reading. Hence, many a time this fails to be an effective medium of mass communication.

4.6.1.7 Billboards or Hoardings

Billboards or hoardings are huge advertisements that are put up at a height in strategic locations to fetch more attention. They usually attract the targeted audience by their bold colors, attending grabbing headlines, creativity, designs, special effects, etc. Initially billboards started by hand painting on huge board, and eventually graduated to putting up printed sheets. Later came a trend for incorporating neon signs, videos, and graphic (which are part of electronic communication) cut-out which extent out form the boards, 3D rubber, or plastic balloon objects, etc. Such billboards are called bulletins. They command the best customer exposure. Minimum words are should be used for communication in Billboards. The images should speak louder than the words. They are successful medium of communication as they are good at captivating and retaining customer attention.

4.6.1.8 Press Releases

A press release is an important device of communication because it takes the relevant communication directly to the press. Whenever government, organizations, NGO’s retail outlets, design houses celebrities, etc. have newsworthy announcement to make, they draft the press note which is then sent to the members of the press in the form of a hard copy, fax mail, or CDs. A press release is also distributed in conference. A press release answers all the
“W type” questions like what, who, were, how and when in its content. A quote of the spokesperson is also added to give credibility to it. This is issued on the letterhead of the organization. It began with a headline and dateline, and closes with the media contact for the organization. Most of the matter in a press release gets picked up by journalists; hence it should be worded wisely and strategically.

4.6.1.9 Books

It is a collection of sheets of paper, parchment or other material with a piece of text written on them, bound together along one edge within covers. A book is also literary work or main division of such a work. A book may be in hard copy or in electronic format. A book produced in electronic format is called or known as ‘e-book’. Books are significant medium of mass communication as they have larger reader base. The expressions and opinions of the writer are taken to the readers in the form of a compiled book.

4.6.2 Electronic Media

Electronic media is kind of media which requires the user to utilize an electric connection to access it. It is also known as ‘Broadcast Media’. It includes television, radio, and new-age-media like internet, computers, telephones, etc.

4.6.2.1 Television

Unlike other form of mass media, television has now become one of the most powerful media of mass communication. With a modest beginning in the 1930s, it has grown into a massive network of mass information and mass entertainment in the world today. The attraction of visualness of the medium, the capacity to beam images of actual events, peoples and places is so great that people remain glued to the TV set for hours.

There is new development in networking technology of satellite and cable television. Millions watch the live coverage of important happenings in recent times through many satellites in space which are linked via cable to the
TV at home. Audience now has multiple choices ranging from news and information to entertainment of a wide variety.

Television appeals both the auditory and visual senses, and hence it is an important communication device as it beholds the attention of the audience. For many people, it is impossible to imagine a life without their television sets, be it the daily news, or even the soap operas. Television has become an advertising hub where advertisers are ready to spend huge amounts for an ad of few seconds, especially for programs with high viewership. An example would be, super bowl season. It offers various programs to appeal the masses of different age groups. It is a popular means of communication which provided both information and entertainment. This category also includes electronic media like movies, CDs and DVDs as well as the electronic gadgets.

4.6.2.2 Films

Films are considered a major mass medium because of their mass appeal and influence on society. ‘Film’ is a term that encompasses motion pictures or individual projects, as well as the field in general. The origin of term ‘films’ came from ‘photographic film’ (also called film stock). It was historically the primary medium for recording and displaying motion picture.

Films are produced by recording the movements of people and objects with ‘camera’ or creating them using ‘animation’ technique and ‘special effects’. They comprise a series of individual frames. When these images are shown rapidly in succession, the illusion of motion is given to viewer. Flickering between frames is not seen due to an effect known as ‘persistence of vision’ whereby the eyes retain a visual image for a fraction of second after the sources has been removed.

Films are considered by many to be an important art form. Films entertain educate, enlighten an inspire audience. A film is artifact created by specific culture, which reflect that culture, and in turn, affect them. Any film can become a worldwide attraction, especially with the additional of dubbing of subtitles that translate the film’s message.
4.6.2.3 Radio

Broadcasting is the distribution of sound to a number of recipients, ‘listeners’ that belong to large group. This group may be the public in general or relatively large audience within the public. Radio broadcasting forms a very large segment of the mass media. The term ‘broadcast’ was coined by early radio engineers from the mid Western United States. Radio programs are distributed through radio broadcasting over frequency bands that are highly regulated by the All India Radio. Such regulations include determination of the width of the band, range license, types of receiver and transmitters used and acceptable content. Digital radio may transmit multiplexed programing, with several channels compressed into one ensemble.

Notions of Radio Network have been incepted in the 1920s in India. The Network has expanded a great deal and it offers a daily service for many hours transmitting News, Comments, Songs Music, Comedies, Thriller, and Sports besides special programs for children, women, youth and farmers. One of the best advantages that radio has over other media is that it can serve and entertain the audience who are otherwise occupied. For instance, people can listen to it while working at home, in the fields and factories, and also while travelling. Radio has a significant reach. A considerable number of Americans tune into radio every week while on their way to work. Advertising on the radio with catchy jingles and phrases is tried and tested means of communication. Radio lost its popularity with the boom of television. But till day, radio remains one of the favorite means of electronic communication. Moreover, it is an interactive means of communication with all dial-programs.

4.6.3 New Age Media

With the advent of internet, we are now enjoying the benefit of high technology mass media, which is not only faster than the old school mass media, but also has a widespread range. Mobile phones, computers, and internet are often referred to as the new-age media. Internet has opened up several new opportunities for mass communication which includes email,
websites, e-forums, e-books, blogging, internet TV and many others which are booming today. Internet has also started social networking sites which have redefined mass communication all together. Sites like Facebook, Twitter and YouTube had made communication to the masses all the more entertaining, interesting and easier.

4.6.3.1 Mobile Phones

Mobile phones were introduced in Japan in 1979 but became a mass media only in 1998 when the first downloadable ringing tones were introduced in Finland. Soon most form of media content were introduced one mobile phone, and today total values of media consumed on mobile towers over that of internet content. The mobile media content includes mobile music which including tone, ring back tones, true tones, MP3 files, Karaoke, music video, music streaming services, etc. mobile gaming and various news, entertainment and advertising services. In Japan mobile phone are very popular.

Similar to the internet, mobiles are also interactive media, like email on the internet. The top application on mobile is also personal massaging service, but text massaging is used by many people. Practically all internet services and applications exists have similar cousins on mobile, from search to multiplayer games to virtual worlds to blogs. Mobile has several unique benefits which many mobile media pundits claim that mobile is a more powerful carried and always connected communication device. Mobile has the best audience accuracy and is the only mass media with a build in payment channel available to every user without any credit cards or payable account or even an age limit.

Mobile phone has become a boom to mankind. It has made communication possible at any time, and from anywhere. Now a day, a smart device like mobile phone is not only used for interaction, but also for other technical utilities like operating pumps from remote location etc. You can also get alert of your monetary transactions on a mobile phone. To have a internet
on mobile was a myth, a decade ago. Today, one can’t stay in touch with the whole world via internet on mobile phones.

4.6.3.2 Computer

With the invention of computer the impossible has become possible. We virtually get information about everything from pin to piano with the help of computer. It has added speed and multimedia to the information which was earlier available only in the print format. Anyone can voice their opinions through computers. Computers have added a new breakthrough in the mass media by cutting edge technology.

4.6.3.3 Internet

This is most important devoice of the new age media. The discovery of internet can be called the biggest invention in mass media. In earlier days, news used to reach people only with the morning newspaper, but today, live updates reach us simultaneously as the events unfold. For example, the royal wedding of Kate Middleton and Prince William was watched live on the internet by millions of people around the world. Internet has inspired interaction and connectivity through its social networking medium. It has become one of the core means of mass communication. One cannot think of leading the life without it.

