Chapter – 2
Review of Literature

2.1 Introduction

This second chapter is devoted to presentation of brief review of past studies and related literature.

2.2 Review of Literature:

1. Ravindran R. K. (1999), in his study entitled, “Media and Society”, has made some valuable observations regarding media and the society. According to the author, “As societies develop more complex and intense interdependencies with the media, and as the quality of media technology improves, the media provide more and more unique information delivery services for members of the audience. Some of the media's information-delivery services are more essential than others for individual wellbeing. Providing national sports coverage to residents of small towns is probably a less central service than providing them with information about national economic or political decisions that strongly affect their lives. It can be hypothesized that the greater the number and centrality of the specific information-delivery services provided by a medium, the greater the audience dependency on that medium. The second condition in which dependency is heightened occurs when a relatively high degree of change and conflict is present in a society. Forces operating to maintain the structural stability of a society always coexist with forces geared toward conflict and change. The relative distribution of forces for stability or for change varies over time and place. Societies undergoing modernization, for example, experience high levels of conflict leading to rapid change until societal adaptations are made that reduce conflict and promote structural stability. Social conflict and social change usually involve challenges to established institutions, beliefs, or practices. When such challenges are effective, established social arrangements become, to one degree or another, inadequate as
frameworks within which members of a society can cope with the situation. People's dependence on media information resources is intensified during such periods. This is a joint consequence of the reduced adequacy of their established social arrangements and the media's capacity to acquire and transmit information that facilitates reconstruction of arrangements. We can hypothesize, therefore, that in societies with developed media systems, audience dependency on media information increases as the level of structural instability increases.”

2. Dale Jacquette (2000), in his work entitled, “Journalistic Ethics – Moral Responsibility in The Media, Pearson Education”, has introduced moral concepts and discussed moral problems arising for professional journalists. Illustrated throughout with contemporary journalistic case studies and historical background information, each topic is approached from a dual practical standpoint. The book considers moral choices facing working journalists at the production end of the news and its impact on news consumers at the receiving end. We assume that the moral responsibility of professional journalists is primarily to their readership or audience whose vital interests are potentially affected by the quality of daily news reporting. Journalists are morally responsible to the public whose informed decision-making and other aspects of their welfare can depend essentially on the relevant truth content of news reports. It is in terms of the news audience that journalistic ethics must primarily speak, for the sake of those whom the reporting of news events is ultimately meant to serve and on whose lives its content can exert a profound influence for good or bad.

3. Richard Campbell & Others (2000), in his study entitled, “Media and Culture – An Introduction to Mass Communication”, have given an introduction to mass communication. According to authors, “The twentieth century is not ending quietly or easily. And our mass media have been right in the middle of the action. Since the first edition of Media and Culture was published in 1997, the media have helped propel us from one major event to the next. Throughout 1998 and early
1999, Americans were transfixed by the sordid details and political firestorm surrounding President Bill Clinton's affair with White House intern Monica Lewinsky, his ensuing impeachment by the House of Representatives, and his eventual acquittal in the Senate. Spring 1999 brought the world to Kosovo and Serbia, where we learned about a horrific campaign of ethnic cleansing and watched footage of NATO's hi-tech war. Seemingly far from the killing fields in the former Yugoslavia, spring 1999 also gave us the tragic shooting rampage at Columbine High School in Littleton, Colorado, where two teenagers shot and killed twelve classmates and a teacher before turning their guns on themselves. And in the summer of 1999, we experienced both the joy of watching the U.S. soccer team win the Women's World Cup before a large, global audience, and the sadness of witnessing another Kennedy family tragedy unfold on television as we learned of the fatal airplane crash of John F. Kennedy Jr., his wife, and her sister-in-law.

4. Agarwal Vir Bala (2002), in her work entitled, “Media and Society – Challenges & Opportunities”, has discussed the challenges and the opportunities before the media and the society. According to the author, “India, with over one billion population, is a plural and multilingual society. It has a wide range of communication media, extending from interpersonal methods of communication to satellite broadcasting, from a two-page broad sheet in a regional language printed on a treadle so common in small towns and villages even now, to multi-edition dailies through facsimile printing process, the second largest broadcasting service in the world, an expanding television and cable TV system and now the emerging multimedia and internet revolution. The newspapers in India are published in nearly 100 languages. Internet editions of newspapers are coming up quite fast. Keeping pace with the contemporary trends, the media is progressively becoming market-driven and technology oriented. The term mass media itself has become greatly enlarged and now there is an ongoing debate on knowledge vs. skills, method vs. medium, and theory vs. praxis. And these days, the information super-highways are bridging not only peoples and cultures or countries and communities but also
hopes and aspirations. Media is acting as a vehicle of education and extension; an instrument of social change and social justice; a watchdog and a social corrective. Because of its reach and impact, it is sensitizing people about the crucial role they can play in stepping up the pace of economic development and nation building. It is also contributing to political image building and indoctrination.”

5. Ravindra R. K. (2005), in his valuable work entitled, “Handbook of Radio, TV and Broadcast Journalism”, has focused on electronic journalism such as radio, TV and broadcast journalism. According to Ravindra, “Radio, TV and Broadcast journalism now you can all it electronic journalism. Is as new as that, but the aim is the same in radio and television as in any other form of journalism. You find the news and you pass it on. The means of passing it on are entirely new and different; they have many advantages, some disadvantages; and they require unconventional skills from the journalists who use them.”

Further author says that, “The news services of radio and television have at their disposal a system of mass communication which is by far the fastest the world has ever known. A story is written and broadcast in a matter of minutes. The communication is practically continuous. So much that consumes time in conventional journalism is escaped in electronic journalism. Nevertheless, the office organisation is similar. There are editors, deputies, assistants, subs, specialist and foreign correspondents, reports, tape from agencies, libraries—in fact everything a newspaper has —to collect and process the news, and more. There is equipment for editing tape, equipment for processing and editing film, libraries with thousands of records voices, sounds and musical compositions; there are thousands of yards of film of both historic and contemporary happenings. All these facilities can be used in broadcasting the news.”

6. Sharma Diwakar (2005), in his work entitled, “Modern Journalism Reporting and Writing”, has discussed the present age and the public demands from the media. He studied in detail the reporting and the writings of the media person. According to him, “Present circumstances cannot and mustn't be compared with the past conditions
but the present deteriorating situations have to be controlled and reshaped by utilizing the past experiences if and when required. Globalization has certainly changed the mental reasoning of the present days information crazy individual. Personal interests and economic benefits in particular have defeated the moral and ethical values, which were considered to be the core strength of society, humanity and patriotism. Masses living in the developing and under-developed countries are forced to accept and welcome the arrival of globalization but globalization has not shown itself to be a scheme of fair or complete distribution and the speed of technological diffusions depends upon the awareness, monetary circumstances, government and cultural character of a time and place.” While discussing the globalization and the journalism the author says, “Globalization is not purely an economic incident. Its literary dimension includes global entertainment, fast food, fashion and tourism. Cultural globalization is often understood as a outward appearance of Americanisation and in the Asia as Chinaization and Indianization. Indian Media has been most pretentious with the access of global players since the Indian skies were opened for private channels. The so-called elitists of elites in India are considered to be the clique of westernization and propagators of alien cultures in India. The middle class is of the standpoint that editorial control of the newspapers; magazines, websites and television channels should be in the hands of resident nationals to guarantee sovereignty of the motherland. With the blackmailing tendency of the west many multinationals and industries have combined and merged. Power conceded on to international companies, consequential in hefty flows of foreign investments into the country. This never expected flow of foreign money endangered the factual sagacity of the Indian culture and has played a major role in ushering electronic media like television and radio.”