The impact of internet on mass communication:

i) **Email**: Email or electronic mails have drastically reduced the time it took for drafting and sending letters, or mails. Electronic mails have also facilitated lesser usage of paper.

ii) **Websites**: Internet has a plethora of websites dedicated to various people, companies, activities, etc. The most significant utility of these websites is providing information through search engines, downloads through libraries, and interaction through the social networking sites. Because of these websites, carrying out e-commerce transactions has also become easy.
iii) **Podcasts:** Podcasts are medium of mass communication that includes short video or audio files. They can be seen and heard on mobiles, computers and portable media instruments. They are engaging devices of communication.

iv) **E-Forums:** e-forums are bulletin boards on websites where people start threads on topics. These are usually hosted on a websites. These forums are open platform to discuss a range of topics from which wall color is appropriate for baby girl’s room to the research on the God particle. People give their opinions and share their experiences on various topics.

v) **E-books:** There are number of websites which has hosted eBooks and online libraries. The main benefit of having eBooks is that one need not carry bulky books. They can be read on eBook readers, mobiles computer screens or other devices. The font size can be adjusted to requirements.

vi) **Blogging:** A blog is a space on the internet where a single person or group of people records their information, opinion, photos, videos, etc. It is an interesting and free platform to talk about any topic. Interaction happens in the form of comments on feedback.

vii) **Internet TV:** It is also known as online TV. It usually has an archive of programs. You have to choose the program you wish to view from the list. The programs can be viewed directly from the host server, or download the content on computer. It is an effective means of communication.

viii) **Facebook:** It is the most popular social networking website. Facebook has several applications which people utilize. It is the best platform to meet old friends, or make new ones. Advertisers also like this forum for communicating about their products.

ix) **Twitter:** It is also famous networking website. Twitter is micro blogging site which allows interaction and feedback of different people.
There was time when it was very popular among celebrities and individuals. Today, the governments of various nations have understood the importance of “tweeting” information to the public, and regularly share information through Twitter.

x) **YouTube**: It is a website which uploads content in a video format. It houses a large range of interesting videos that appeal to people of all generations. From films to educational videos, everything could be found on YouTube.

### 4.7 Difference between Visual and Non-Visual Media

i). Types of visual media are films, televisions and new-age digital media whereas non-visual media includes books, magazine, newspapers, radio, audio-recording, and reproduction.

ii). Visual media works on both heart and mind whereas Non-Visual media works on mind.

iii). T.V. takes time to reach the spot of occurrence with its heavy equipment and camera crew, whereas radio broadcast information with speed as it is broadcasted instantaneously, in crises, during war, violence or accident, radio has a clear advantage over T.V.

iv). Visual media is within the reach of all people including uneducated to receive information only at the time of its transmission, whereas Newspaper can be read at anytime and also it can be preserved for any length of time.

v). In visual media time factor plays a prominent role and the information telecasted at a particular time has to be visualized at the same time, otherwise no use. However, today they can be recorded and seen later at their leisure.

vi). Equipment of visual aid are costly and have to be invested heavily and they are not within the reach of the poor, whereas equipment’s or
subscription for non-visual instruments are cheap and they are affordable even to the poor people.

vii). Having a prolonged exposure to visual media i.e. T.V. or movie, violence might affect a viewer to the extent where they actively think communal violence is a problem, or alternatively find it justifiable, where as information relating to violence the audio media gives only the particular about the incident.

viii). Visual media provides the viewer an opportunity to witness the incidents and the happening along with report through commentary.

ix). Visual media transmit both voice and pictures; where as non-visual media transmit only voice.

x). the viewer of visual media does not get any boredom but feels interested as it is eye-witness by observing programs, where as the listener of non-visual media feels bored hearing the comments and feels no interest.

4.8. An Overview of the Mass Media in Indian Scenario

4.8.1. Historical Background of Media in India:

The Press is considered the fourth pillar of Indian Democracy. It is the main driving force of the struggle of independence. However, its origins can be traced to the times when India was under British Rule and over the last 250 years press continues to enjoy the same place of importance and prestige. This has a priority because it continues to enjoy the support and trust of the people.

We must be understand, this there is need to understand that media was started and promoted in India, against all odds by individuals who had the courage to fight the foreign rule and lead the nation. They had the courage and conviction to face the pressures and oppression of the foreign rulers. They used the Press to raise voice against subjugation and despite odds created an environment to fight foreign rule and to bring wide range of social, political and economic reform.
The entire country was in state of transition. Contact with the British, created an environment where thoughts and ideas were exchanged through the press. Brahmo Samaj, Arya Samaj, Theosophical society, Ramakrishna mission and other revolutionary Missionary Movement of progressiveness and nationality. The journalists of that times addressed public issues to bring an end to the social ill-practices. Some of the prominent journalists and prolific writers of this era were Bharatendu Harishchandra, Raja Rammohan Roy, Devendranth Tagore, Maharishi Dayanand, Vivekananda and others.

After the formation of the Indian National Congress, the country has realizing the need to rid of the shackles of the Britishraj. The journalists during British Empire largely propagated the message of independence and love for the motherland. Prominent journalists of this era were Balkrishna Bhatt, Jharwarmal Sharma, Sharda Charan Mishra, Raja Ram Mohan Roy, Ishwar Chandra Vidyasagar, Bankim Chandra, M.G. Ranade, and others due to their writing fostered the spirit of patriotism and national consciousness among the masses.

This was the period where the entire country was in a state of upraise. There were series of agitations like Vande Matarm, Non Cooperation, Civil Disobedience and other regional and tribal movementsthat ignited the Indian mind for revolution. The journalists of that period, through their writings spread the message of love for the nation, revolt against the British oppression, self-respect and pride in the nation’s history. Prominent journalists of this era were LokmayaTilak, Bipin Chandra, Lala Lajpatrai, Mahatma Gandhi, MaakhanLal Chaturvedi, Arvind Ghosh and others.

The latter part of the 19th century can be considered the most dynamic phase of Indian press. The newspapers persistently reported about the challenges before the nation. They wrote against the British rule and also gave equal importance to the social reforms and public welfare. Their aim was to progress and development of Indian people, society and betterment of India.
They functioned to create public opinion on issues like education, child marriage, widow marriage and sati.

Under the leadership of stalwarts like Tilak, Gokhale and Gandhi, the press became the most powerful weapon for freedom movement and social awareness. They had the strong belief that the ‘pen’ is mightier than ‘sword’ and the pen of the Press could challenge the British Establishment. As Akbar Alahbadi’s famous couplet also says: Nateernikalo, natalvaarnikalo; Jab top mukhatib ho to akhbaarnikalo

This zest and social commitment of the Indian press ensured that the press enjoyed popular support with respect and despite various lamentable aberrations in the functioning of media. Even today media has strong popular support and the liberty which it enjoys today is founded on such popular support of the civil society in India.

This support gave Indian media the core strength for independent functioning, resistance to state oppression and censorship, firm commitment to free speech and expression. It also defined its role as the leader and path finder of the society and protector of fundamental rights.

- **Print Media**

Before Christ the writing on walls and on stones dating back to several countries as fist sign of the origin of the press in India is Emperor Ashoka’s edicts which are available to this day on stone. Later paper and writing material were invented; state records in the form of massages from spice were maintained in a rudimentary form. Newsletters were the earliest through rough from of a newspaper. The newsletter was regularly issued during the Mughal period. This practice seems to have continued until the East India Company arrived in India.

The first printing press was established in Bombay in 1674, the second in Madras in 1772 and the third in Calcutta in 1779. James Augustus Hickey started his newspaper known as ‘Bengal Gazette’ or ‘Calcutta General
Advertiser’ on 29 January, 1780 and described itself as “A Weekly Political and commercial Paper Open to All Parties but Influenced by none”⁶.

- **Radio**

  During the British Raj, broadcasting began in July 1923 with programs by the Bombay Presidency Radio Club and other radio clubs. According to an agreement of 23 July 1927, the private Indian Broadcasting Company LTD (IBC) was authorized to operate two radio stations the Bombay station began on 23 July 1927, and the Calcutta station followed on 26 August 1927. However, on 1 March 1930, the company went into liquidation. The government took over the broadcasting facilities, beginning the Indian State Broadcasting Service (ISBS) on 1 April 1930 on an experimental basis for two years and then permanently in May 1932. On 8 June 1936, the ISBS was renamed All India Radio⁷.