7. Mishra Sudhir (2006), in his study entitled, “History and Nature of Mass Communication”, has presented the history and nature of mass communication. The study has is divided into five chapters narrating about mass communication, perspectives, magazines and the historical
and cultural context. According to Sudhir Mishra, “The major communication setting is the one that we will be most interested in. The differences between machine assisted interpersonal communication and mass communication are not that dear. It refers to the process by which a complex organisation with the aid of one or more machines produces and transmits public messages that are directed a large and scattered audiences. There are of course situations that will fall into a gray area. How large does the audience have to be before we call it mass communication. There are several models that we could use to describe the relationship among media, society and individuals. The effects model of examining mass communication for example emerged in the early to middle twentieth century. The traditional effects perspective uses quantitative research to examine the impact that the media have on individuals and on society. Over the years a substantial body of research using the effects paradigm has accumulated. This shift meant that news became more of a commodity, something that had value. And like many commodities, fresh news was more valuable than state news.” The penny press hired people to go out and look for news. Reporters were assigned to special beats. The civil war changed newspaper journalism. A new reporting technique emerged as telegraphic dispatches from the was zones were transformed into headlines to give the reader the main points of longer stories that followed. The first organisation to realize radios importance was the military, the Navy led the way during world war I. After the war as interest in the new medium increased a totally new functioned emerged. The problem of a writing surface was solved in various ways. The summerians used soft clay tablets and a wedge shaped tool to record their pictographs.”

8. Sharma Seema (2006), in her work entitled, “System and Working of Journalism”, has a treatise on the subject prepared especially for those concerned and the professionals, it should prove equally beneficial for general readers, as well. Seema Sharma says, “The weakest nation is that which has no or the least institutions of press. The press is the backbone of a nation. Its weakening results directly in multi-faceted
chaos. Metaphorically, society gets strangled in case the press is curbed or suppressed. Another interesting analogy is that of a mirror. Just as a mirror reflects with cent per cent accuracy what it is exposed to, similarly, the press does. It mirrors society and all that concerns it and thus called the Fourth Estate. That is why journalism is deemed to be an honourable and serious profession with huge power. A journalist is not a layman; he or she possesses many a quality. Straightforwardness, unprejudiced outlook, faculty for comprehending and analysing the facts and power of reasoning and a nose for news, may be mentioned to name a few."

9. Sengupta Aditya (2006), in his study entitled, “Electronic Journalism, Principles and Practices”, has provided a clear understanding of the principles and practices of electronic journalism. It provides perspectives on what electronic journalism is, where it came from, and where it may be going. It will be a valuable resource for all journalism students and an intriguing tool for anyone interested in the emerging trends in new media and journalism. In the words of Aditya Sengupta, “Advancements in digital technologies have dramatically altered the practice of journalism. Satellite and video-phones, the internet, digital audio recorders and laptop computers allow instantaneous communication between most destinations in the world. The outcome is electronic journalism – a convergence of new media technologies, ultimately resulting in a change in the manner in which journalists of the twenty first century deliver the news.”

10. Menon P. K. (2006), in his study entitled, “Electronic Media and Broadcasting”, has presented his observations and the facts about public broadcasting which also known as public service broadcasting or PSB. PSB is the dominant form of broadcasting around the world, where radio, television, and potentially other electronic media outlets receive funding from the public. These funds can come directly from individuals through donations or fees, or indirectly as state subsidies that originated in taxes or other national funding sources. Some public broadcasters supplement this with contributions from corporations, which may be granted a limited amount of advertising time in return.
However, when advertisements occur on public broadcasting outlets, they are usually much shorter and less attention grabbing than on commercial broadcasting stations. Commercial broadcasting only occurs in a handful of large Western countries. The author says that, “Public service broadcasters generally transmit programming that aims to improve society by informing viewers. In contrast, the aim of commercial outlets is to provide popular shows that attract an audience therefore leading to higher prices when advertising is sold. For this reason, the ideals of public broadcasting are often incompatible with commercial goals. Of course, public broadcasters also strive to entertain their viewers, but they can still come across as being overly paternalistic in nature.”

11. Gaur M. M. (2006), in his study on “Electronic Media”, has presented his valuable observations regarding electronic media. Electronic Media means the mode of electronic transmission. It includes the Internet (wide-open), Extranet (using Internet technology to link a business with information only accessible to collaborating parties), leased lines, dial-up lines, private networks, and those transmissions that are physically moved from one location to another using magnetic tape, disk, or compact disk media. According to the author, “Electronic Media Criticism takes the position that radio/television content can be analyzed as art. Therefore, the material heard and seen over the electronic media is worthy of serious critical consideration by both industry professionals and the consumers they seek to serve. If you are a media practitioner or practitioner-in-training, Electronic Media Criticism offers you theoretically sound and realistic measures by which you can evaluate your own programs as well as those delivered by competitors. These measures are also useful defensively in coping with the charges and challenges frequently hurled at media agencies by other segments of society.” The author concluded that, the problem is compounded by the fact that radio/television criticism has largely been ignored by the more established evaluative systems common to the literary, dramatic, musical, and visual arts.
Clifford G. Christians, Kim B. Rotzoll & Others (2006), in their work entitled, “Media Ethics – Cases and Moral Reasoning”, have presented case study related with media ethics. The authors focused on the public relations of the media in various perspectives. The authors questioned that, “Are today's public relations professionals advocates or information specialists— and is there a dichotomy between the two roles in terms of public service?” According to the authors, “The answer is that the work of this important profession is clearly informational and decidedly persuasive. And why not insist on both at the same time? Truth is never neutral, so why should the telling of truth be any less than the professional mandate of someone paid to communicate a particular perspective? In one important sense, this is a more honest mode of media work, since one's biases as a communicator in a public relations setting are usually transparent. Shedding pretenses is normally the first lesson in public relations training.”

Syed M. H. (2006), in his work on, “Public Relations and Press”, has provided a perfect tool for the readers, who may be students, researchers, teachers or working journalists. Ten volumes of this work deal with the subjects namely, 1) Journalism in India, 2) Fundamentals of Journalism, 3) Career in Journalism, 4) Journalism as Profession, 5) Journalism in Practice, 6) Editing and Reporting, 7) News and News Coverage, 8) Writing Techniques, 9) Information Technology and 10) Public Relations and Press. The author says, “In the new millennium, journalism has evolved into a vast discipline. And as a discipline or full-fledged subject it has many a stream. Like other streams, there are dozens of books on all branches of the discipline. However, there is a dearth of comprehensive and compact series of books of journalism under a single title.”

Aluwaliya J. P. (2007), in his work on, “Media Research Methodology”, provides a critical review of key approaches and concerns of contemporary media reach. It also provides an accessible introduction and overview of research methods for studying media, communication and culture, drawing on both social science and humanities methodologies. It covers the strengths, weaknesses,
inherent assumptions and theoretical underpinnings of each methodology. The author says, “Today one scarcely can read a newspaper or magazine, or watch the news on television, without seeing a report about the media's corrosive influence on modern life. The press has eroded civic life and deformed the political process. TV's tabloid talk shows, fetid swamps of human desire, degrade anyone who gazes upon them. Music videos exploit and disparage women. Movie blockbusters pander to a generation of post-literate teenagers schooled in point-and-shoot, post-Nintendo aesthetics. The Internet is a cesspool of lust and sedition where any clever child can download hard-core porn along with the instructions for building a pipe bomb. As the products of the media industries infect our cultural environment, anxiety about the media becomes the air we breathe. We inhabit a culture suffused by an almost commonplace "media phobia" — a fear that society is being inexorably poisoned by the very forms of news and entertainment to which we willingly devote vast portions of our daily lives. Public mistrust is so pervasive that academic criticism seems altogether superfluous.”