  On 1 October 1939, the External Service began with a broadcast in Pushtu; it was intended to counter radio propaganda from Germany directed to Afghanistan, Iran and the Arab nations. When India became independent in 1947, the AIR network had only six stations (in Delhi, Bombay, Calcutta, Madras, Lucknow, and Tiruchirappalli); three radio stations at Lahore, Peshawar and Karachi fell in the share of Pakistan. The total number of radio sets at that time was about 275,000 in India. On 3 October 1957, the Vividh Bharati Service was launched, to compete with Radio Ceylon. Television broadcasting began in Delhi in 1959 as part of AIR, but was split off from the radio network as Doordarshan on 1 April 1976.⁸ FM broadcasting began on 23 July 1977 in Chennai, and was expanded during the 1990s.⁹

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⁶. maharajkrishanshah.blogspot.com/2014/.../history-of-journalism-in-india-modern.ht...
⁷. "Milestones of AIR (official website)"
⁸. "AIR Manual, Chapter 1: History of All India Radio"
• **Television**

Terrestrial television in India started with the experimental telecast starting in Delhi on 15 September 1959 (official launch date) with a small transmitter and a makeshift studio. The regular daily transmission started in 1965 as a part of All India Radio. The television service was extended to Bombay and Amritsar in 1972. Until 1975, only seven Indian cities had a television service. SITE was an important step taken by India to use television for development. The programs were mainly produced by Doordarshan which was then a part of AIR. The telecasts happened twice a day, in the morning and evening. Health, family planning and other important topics included in these programs other than agricultural information. Entertainment was also included in these telecasts in the form of dance, music, drama, folk and rural art forms.

Television service separated from radio in 1976. National telecast introduced in 1982. In the same year, color TV was introduced in the Indian market. Indian small screen programming started in the early 1980s. At that time there was only one national channel Doordarshan, which was government owned. The Ramayana and Mahabharata (both Indian spiritual and mythological stories) were the first major television series produced. This serial notched up the world record in viewership numbers for a single program. By the late 1980s more and more people started to own television sets. Though there was a single channel, television programming had reached saturation. Hence the government opened up another channel which had part national programming and part regional.

This channel was known as DD2 later DD Metro. Both channels were broadcast terrestrially. In 1997, Prasar Bharati, a statutory autonomous body was established. Doordarshan along with AIR was converted into government corporations under Prasar Bharati. The Prasar Bharati Corporation was established to serve as the public service broadcaster of the country which would achieve its objectives through AIR and DD. This was a step towards greater autonomy for Doordarshan and AIR. However, Prasar Bharati has not succeeded in shielding Doordarshan from government control.
It is to be noted that Prabir Roy, had the distinction of introducing color television coverage in India in February - March (1982) during the 1st Nehru Cup which was held at Eden Gardens, Kolkata with 5 on-line camera operation, long before Doordarshan started the same during the Delhi Asian Games in November 1982.

The central government launched a series of economic and social reforms in 1991 under Prime Minister Narasimha Rao. Under the new policies the Government allowed private and foreign broadcasters to engage in limited operations in India. This process has been pursued consistently by all subsequent federal administrations. Foreign channels like CNN, STAR TV and private domestic channels such as Zee TV, ETV and Sun TV started satellite broadcasts. Starting with 41 sets in 1962 and one channel, by 1995, TV in India covered more than 70 million homes giving a viewing population of more than 400 million individuals through more than 100 channels.\textsuperscript{10}

- **Films**

Following the screening of the Lumière moving pictures in London (1895), cinema became a sensation across Europe and by July 1896 the Lumière films had been in show in Bombay\textsuperscript{11}. In the next year a film presentation by one Professor Stevenson featured a stage show at Calcutta's Star Theatre. With Stevenson's encouragement and camera Hiralal Sen, an Indian photographer, made a film of scenes from that show, namely The Flower of Persia (1898)\textsuperscript{12}. The Wrestlers (1899) by H. S. Bhatavdekar showing a wrestling match at the Hanging Gardens in Bombay was the first film ever to be shot by an Indian. It was also the first Indian documentary film.

The first Indian film released in India was Shree Pundalik a silent film in Marathi by Dadasaheb Torne on 18 May 1912 at 'Coronation

\textsuperscript{10} https://en.wikipedia.org/wiki/Television_in_India
\textsuperscript{11} Burra & Rao, 252
\textsuperscript{12} McKernan, Luke, Hiralal Sen (copyright British Film Institute) (1996)
Cinematograph', Bombay\textsuperscript{13}. Some have argued that Pundalik does not deserve the honor of being called the first Indian film because it was a photographic recording of a popular Marathi play, and because the cameraman, a man named b Johnson was a being British national and the film was processed in London.

The first full-length motion picture in India was produced by Dadasaheb Phalke, Dadasaheb is the pioneer of Indian film industry, a scholar on India's languages and culture, who brought together elements from Sanskrit epics to produce his Raja Harishchandra (1913), a silent film in Marathi. The female roles in the film were played by male actors\textsuperscript{14}. The film marked a historic benchmark in the film industry in India. Only one print of the film was made and shown at the Coronation Cinematograph on 3 May 1913. It was a commercial success and paved the way for more such films. The first silent film in Tamil, Keechaka Vadham was made by R. Nataraja Mudaliar in 1916\textsuperscript{15}. 

- **Internet**

The history of the internet in India began with the launch of the Educational Research Network (ERNET) in 1986. The network was only made available to educational and research communities\textsuperscript{16}. ERNET was initiated by the Department of Electronics (DoE), with funding support from the Government of India and United Nations Development Program (UNDP), involving eight premier institutions as participating agencies NCST Bombay, Indian Institute of Science, five Indian Institutes of Technology at Delhi, Bombay, Kanpur, Kharagpur and Madras, and the DoE in New Delhi.

NIC Net was established in 1988 for communications between government institutions. The network was operated by the National Informatics Centre.

\begin{itemize}
\item \textsuperscript{13} Raghavendra, M. K, “What a Journey” (2012)
\item \textsuperscript{14} Mishra, Garima, “Bid to get Pundalik Recognition as First Indian Feature film”, (2012)
\item \textsuperscript{15} Burra&Rao, 253 Jump up “Metro Plus Chennai / Madras Miscellany: The pioneer 'Tamil' film-maker”, The Hindu, Chennai, India,(2009)
\item \textsuperscript{16} “20 years of Internet in India: public Internet access was launched in India”, (1995)
\end{itemize}
The first publicly available internet service was launched by state-owned Videsh Sanchar Nigam Limited (VSNL) on 14 August 1995 in India\(^\text{17}\). At the time, VSNL had a monopoly over international communications in the country and private enterprise was not permitted in the sector.

Despite the issues, VSNL's internet service garnered 10,000 subscribers within the first 6 months of the launch. The company invested 10-15 crore to re-design the service. The internet service got a boost in popularity after a successful demo at the NASSCOM meeting at the Nehru Centre in Mumbai in 1996. VSNL's booth demonstrating the capabilities of the internet received a large number of visitors. However, for the next 10 years the Internet experience in the country remained less attractive with narrow-band connections having speeds less than 56 kbit/s (dial-up)\(^\text{18}\). To meet the growing demand for internet access, VSNL, in cooperation with the DoT, added new points of presence (POP) on the Internet. In 1997, new POPs opened in Kanpur, Lucknow, Chandigarh, Jaipur, Hyderabad, Patna and Goa. By 1998, the network comprised around 40 POPs.\(^\text{19}\)

Integrated Services Digital Network (ISDN) access was introduced in 1997. In 2004, the government formulated its broadband policy which defined broadband as "an always-on Internet connection with download speed of 256 Kbit/s or above." From 2005 onward, the growth of the broadband sector in the country accelerated, but remained below the growth estimates of the government and related agencies due to resource issues in last-mile access which were predominantly wired-line technologies. This bottleneck was removed in 2010 when the government auctioned 3G spectrum followed by an equally high-profile auction of 4G spectrum that set the scene for a competitive and invigorated wireless broadband market. Today, internet access in India is provided by both public and private companies using a variety of technologies.