15. Naval Prabhakar & Narendra Basu (2007), in their work entitled, “Characteristics of Mass Media,” have discussed the characteristics of mass media in detail. The authors concluded that, “Mass media is the term used to denote, as a class, that section of the media specifically conceived and designed to reach a very large audience. It was coined in the 1920s with the advent of radio networks and of mass-circulation newspapers and magazines. The mass-media audience has been viewed by some commentators as forming a mass society with special characteristics, notably atomization or lack of social connections, which render it especially susceptible to the influence of modern mass-media techniques such as advertising and propaganda. During the 20th century, the advent of mass media was driven by technology that allowed the massive duplication of material at a low cost. Physical duplication technologies such as printing, record pressing and film duplication allowed the duplication of books, newspapers and movies at low prices to huge audiences. Television and radio allowed the
electronic duplication of content for the first time. During the last decade of the 20th century, the advent of the world wide web marked the first era in which any individual could have a means of exposure on the scale of mass media. For the first time, anyone with a web site can address a global audience, although serving high levels of web traffic is still expensive.”

16. Sharma K. C. (2007), in his study on, “Journalism in India”, has given sufficient background by way of Introduction at the outset, which contains concepts, definitions and dimensions of news, information, views, comments, demands of the journalistic occupation, etc. Proceeding from such awareness, has written about the beginnings of journalism in America and Britain. According to the author, “Political thinkers and social scientists are unanimous in stating that all the actions of government must be transparent and all information about governance be furnished correctly to the public, as a matter of their inalienable right. James Silk Buckingham went to the extent in saying that the government should be subject to control by the press. This expectation of the public was not easy for the kings in the medieval period to accept. They ruled in almost all the countries of the world by enforcing their divine right to rule. As a corollary thereof, nobody could even suggest anything about administration or any other matter, however simple it was, much less pointing out deficiency in administration or expressing humble expectations about affairs that touched their lives. A few courageous persons took the lead and entered the then risky Journalistic arena. The kings and king’s officers and judges could not tolerate this behaviour. The result was that they were humiliated, tortured, imprisoned, deported, their property confiscated and their printing presses impounded/ seized, securities demanded for good behaviour and generally forfeited. Still, some of them continued with reporting information or news events and indulged in other kinds of journalistic writings. True, Journalism required the courage of a soldier, curiosity of a cat, vitality of a child, initiative and drive, perseverance and sense of mission to
serve society in all odds and hazards of the occupation, now proudly called profession.”

17. Srivastava Kamal Shankar (2007), in his work entitled, “Principles of Indian Journalism and Mass Communication”, has given historical development of mass media in independent India. He says, “India, as is well known, is a nation of diverse and divergent cultures and subcultures, languages and dialects that run into several hundreds, varied religions and faiths. An ancient country with civilisation some 4,000-year-old, India, now a land of teeming millions, is abounding with challenging themes and problems of development. The 640 million people are waiting for a revolution in all aspects of human endeavour, a rich field for mass media to exert the influence and cast their impact.” The author further says that, “It is unfortunate that prior to 1947, when India formed a part of the British rulers acted only in those directions which either aided in extending their influence or perpetuating their power. The advent of independence in August 1947 removed the shackles of the colonial era and a new horizon breathed in all aspects of the country's life. The media of mass communication also rose to the occasion. There was a tremendous progress in the fields of print and the broadcast media, the rate of literacy rose, more cinemas came into being, more and more people came in contact with one another in the countryside and the urban areas. The impact of the wide world was beginning to be felt at large.” --- Pg. 332-336

18. Sharma Rashmi (2007), in her study entitled, “Electronic Media – Issues and Innovations”, has made valuable comments regarding the issues and the innovations of electronic media. She focused on the various issues related with electronic media. Also she discussed upcoming innovations in the field of electronic media. In her own words, “The media surround us. Our everyday lives are saturated by radio, television, newspapers, books, the Internet, movies, recorded music, magazines, and more. At the dawn of the twenty-first century, we navigate through a vast mass media environment unprecedented in human history. Yet our intimate familiarity with the media often allows us to take them for granted. They are like the air we breathe,
ever present yet rarely considered. This book invites me to step back and seriously consider the mass media and the issues they raise. It asks you to put your everyday media activities into a broader social, political, and economic context to better understand them. One thing we see is change. The "old" television networks are losing their share of the audience. New broadcast networks are springing up, along with dozens of cable channels. Television has gone digital viewers have hundreds of channels to choose from. The Internet is changing ever faster.”