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\(^{17}\) Ghosh, Shauvik, "The birth of the Internet in India" (2015)
\(^{18}\) “Broadband status in India”, TRAI, P, 21
\(^{19}\) nicpib4. “Focus”, pib.nic, in.
and media including dial-up (PSTN), xDSL, coaxial cable, Ethernet, FTTH, ISDN, HSDPA (3G), WiFi, WiMAX, etc. at a wide range of speeds and costs\textsuperscript{20}.

- **Mobile**

  In August 1995, The then Chief Minister of West Bengal, Jyoti Basu made the first mobile phone call in India to the Union Telecom Minister Sukhram\textsuperscript{21}. Sixteen years later, 4th generation services were launched in Kolkata.

### 4.8.2 Present Media Scenario:

Even post independence, India has witnessed conflict, struggle, war and insurgencies. It has also witnessed political and social upheaval. The press has covered, reflected and pondered on these issues through its reportage. Through the country’s journey on the path of democracy, the press has been not only a witness but also a valuable provider of insight and suggestions. It has also acted as a watchdog in disturbed times. It would not be incorrect to say that it has helped the Indian democracy grow from strength to strength.

However, in the last 65 years the media scenario has undergone tremendous change. These changes can be broadly attributed to Globalization: These changes are as following.

i. Due to the Technological development has resulted in better product quality at more economical rates and better speed. With the cost becoming more effective, the product increases in quality and offered more content.

ii. Increase in Better telecommunication and transport facilities resulted speed up the news collection process even from far off remote places. Also quick transmission resulted in prompt and wider circulation of

\textsuperscript{20} “India Set to Beat US as Second-Largest Internet Market”, NDTV, Gadgets.

\textsuperscript{21} “Kolkata connects India to 4G era”, The Times of India. (11 April 2012)
news content. Technological developments along with increase in literacy rate and higher per capita income contributed to the growth of newspaper readers and circulation.

iii. The origin and growth of vernacular and local media resulted to increase reading a viewing. It works as a bridge between the rural and urban. It informing to public, local concerned issues thereby democracy is strengthened.

iv. Those having knowledge about technology and connected with media, resulting getting jobs in this professions along with better salary packages to journalist.

### 4.8.3. Statistics on Media

The Indian Media and Entertainment (M&E) industry is a prime sector for the economy and is making high growth strides. Proving its resilience to the world, the Indian M&E industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving advertising revenues.

The industry has been largely driven by increasing digitization and higher internet usage over the last decade. Internet has almost become a mainstream media for entertainment for most of the people.

**Market Dynamics**

The Indian media & entertainment sector is expected to grow at a Compound Annual Growth Rate (CAGR) of 14.3 per cent to touch Rs 2.26 trillion (US$ 33.9 billion) by 2020, while revenues from advertising is expected to grow at 15.9 per cent to Rs 99,400 crore (US$ 14.91 billion).

Over Financial Year 2015-20, radio will likely grow at a CAGR of 16.9 per cent, while digital advertising will grow at 33.5 per cent. The largest segment, India’s television industry, is expected to grow at a CAGR of 15 per cent, while print media is expected to grow at a CAGR of 8.6 per cent.

India is one of the highest spending and fastest growing advertising market globally. The country’s expenditure on advertising is estimated at 15.5
per cent in 2016, and is expected to grow by 11.2 per cent in 2017, based on various media events like T20 Cricket World Cup, the Indian Premier League (IPL) and State elections. Television segment, which continues to hold highest share of spending, is expected to grow by 12.3 per cent in 2016 and 11 per cent in 2017, led by increased spending by packaged consumer goods brands and e-commerce companies.

The Foreign Direct Investment (FDI) inflows in the Information and Broadcasting (I&B) sector (including Print Media) in the period April 2000 to December 2016 stood at US$ 6.3 billion, as per data released by Department of Industrial Policy and Promotion (DIPP).

The Government of India has supported Media and Entertainment industry’s growth by taking various initiatives such as digitizing the cable distribution sector to attract greater institutional funding, increasing FDI limit from 74 per cent to 100 per cent in cable and DTH satellite platforms, and granting industry status to the film industry for easy access to institutional finance.

Mr. Venkaiahs Naidu, Union Minister for Housing and Urban Poverty Alleviation and Information & Broadcasting, outlined the Ministry's plan of introducing a National Communication Policy and stated that the government has allocated Rs 100 crore (US$ 15 million) to revive community radio stations across the country.

The Union Cabinet has approved the model Shops and Establishment Act, aimed at generating employment prospects by allowing cinema halls, restaurants, shops, banks and other such workplaces to remain open round the clock.

The Ministry of Information and Broadcasting (I&B) is working towards promoting ease of doing business, which will ensure less regulation and facilitate India to become the hub of media and entertainment industry.
The Government is planning to set up a National Centre of Excellence for media, which will provide training to the industry professionals, and has also decided to fund movies, including Bollywood and regional films, for participating in foreign film festivals.

The Union Budget 2016-17 has proposed basic custom duty exemption on newsprint. The customs duty on wood in chips or particles for manufacture of paper, paperboard and newsprint has been reduced to 0 per cent from 5 per cent.

Recently, the Indian and Canadian governments have signed an audio-visual co-production deal which would help producers from both countries to explore their technical, creative, artistic, financial and marketing resources for co-productions and, subsequently, lead to exchange of culture and art amongst them.

Furthermore, the Centre has given the go-ahead for licenses to 45 new news and entertainment channels in India. Among those who have secured the licenses include established names such as Star, Sony, Viacom and Zee. Presently, there are 350 broadcasters which cater to 780 channels. “We want more competition and we wanted to open it up for the public. So far, we have approved the licenses of 45 new channels. It’s a mix of both news and non-news channels,” said Mr. Bimal Julka, Secretary, Ministry of I&B, Government of India.

The Union Cabinet chaired by the Prime Minister, Mr. Narendra Modi, has given its approval for entering into an Audio-Visual Co-Production Agreement between India and the Republic of Korea (RoK) and to complete internal ratification procedure, to enable the agreement to come into force. Cooperation between the film industries of the two countries will not only promote export of Indian films but also would act as a catalyst towards creating awareness about India and its culture.
Road Ahead

The Indian Media and Entertainment industry is on an impressive growth path. The revenue from advertising is expected to grow at a CAGR of 13 per cent and will exceed Rs 81,600 crore (US$ 12.24 billion) in 2019 from Rs 41,400 crore (US$ 6.21 billion) in 2014. Internet access has surpassed the print segment as the second-largest segment contributing to the overall pie of M&E industry revenues.

Television and print are expected to remain the largest contributors to the advertising pie in 2018 as well. Internet advertising will emerge as the third-largest segment, with a share of about 16 per cent in the total M&E advertising pie. The film segment which contributed Rs 12,640 crore (US$ 1.89 billion) in 2014 is projected to grow steadily at a CAGR of 10 per cent on the back of higher domestic and overseas box-office collections as well as cable and satellite rights.22

- Print Media

Print media of India is still on the growth path despite the introduction of newer, faster, and cheaper sources of news dissemination. According to the annual report of RNI 2016, the total number of registered publications/newspapers as on 31st March, 2016. As per the information available with the Gov’t of India register number of newspapers and periodical has gone up to a staggering height of 1,05,443 as on today. Utter Pradesh tops the list with more than 36000 registrations over the state of Maharashtra which showed 14000 registrations

When we analyze the language-wise publication of the country the largest number of publication was of Hindi language (42, 493), followed by English with a number of 13,661, Marathi (7818) Gujarati (4836) Urdu (4770) Kannada (4513) Telugu (4311) Tamil (4091) Bengali (3855) Malayalam

(2477) Uttar Pradesh having more than 16000 publications was on top of the state wise publication list, followed by Maharashtra with more than 14000 publications.\(^{23}\)

Circulation of publication in India also increased during the Jan- June 2016 Hindi publications were the most circulated with the number of 14,595,997 followed by English publications which was 2,731,334. Publications in the language of Malayalam reached up to the number of 2,372,256, Telugu 3275,637 Dainik Bhaskar, the Hindi daily published from Bhopal was the largest circulated publication in India. The second largest circulated Daily was the Times of India; English language daily published from New Delhi, with recorded circulation of 2,731,334 copies.

Mr. M. Naidu, Minister of Information and Broadcasting while releasing Gov't of India Calendar 2017 & Press of India Report 2015-16 had said that “vision of government under the leadership of Hon’ble prime minister is to the position of the nation on a sustainable growth”. Speaking further Mr. Naidu stated that Indian print industry continued its growth story at steady rate of 5.13 percent over the previous year. Total number of 5,423 new publications had be register with total no. Register Publication as on 31\(^{st}\) march 2016 standing at 1,10,851. He also stated that Hindi publications continued lead with 31,44,55,106 copies per publishing day followed by English with 6,54,13,443 copies, and Urdu with 5,17,75,006, copies per publishing day\(^{24}\)

- **Radio**

  The FM radio sector has shown a remarkable growth in the recent years. There are 242 private FM radio stations. The public service broadcaster All India Radio having a network of 277 stations and 432 broadcast transmitters. All India Radio Covered 91.85% of the geographical area of the India to serving 99.18% of the population. The radio industry, which is entirely

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24. inbministary.blogstot.in

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dependent on advertisement revenues, registered a growth of around 11% during the year 2012. The industry showed advertisement revenue of Rs.1,270 crore in the year 2012 compared to Rs.1,150 crore in year 2011. Local advertising continued to remain a strong contributor to industry revenues, accounting for around 50.3% of advertisement revenues for the industry whereas for tier-II and tier-III cities, the share of local advertising is close to 75%. The industry is estimated to achieve a growth rate of 11.8% in 2013 to touch INR 917 billion. The sector is projected to growth at a healthy CAGR of 15.2% to reach INR 1661 billion by 2017.

- **Television**

  India has 823 TV channels out which 184 are pay channel, such channels telecasting entertainment, news living, food, sports, and spiritual programs in various programs in India.

  Indians living in total 234 million households, out of such households TV owner 153 millions, in cable and satellite penetration in 145 houses. 78 million households access their TV as digital subscribers.

  Due to the free market economy opened from 1991 which led to explosion in the Indian cable Industry, public broadcasting replaced by mixed system which has two goals public service and profit privatization. Monopoly of the state over the broadcast come to end and five major broadcast television channels enter in broadcasting space Star TV Network MTV, STAR Plus, Star Movies, BBC, and Prime Sports. In coming years new other channels finds their place like Zee TV, Asia Television Network (ATN), CNN, Discovery and National Geographic. From the 2003 was flood of new TV channels in different languages like NDTV, CNN, IBN and AajTak, UTV Movies, UTV Bindass, Zoom, Colours, 9X and 9XM.

- **Films**

  According to the official statistics published in the Central Board of Film Certification (CBFC) annual report of 2012, as many as 1602 films were
produced in the country during the year 2012, recording an impressive increase from the previous year’s figure of 1255 films. Tamil film industry clinched the top slot in number of films produced with the figure of 262 films surpassing Telugu film industry with a figure of 256 films. Hindi film industry popularly known as Bollywood was down to third position having produced 221 films in the year 2012.²⁵

- **Internet**

  Day to day Internet users are increasing and it stand third internet user country in the World, where as United state first and China second. As per report published by the Telecom regulatory Authority (TRAI) the number of internet subscribers in India was 164 million in the year 2013, and it was seven out of the eight.

  Quoting Nilotpal Chakravarti, spokesperson of the Internet and Mobile Association of India “Mobile phone based Internet usage is a key component of Indian Internet usage, and I’d say the recent growth is being driven by mobile Internet usage”²⁶.

  As in the year 2012 mobile internet account was 59. 36 % and desktop internet was 40.64 % of the total internet usage in India.

- **Mobile**

  With a subscriber base of more than 929 million, the Mobile telecommunications system in India is the second largest in the world and it was thrown open to private players in the 1990s. GSM was comfortably maintaining its position as the dominant mobile technology with 80% of the mobile subscriber market, but CDMA seemed to have stabilized its market share at 20% for the time being. By May 2012 the country had 929 million mobile subscribers, up from 350 million just 40 months earlier. The mobile

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²⁶ www.thehindu.com › Sci-Tech › Internet
²⁷ “4G launched in Kolkota”, The Times of India Times of India
market was continuing to expand at an annual rate in excess of 40% coming into 2010.

India primarily follows the GSM mobile system, in the 900 MHz band. Recent operators also operate in the 1800 MHz band. The dominant players are Airtel, Reliance Infocomm, Vodafone, Idea cellular and BSNL/MTNL. There are many smaller players, with operations in only a few states. International roaming agreements exist between most operators and many foreign carriers. The government allowed Mobile number portability (MNP) which enables mobile telephone users to retain their mobile telephone numbers when changing from one mobile network operator to another.28

India has emerged as one of the fastest evolving telecommunication networks in the world. Telecommunications in the country has witnessed a transformation over the past decades, owing to the extensive reforms and policies of various governments. The number of mobile users has swollen from 10 million in 2002 to surpass the 900 million mark in early 2012 in India. But according to latest reports of TRAI, the overall telecom subscriber base in 2013 was 898.2 million.

- **Social media**

Three-fourths of India’s online population is under 35, as against just over half worldwide, which reflects India’s improving literacy rates. Men under 35 and women between 35 and 44 are heavier users. India records far low sex ratio in internet usage compared worldwide as only 40% of the users are women. Indian users spend quite a good amount of time on social media, which accounts for 25% and spend 23% of online time on emails. While Google sites have the most unique visitors, internet users spend most of the time on Facebook, with over 100 million users, India has thesecond largest number of people on Facebook in the world, - it means one in three internet users in the country has signed up on Facebook as well.29 Facebook comes at second place

as far as unique visitors are concerned. Yahoo, Microsoft and Wikimedia sites follow in unique visitor numbers. Among social media sites, Linkedin (45 million) and Twitter (15 million) are the next most popular, while Orkut is in decline. Google is by far the most popular search engine, accounting for 90 per cent of all searches in India.30

4.8.4 Ownership Pattern of Media in India

- Newspaper

The pattern of ownership is crucial in the newspaper industry; press has an extremely major role to play in a democratic setup in India. In case of newspaper ownership concentration two kinds are evident

i. Newspaper are concentrated in urban area, in big cities such as Delhi, Mumbai, Calcutta, Bangalore, Hyderabad etc.

ii. The ownership of these newspapers is concentration in few big business houses.

Private ownership of Newspapers (Press)

i. Individual: a single individual owner means one who generally owns 100 percent of the newspaper company’s stock and run’s it as enterprise, for example The Hindustan Times owned by K.K.Birla and the Telegraph, Kolkata owned by the Avik Sarkar.

ii. Partnership: there can be partnership of small groups of individuals holding stock in the company, for Example the Hindu, Chennai.

iii. Association/society/Trust: a trust is nonprofit organization which runs a newspaper such as the Tribune of Chandigarh or Loksevek of Kolkata.

iv. Joint Stock Company: a joint stock company is a big commercial origination such as Bennet Coleman and publishers of the Times of India Company and several other publications.

In India newspapers were concentration in the individual ownership in the largest (70%) followed by Association (15%) and Joint companies (5%) and other (10%)

**Public or the Govermental’s Print and Related media Organizations**

Generally the Government does not have ownership of newspapers and magazines, but shares the publication of 0.5 percent of the total published newspapers. However the mammoth Government media publicity network is an important source of Information for the private media organizations.

The Press information Bureau (PIB) is the central agency of the Government of India for the dissemination of information on Government policies, decisions, programs, initiatives and activities. It put out this information to daily newspapers, periodicals, news agencies etc.