19. Naval Prabhakar & Narendra Basu (2007), in their work entitled, “Mass Media – Origin and Development”, have focused on the origin and development of mass media. This work is concerned with the origin and development of the various mass media including print media, film, radio, recordings, television, and the internet. It investigates the media as a cultural industry that does more than merely reflect or report on society. It also looks at the complex and quite specific role that media plays in our understanding of society and ourselves. The book will be highly useful to all those concerned. According to the authors, “Mass media can be described as the extensive phrase describing television, radio, and film, newspapers and magazines. It is not just the journalistic aspects of the apparatus of popular communication. The mass media often perform as the focal point of social control and the source of popular culture. Media help preserve historical events, and teach morals. Basically the commercial enterprises media can represent, frequently effect how we dress, what we buy, and how our society functions.” The authors further say that, “Every day millions of people switch on radio and television sets for news, weather, and entertainment. Radio and television are a part of our daily routines and a staple of our culture. Today these mass media services are being transformed by the same digital revolution that is bringing us new media choices via the internet.”

20. Ghosh Subrato (2008), in his study entitled, “Growth of Electronic Mass Media”, has discussed the growth of electronic mass media in detail. This study brings within its purview the issue of electronic
media and communication, and how growth in the former has influenced the ways in which the latter functions. Charting the field of communications primarily within the framework of electronic media, the book traces how this growth, being continuous, still plays a central role in the larger dynamics of society which is becoming ever increasingly technology-driven and technology-dependent. Enabling critical perspectives on the issue, the book provides room to bring under attention issues of technological advancement, communication in the new age, as well as the sociology of electronic media and mass psyche. In the words of the author, “The electronic media consists of various modes of transmission of information, which include such devices as television, radio, and now, the computer and the internet has been discussed in detail by the author. Heralding a revolution in the way communication was subscribed to perceived and used, the beginnings of electronic media cemented a watershed moment in the history of mankind, enabling the use of previously unprecedented and outthought of scientific marvels. Today, even as the novelty in scientific inventions has begun to fade, these very same wonder, especially in the field of electronic media, are nonetheless a significant indicator of the progress and processes of humanity, and a testimony to the rapidly shrinking and globalising world.”

21. Tripathi A. N. (2009), in his work entitled, “Human Values”, has discussed the subject of ethics and human values. This subject is getting increasing importance in professional education. Author says, “In non-technical and fairly philosophical theme like human values, the linguistic style of presentation is very important. I learnt this lesson in a very interesting way. I was visiting an engineering institute in Western UP. The Principle informed me they offer an elective course on Human Values. I expressed my desire to meet the teacher of this subject. When she arrived in the office, the Principal casually enquired about the way the course was going on and book she was following. She named this very book. Then he asked her a rather unusual question: "How have you personally benefited from this book?" I too was very eager to hear her reaction. The answer she gave after a
minute's reflection was most unexpected. She said, "It has improved my English"! It was only then that lie Principal introduced me to her. This encounter prompted me to undertake a thorough linguistic check of the book.”

22. Samir Kumar Singh & Akshay Kumar Nayak (2009), in his study entitled, “Print Media Communication” has been brought out with the main objective of enlightening the readers regarding the new dimensions of print media including newspapers, magazines, journals, books and other publications. According to Samir Kumar & Akshay Kumar, “Fifty years back the feeling and the thinking that the electronic communications were killing print. That judgement has proved wrong or at least premature. True, the antenna of the media picked up tremors in the mid-1970s indicating that Americans' reading and writing skills were declining, and by concentrating public attention on alarming statistics and assertions of decline, the media moved the tremors up the Richter scale. Popular and expert opinion quickly blamed television as a major villain. Particularly as the apparent decline coincided with a drop in newspaper circulation. The analysts so explained the statistics as to raise doubts that the decline was real; experts disagreed about whether or not a problem in fact existed, and if it did, just how serious it was; and historians pointed out that concern about declining literacy had surfaced before and seemed cyclical in nature. Nevertheless, the message through the media was that indeed Johnny could not read or write, and schools and universities were put on notice to do something. Then the media picked up other tremors in society and moved on.”