The PIB has headquarter in Delhi. The Bureau in Delhi consists of information officer liaisons with newspaper correspondents on behalf of the particular ministry or department by providing background information on official decisions and announcements.

The publication division is the largest publishing house in the public sector. It is the media unit of Ministry of Information and Broadcasting.

The office of registrar of the registrar newspaper for India was started on 1st July, 1956.

The research and references Division is an agency that conducts research and provides references information on a variety of subjects.

Photo division comes under the administration purview of the Ministry of Information and Broadcasting. It documents the socio-economic progress and cultural activities of the country through photographs.

The press council of India is quisi judicial body, constituted by the Act of Parliament. It suggests guidelines on the ethical standard of to be maintained by the press.
The National library was established in 1948 under Imperial Library Act, 1948. It is situated in Kolkata which has lakh of volumes in its custody.

- **Ownership pattern of Films**

**Private Films**

The film industry is entirely free and independent in India. Though the film maker are free to make films the way they like, still they are not completely free as the distribution network are with the government in India.

The idea for a film starts with a producer who starts by signing up actors in the films. He then selects the Director of the film. He then gets the script writer to weave together with a series of the incidents involving the stars interspersed with plenty of songs and dance. Simultaneously, a music director composes the music for the lyrics and gets the leading singers to sing the songs. The producer selects a cameraman, editor and other technical persons. They shoot the films in the studios and outside also. A lot of money flow into film industry.

The producer then normally sell away their films with all rights to the distributors may buy just a single territory or all over India. Sometimes a film can be sold to several different distributors covering the entire country. The distributors then negotiate with exhibitorsWho have own theatres or chains of theaters.

If the distributor not interested in film, it is extremely difficult to exhibit. The distributors will choose the kind of film that are likely to earn the largest revenue by bringing in the greatest number of spectators commercial film fetches higher revenue than the art films.

**Public Ownership Films**

i. **Film Division**: it produces and distributes documentaries, news magazines 16 mm features, cartoon films and educational films for the different departments of the government of India.
ii. **Central Board of Film Certification**: Board certified all Indian and foreign films feature short or long films prior to their exhibition.

iii. **National Film Archive of India**: The archive of media unit of the Ministry of information and Broadcasting. It is the work of the NFAI to preserve films, audio and video footage. It organizes short courses on film making. It also organize screening of films to audience in select cities.

iv. **National Film Development Corporation (NRDC)**: It established in 19980 with object to promoting good cinema, it produces and finances films overseas matters concerning export to India, films, import of foreign films and their distribution, it support to construction of cinema halls.

v. **Directorate of Film Festivals**: It organize national and international films festival, gives National Film Awards and holds Indian films weeks abroad.

**National Centre of films for Children’s and Young People (CFSI)**

It established in 1955, which produce and distribute films which essentially provide clean and healthy environment for children and young people. The Centre finance films for children’s. Animation films produced by the Centre and foreign cartoon films dubbed by it in Indian languages which are popular.

- **Ownership of Radio**

**Government owned All India Radio**

Radio Broadcasting came under the control of government of India after the liquidation of the Indian Broadcasting company in 1930. It was called the Indian broadcasting service. The same network was renamed ‘All India Radio’ in 1936 and came to known as ‘Akashwani’ from 1957. All India Radio network comprises nearly 200 stations out of which nearly 30 stations have a separate channel for commercial broadcasting, apart from the primary channel.
broadcasting in the regional language. In addition there are three commercial broadcasting centers.

The news Services Division, located at AIR’s headquarters in Delhi, complies and broadcasts news bulletins in English and all major Indian Languages, the Division also undertakes preparation of news like talks and various kinds of informational programs which are broadcast on the national network.

The Audience Research Unit Carries out extensive listener research on AIR’s programs.

The external services division officer the general overseas services and Urdu services.

The national channel of radio was commissioned on 18 May 1988; a separate department conducts the programming of this channel.

The commercial broadcasting service of AIR was introduced in November 1967 on experiment basis from Vivid Bharti Centers which were very popular with the listeners.

With the enactment of the Prashar Bharti Act, 1990 the broadcasting media become free from the shekels of Government control and AIR got full autonomy from September 22, 1997. Now the AIR is an autonomous body without any control.

**Private Radio Broadcasting**

There is wide range of different types of private broadcasters from giant Multinational Corporation run by the richest and most powerful man in the world to small, local FM station. Frequency Modulation,(FM) is form of modulation which conveys information over a carrier wave by varying its frequency. In analog applications, the instantaneous frequency of the carrier is directly proportional to the instantaneous values of the input signal. This form of modulation is commonly used in the FM broadcast band.
What the private radio broadcasters do in common is that they are owned by private interest usually a company that seeks to make a profit, though sometimes a nonprofit making trust. In most cases broadcasting will be under the terms of a license granted on a periodic basis by public authority.

In 1999 the Government approved the establishment of 150 private FM radio stations in 40 Indian cities and the principle allowed nongovernmental organization, educational institutions and citizen groups to establish community radio stations. All India Radio services are gradually being broken. The FM Radio will be called the ‘fifth Estate in coming days. Some of the private Radio Broadcasters in India are Planet Radio City, Suryan FM Stations and Radio Mirachi station.

All these stations broadcast music. Looking at the program content of FM channels that have already sprung up in big cities one gets the felling that they are more market oriented than socially concerned. The educational institutions and Universities in India should come forward to install FM Radio Stations for educational purposes.

- **Television**

  **Ownership of Government**

  Television (Doordarshan) along with AIR is completely under government control working as department of the Ministry of Information and Broadcasting. Doordarshan used to function under the umbrella of All India Radio. But it was bifurcated on 1st April 1976 to work as a separate Department of the Ministry of Information and Broadcasting.

  The organizational objectives, staffing pattern and program priorities of both All India Radio and Doordarshan are more or less the same. The Director General is the Head of the Department and the staff can be broadly as discipline of program, engineering, administration, and audience research.

  At the operational centers the head of the office happens to be the Director, who belongs to the program cadre. He has staff to perform different
functions. With the establishment of the Prasar Bharti Act, 1990, Doordarshan along with Akashvani (All India Radio) become autonomous from September 22, 1997. Doordarshan is assisting in the process of social and economical development of the country and acts as an effective medium for providing information educational and entertainment.

The public service broadcaster (Doordarshan) plays a key role in our society, a large and living democracy. Doordarshan is part of civil society independent of and distinct from the Government. It play host to information debate provide space for alternative and dissenting view points, be a voice less and give substance to the phrase Participatory democracy.

**Private Ownership of Television**

Private television is the fastest growing sector of the media in many Countries along with India. In many cases, the owner of private television broadcasting stations has explicit political and electoral ambitions. The main goal of private ownership of television is profit making like in any commercial organization.

Mostly in the World community media are a rapidly growing phenomenon. The community television produces programs with the involvement of the community.

Allowing the private sector into broadcasting through television was like throwing the medium open to pure commercial exploitation.

Broadcasting media (television) should promote free of expression and speech, and, therefore should be able to enjoy freedom from governmental monopoly and control subject to certain regulation by public body.

The Satellite distribution systems transmit the programs quickly.

The Cable TV system can receive programs through satellite and deliver it by cable to subscribers set. In another form of transmission, called direct broadcasting Satellite, television programs are directly received by the dish antenna at home, totally by passing the cable system. Foreign private TV
channels are Star TV, CNN; BBC etc. can be viewed in India too. In India private TV Channel broadcasting have their own programs. Multiplicity of channels has increased the choice for the viewers, but the problem is which channel has to be chosen.

4.9. History of development of Media Laws in India.

The Rock Edicts of Emperor Ashok (c.273-236 BC) engraved on the rocks contain in abundance measures adopted and regulations issued by him in India. In that era when Ashok, the Great, used this technology for communicating his message throughout his vast empire, there is no reference to restrictions on communication imposed by law.  

The Arthshastrais written during the period of Chadragupta Maurya (C. 324-300BC) by the Kautilya He had great effluence on the Chadragupta Maurya. Kautilya in his book “Arthshastra” mentioned punishment for spreading false rumor.