23. Jitendra Kumar Sharma (2009), in his work entitled, “Print Media and Electronic Media – Implications for the Future”, has examines how moving from paper to electronic distribution alters the legitimacy and quality of media. It suggests what would benefit the print media most and will assist them in staying one of the mainstays of the society, to be relevant in the online world as they are in print. It is hoped that this work will be a beneficial contribution to academics, scholars, researchers, analysts, and students in the field of journalistic studies.
The author says, “Network-based digital libraries increase the availability of information, but people still tend to print the documents to work with them. A document appliance is a new platform for accessing digital libraries that preserves the benefits of having information online while providing many of the advantages of paper. Electronic book and document readers will neither replace paper nor will they replace desktop computers. Instead, we predict, they will occupy their own unique and valuable role in knowledge work, bringing the paper and computer worlds closed together.”

24. Chaturvedi B. K. (2009), in his study entitled, “Media Management”, has focused on the management of media. According to the author, “Media Management fills a void in the growing field of media management. More and more, colleges and universities are teaching media management courses, mostly in response to students’ needs and requests. In this flourishing field, there were no refereed periodicals in which media management scholars could regularly get published and that provided information on the latest media management theories and practices. This book is a painstaking eadeavour in this direction.” The author says that, the Media Management is designed for working professionals. Therefore, its style is not scholarly in tone. If the chapters are based on research, the research is deemphasized and the results are written in an understandable and applicable style — applicability being the main focus of this volume. There are chapters about television and newspapers, legal issues and mergers, and sexual harassment that any organization will find useful in policy making.

25. Bansal S. K. (2009), in his work entitled, “Information Technology in Journalism”, has leads readers through journalism's brave new world. It discusses technologies now in use and on the horizon, and provides an overview of the changes and challenges the digital age has brought to journalists everywhere. This book is a must for students and practitioners of journalism, who want to maintain a leading edge over their competitors. According to Bansal, “Information technology is increasingly affecting our lives in a manner which has become commonplace. We are living in the information age, where technology
would impinge upon our lives far more than we could ever have imagined. As we stand-on the dawn of the new millennium, this age of electronic innovation seems to have sneaked up on us without our being fully aware of any material change. ...Journalism is one area in which information technology has effected the way in which people work and in some instances, the very nature of that work. In recent years, journalism has been undergoing dramatic changes as it adapts to and takes advantage of digital technologies. New media developments are having a profound effect on all levels of the journalistic enterprise— from the way reporters gather information and present news stories to how news organisations structure themselves and do business.”

Hugh Chignell (2009), in his work entitled, “Key Concepts in Radio Studies”, has clarified the key concepts in radio studies. This work is about radio and the relatively new subject of radio studies. In fact, it is the first work to have the words 'radio studies' in its title. Radio itself has been the subject of research and writing since it was invented at the beginning of the last century. The author says that, “There are many reasons why radio has been neglected in media studies, at least in British academic life. Media studies was principally the creation of the Centre for Contemporary Cultural Studies at Birmingham University under their director, Stuart Hall. As Scannell explains, 'work in the centre explored the press, radio and television, but the last of this trio received most attention, because it had become, in the 1960s, the most popular everyday source of entertainment and political information and debate for most British people (2007: 199). Some of the most influential research carried out in the centre was on television, for example the study of the television programme Nationwide and the detailed analysis of one edition of the current affairs programme Panorama (Scannell, 2007: 212). Hall's colleagues and students went on to dominate media studies in the UK, but as scholars of visual media and especially television, little wonder radio was temporarily neglected. The state of radio studies in America appears to be a lot healthier and I discuss below some of the American influences on this
book. There is a tradition of studying American radio which goes back to the pre-war era; a good example is the work of the Princeton Office of Radio Research which published Hadley Cantril's study of Orson Welles's famous broadcast, *War of the Worlds*, and its remarkable public reception.