The work of Muntakhals-ul-Lubab by Khafi Khan, has references about pre-typographic newspapers In the Mughal Empire.

British East India Company got the victory in the Battle of Plassey in the year 1757 and all territory of India came under control and start ruling of the India, however there was not any press regulation earlier.

In the year 1766, William Bolts, an ex-employee of the British East India Company attempted to start First newspaper in India, but was deported.

In the year 1973 J. Almon London was published collection of papers on the affairs of India with the heading “particularly respecting the state of Bengal and its dependencies”

These period newspapers were published by only Europeans subject to condition that they (printers) shall mention editor, failure to this was penalty. Foreigner printer was require to obtain license for his residence in the territory.

of the company, if such newspaper incurred the displeasure of the officials by writing or publishing something which was not acceptable to them, then his license was cancelled.

Importance of newspaper increased in day today in England. During the rule of British East India Company in India, various missionaries was intended to start this fourth estate India also which resulted in abolishan of censorship in the year 1818. Lord Hasting as missionaries of Serapore started the first Indian Language journal Samachar Darpan on 23rd may 1818, it was bilingual, published news in English and Bengali. To control the press licensing was also a European institution which was introduced in Bengal in 1823 through Adam’s regulation.

It was given instruction by The East India Company to the servant that no one have any connection with newspapers. In place of licensing regulations, Metcalfe Act came into existence, which was applicable to territory of the East India Company. Such Act make mandatory to the publisher and printer of every newspaper declare their locations of premises of its publication.

Again in the year 1857, licensing reintroduced by the Lord Canning and it was applicable to all types of publications. This year was remarkable due to the Indians fought war of Independence against The British East India Company, after that only British Crown take over the territory of the company.

In the year 1860 Indian Penal Code passed which laid down the provision that writer, editor or publisher must avoid the offences of defamation and obscenity.

Another important step took in the field of media laws in the year 1867 by enacting Press Regulation Act, this Act still applicable and amended time to time such act was passed with object to regulate printing presses, regarding, preservation of copies of books and for the registration of books, registration of books.
The ‘Wahabi Conspiracy’ during the 1869-70 resulted to the amendment of the Indian Penal Code (27 of 1870) which declare under sec. 124-A. This dealt with a person who “excites or attempts to excite feeling of disaffection to the government established by law in British India.” This amendment empower the government to send freedom fighter behind bar for their writings in newspapers.

In 1875, British government passed orders directing the government servant not involved in proprietor of any periodical or the editor manage periodical without permission of government, no documents or any type of information should be disclose to the press, which might to possess in their official capacity.

The Vernacular Press Act come in the year 1878, it was comprehensive and rigorous Act for the effective control over the language press. Which require furnishing security bond, if any publisher fail to comply the provisions of the Act the forfeit, and such publisher no right to recourse to court of law.

In the year Telegraph Act was passed during 1885, such Act contains provisions that government had exclusive privilege and power to grant licenses. All types of media cover this Act including, tele-printer, telephone, fax, radio and television. It provides for interception of messages and takeover of licensed establishments by the Government in any public emergency or in the interest of public safety.

In 1908 The Newspaper (incitement of offences) Act was enacted which confer the power to local authorities to take judicial action against the editor of any newspaper, which indulges in writings intended to incite rebellion.

The press Act 1910, which was empowered the government to demand security from any newspaper.

In the year 1914 British Parliament enacted Copyright later the some replaced in the year 1957 after the independence.
Just before the independence of the India a temporary government appointed Press laws enquiry committee, which resulted to enactment of Press (Objectionable Matter) Act 1951. Objectives were to gives much freedom to the press.

However, the Constitution of India guarantees to every citizen fundamental rights and in such fundamental rights, freedom of speech and expression is one of the important freedoms have to citizens. Indian judiciary interpreted freedom of speech and expression includes freedom of press.

When National emergency was imposed in 1975, and censorship was introduced, Media posed main setback on the freedom of media in India.

When press council appointed which advice to the government not to impose much restrictions on the freedom of press.

After 1977, there was huge demand for the autonomy for the radio and Doordarshan which was accepted. Prasar Bharti as an Autonomous corporation came in the year 1997 after notification of Prasar Bharti Act. Later much of bills came for the labialization of press and the result freedom of press and televisions make India one of the most liberal countries in the world, where as Right to Information Act 2005 further extended freedom of media in India.

4.9.1 Media and Constitution of India

The Constitution of India is the fundamental law of India. It provided the framework for the rule the India, which contains provisions in regards to fundamental political principles, establishes the structure, procedures, powers and duties of government institutions, it has mentioned fundamental rights, directive principles and the duties of citizens.

Liberty of thought and expression secures to all citizens in its preamble in the fundamental law of country. With the object mentioned in the preamble of the Indian Constitution ‘freedom of thought and expression’ has been guaranteed as a fundamental right under article 19 (1) (a) available to all
citizens, subject to the restrictions which may be imposed by the state under clause (2) of the same article. The relevant portion of 19 reads as follows:

19 (1) All citizens shall have the right- (a) to freedom of speech and expression;

(2) Nothing in the sub-clause (a) of clause (1) shall affect the operation of any existing law, or prevent the state from making such law, in so far as such law imposes reasonable restrictions on the exercise of the right conferred by the said sub-clause in the interests of sovereignty and integrity of India, security of the state, friendly relations with foreign states, public order, decency or morality or relation to contempt of court, defamation or incitement to an offence.

Under the Article 19(1) (a) even though not expressly mentioned freedom of Media but it was intention of the Constitution maker that not necessary to mention but it implies that freedom of speech and expression includes freedom of press or media also.

Like other freedoms are not absolute, the freedom of the media also not absolute, reasonable restrictions may be imposed by the state on the freedom of media. Though any person have right to challenge for the imposed restrictions on freedom of speech and expression including freedom of press or media in High Court under Article 226 or in the Supreme Court under Article 32 of the Indian Constitution. The Supreme Court and High courts considered as guardian of fundamental rights, it responsibility of the judiciary that restrictions could be examined, if such restrictions fund unreasonable would be declared null and void.

If declare of emergency Under Article 358 on grounds of war or external aggression or internal disturbance automatic suspension of the fundamental rights and automatically freedoms given under Article 19 also will be suspended. As India have experienced in the year 1975 emergency was proclaimed and freedom of media was suspended.
4.9.2. Major Media Laws in India

There has been various laws or regulations passed for the regulate media activities and protect the freedom of media, during British period as well as after independence of India, some of the major laws relating to media along with related provisions as following:

- **First Press Regulations 1799**

  Fist press regulation enacted during British period in the year 1799, Lord Wellesley who promulgated the Press regulation for the mandatory for the newspapers to print the information about names and address of the newspaper printers, editors and publishers, later this regulation were abolished after the Warren Hasting appointed as Governor General for India in the year 1813.

- **Gagging Act, 1857**

  Another law relating to media passed in the year 1857 which is known as ‘Gagging Act’. This law was passed with object to making mandatory licensing for running or owning a printing press. It also contained provisions which empowered the Government to prohibit the publication or circulation of any newspaper, book or any printed matter. It allowed the government to ban publications or dissemination of states or news stories, there was tendency to condemn government for their actions and curb such media activity bring such enactment, however, it was abolished in the year 1858.

- **The Press and Registration of Books Act, 1867**

  Object of enacting the press and registration of books Act 1867 with a view to evaluate the present position of books, magazines and newspapers in country. It made mandatory to newspaper and it should printed the names of the owner, publisher, and editor printed clearly on all the copies, and printer of every newspaper was required to submit two copies to State Government, if the printer fail to submit two copies of newspaper it treated as offence.
• **Vernacular Press Act, 1878**

Vernacular Press Act was enacted in the year 1878 which empowered the British Government to bring control over publications in Indian languages. This was empowered the District Magistrate or Police Commissioner could demand security from the printer and publisher of a newspaper, forfeit such security or confiscate any printed matter considered by the District Magistrate considered objectionable in the interest of the British government.

• **Sea Customs Act, 1878**

Sea Custom Act enacted in the year 1878 and sec. 8(c) deals with prohibits the bringing in India by way of land or sea ‘any obscene book, pamphlet, paper, drawing, painting, representation, figure or article.’ These items can be confiscated.

• **Indian Press Act, 1910**

Such law enacted in the year 1910, such legislation make mandatory to deposits security, if any press printed objectionable matter in the newspaper then securities were to be forfeited. Such law was unjust because of its provisions British Government during 1910 and 1914 initiated no fewer than 355 cases.

• **Official Secrets Act, 1923**

This law was enacted with the object to consolidate various laws concern to official secrets, such law contains provisions of offences relating spying and wrongful communication of secret information. For example sec. 3 of this Act makes it an offence if any person involved for any purpose prejudice to the public safety and the interest of the state obtains, collects, records or publishes or communicate to any person such information, then punishable for imprisonment which may extend to 14 years.
• **Delivery of Books and Newspapers (Public Library) Act, 1954**

  This act contain the provision for the publisher of every newspaper to deliver at his own expense one copy of each issue of such newspaper as soon as it is published to each public library as may be notified by the Central Government. If any publisher fails to compile this condition then liable to punishment.

• **Drug and Magic Remedies (objectionable Advertisement) Act, 1954**

  The object of this Act has to control wrong practices in Advertisement of drugs. In such cases, this Act is meant to prohibit the advertisement for certain drugs for matters connected therewith. Any person who contravenes any of the provisions of the Drugs and Magic Remedies Act is punishable by the Act.

• **Young Person’s (Harmful Publications) Act, 1956**

  Object of this Yong persons (Harmful Publications) Act 1956 to prohibit the publication in India of such literature as glorifies crime, violence or vice.

• **Parliamentary Proceedings (protection of Publication) Act, 1956**

  Section 3 of the Act states that no person shall be liable to any proceedings, civil or criminal in any court, in respect of the publication in a newspaper of substantially true report of any proceedings of either House of Parliament, unless the publication is proved to have made with malice

• **Copyright Act, 1957**

  Section 52 of this Act lays down that certain acts shall not constitute an infringement of Copyright, such as fair use, fair quotation, bonafide abridgements and the like.

• **Defense of India Act, 1962**

  Defense of India Act, 1962, mentioned provisions for the suspensions of fundamental freedoms of press during the declaration of National emergency under Article 352 of Indian Constitution.
If any law passed by the Parliament, during situation of emergency, citizens cannot claim any protection under Article 19. Again clause 7 of sec.3 of this Act deals with the entire printing and publishing of any newspaper or book and imposition of Censorship.

- **Press Council of India Act, 1965**

  Such the Press Council of India Act enacted with the purpose to protecting the freedom of the press and maintaining and improving the standards of both newspapers and news agencies.

  Under sec. 13(1A) requiring a newspaper to publish therein any particulars relating to any enquiry under section 13 does not mean that it has any power to punish a defaulting paper. The Press Council of India Act, 1965 was later amended on 31st March 1970.

- **Contempt of Court Act, 1972**

  There is under Article 19(2) empower to impose reasonable restrictions on freedom of speech and expression also on media and content of court is one of the ground for impose reasonable restriction, and follow the this article parliament enacted Contempt of court Act in the year 1952 same Act was again enacted in 1972 which was further amended in 1976. This act put the bar on reporting the proceeding of the case in the media including content of the article, in any manner. Any obstruction the prejudice and deemed to likely to jeopardize to the fair trial could be offence.

- **Police (Incitement to Disaffection) Act, 1972**

  This Act penalizes any act, which causes or is likely to cause disaffection toward the Government among the member of the police force or which induces or attempts to induce any member of the police force to withhold his services or to commit a breach of discipline.
Cable Television Regulation Act, 1995

This Act came into existence with the purpose to regulate the cable television network registration, code for the transmit or retransmit, and make mandatory to retransmit at least two channels of Doordarshan through the cable services.

- Right to Information Act, 2005

This act enacted by the parliament of India with the purpose to provide for setting out the practical regime of right to information for citizens to secure access to information under the control of public authorities, in order to promote transference and accountability in the working of every public authority, the Constitution of Central information commission and state information commissions and for matters connected therewith or incidental thereto.

4.10. Summary

Freedom of speech and expression enshrined in the fundamental rights of Indian Constitution also contains impliedly the freedom of press or media. Media is an important tool in the hand of public to exercise control over the government and to enlighten the masses with regard to the things that are happening in an around the world. The media started evolving as early as 3300 BC; The history of media can be traced back to the days when ‘dramas’ were performed in various ancient cultures for which a big gathering used to attend. The invention of the printing press in the late 15th century gave rise to some of the first form of mass communication, by enabling the publication of books and newspapers on a scale much larger than was previously possible.

Media may be divided broadly into two, namely, print media and electronic media. Print media consists of books, magazines and newspapers. Electronic media include radio, television, satellite TV, cable TV, cinema, internet, mobile phone and video games. Media is a double edged weapon that can be creative and destructive. While Constitutional guarantees ensure
freedom of the press and expression, press and media are obligated by a self-regulatory system of ethics that protect individuals and organizations from libelous behavior. By enacting different laws in India, provisions made to establishment of various authorities to regulate media industry.

Media has been evolving through the ancient periods when kings patronized their writers and poets for writing books and creating dramas. The first dated printed book known is the ‘Diamond Sutra’ printed in China in 868 AD and European popular print from about 1400. The print media started in Europe in the middle Ages. Johannes Gutenberg’s invention of the printing press allowed the mass production of books to sweep the nation. He printed the first book on a printing press with movable types in 1453 A.D. one of the books with that were printed was, “Gutenberg Bible”.

The first telegraph line was set in the year 1844 by Samuel Morse. And by the year 1858, the first transatlantic cable was established, making it easier for people to communicate.

The telephone was invented by Alexander Graham Bell in the year 1876. Meanwhile, in the year 1885, George Eastman invented the photographic film. The film developed by Eastman helped Gilbert Grosvenor to introduce photograph in ‘National Geographic’ in the year 1899. During the year 1894, the radio was invented by Guglielmo Marcon. The television was invented by John Logie Baird in the year 1925. The first television transmission was done in the year 1927 by Phil Farnsworth. Walt Disney produced the world’s first full color film “flower and trees” in the year 1932.

In the second half of the twentieth century, the internet evolved. With the concept of the internet, the world got globally connected. The e-mail technology developed during the 1970s. It was Tim Berners-Lee who had come up with these ideas of WWW (World Wide Web) in the year 1990. In recent time, the introduction of smartphone has brought about a major change in the lives of people. People do not have to wait for hours to avail valuable information. The portability of this device is an added advantage. Smartphone
have specific features such as touchscreen, GPS, web browsers, Wi-Fi connectivity and many more applications which have added comfort and convenience.

The first Indian media were established in the late 18th century with print media started in 1780. Auguste and Louis Lumière moving pictures were screened in Bombay during July 1895; and radio broadcasting began in 1927.

Much of India's legal framework is built upon its colonial legacy. Legal statutes and regulations have been undergoing certain changes as India's democracy grows.

Media is powerful means for vibrant democracy, but it sometimes goes wrong way, to restrict media for misuse the right to freedom need to regulate and controlled by various laws and rules. It is one of the basic principles of democracy that media should enjoy more freedom and face less restriction from the government.

In Indian scenario media freedom and restriction imposed on it is mixed one. Media enjoy freedom but state can impose reasonable restrictions on certain grounds mentioned. There are laws which regulate the functioning of the media in India. Media laws developed from the British periods in India. After the independence of India much of laws have been enacted and old legislations amended which may be benefited to the Indian welfare society.

There is no express provision of freedom media under the Indian Constitution but it judiciary inferred in Article 19(1) (a) which guarantee the freedom of freedom of speech and expression and state can impose reasonable restriction which is also applicable to freedom of media under Article 19(2)