27. Chaturvedi B. K. (2009), in his work entitled, “Media Management”, has made some important comments on media management. According to the author, “Media Management fills a void in the growing field of media management. More and more, colleges and universities are teaching media management courses, mostly in response to students' needs and requests. In this flourishing field, there were no refereed periodicals in which media management scholars could regularly get published and that provided information on the latest media management theories and practices. This book is a painstaking edeavour in this direction. Media Management is designed for working professionals. Therefore, its style is not scholarly in tone. If the chapters are based on research, the research is deemphasized and the results are written in an understandable and applicable style — applicability being the main focus of this volume. There are chapters about television and newspapers, legal issues arid mergers, and sexual harassment that any organization will find useful in policy making. The media budgetary background is a complete new field in media management. Decision-making chapter leads the text with its outline of how media companies operate and how managers function within a complex corporate world. Students are provided with a foundation for structural considerations. The market analysis chapter introduces important external management considerations. Attention to motivation, diversity, and technology provide grounding for the next decade which will feature demographic work force changes and emerging technologies.”

28. Narendra Arya (2011), in his work entitled, “Media Management”, has focused the media management towards public relations. Public relations includes ongoing activities to ensure the organization has a strong public image. Public relations activities include helping the
public to understand the organization and its products. Similar to effective advertising and promotions, effective public relations often depends on designing and implementing a well-designed public relations plan. The plan often includes description of what you want to convey to whom, how you plan to convey it, who is responsible for various activities and by when, and how much money is budgeted to fund these activities. Similar to advertising and promotions, a media plan and calendar can be very useful, which specifies what media methods that are used and when. According to the author, “Often, public relations are conducted through the media, that is, newspapers, television, magazines, etc. Publicity is mention in the media. Organizations usually have little control over the message in the media, at least, not as much as they do in advertising. Regarding publicity, reporters and writers decide what will be said. Regarding public relations, consider: What groups of stakeholders do we want to appeal to and how? What impressions do you want each of your stockholder to have? What communications media do they see or prefer the most? Consider advertising, collaborations, annual reports, networking, TV, radio, newsletters, classifieds, displays/signs, posters, word of mouth, direct mail, special events, brochures, neighbourhood newsletters, etc. What media is most practical for you to use in terms of access and affordability? What messages are most appealing to each stockholder group? The media coordinator must be someone who is personable, can succinctly articulate the issues, and is willing to spend a great deal of time on the telephone. This person makes sure press releases go out on time, keeps media lists updated, makes press calls, and works actively behind the scenes during events. The media coordinator should become as well-known behind the camera as the organization's spokesperson is in front of it.”

29. Bhanu Pratap Singh (2011), in his work entitled, “Print Media”, has highlighted print media and its associated industry. Print media is the industry associated with the printing and distribution of news through newspapers and magazines. Print Media is one of the most flourishing sectors of the country. The young generation of today is seen choosing
a career in print media as working in the sector gives glamour promises opportunities to stride ahead very fast. But jobs in the print media also demand lot of hard work and patience. Many of the aspiring candidates opt for a career in the field of reporting but the leading magazines and the newspapers also hire artists, editors, graphic designers, photographers, cartoonists and many more. The candidates with exceptional skills in designing, photography and writing along with a good academic background face no difficulty in acquiring a good job in this field. Contrary to expectations, the popularity of the Internet and television has not maligned the importance of the print media in India. It is still one of the most respected and trusted source of information for the public and continue to play a vital role in generating and shaping public opinion in the country.

30. Sahay Mukul (2011), in his book entitled, “A Textbook of Media Management”, has covers significant features, techniques, and structure of media management. It discusses communication and media management and further explains newspaper, magazine and news agency management. The content of the book conform to the specified syllabi of several universities and colleges. The book is carefully edited and structured as such that the presentation of the subject, the order of topics and the treatment is well-suited to students and teachers of the subject. Author says, “In the world of media, the communication has always been an important need of life; it assumed the status of the most essential and one of the basics of life in the later half of the 20th century. As a result, a number of different and diverse forms of media emerged and institutions imparting their thorough knowledge mushroomed throughout the width and length of the country and the world. Media Management is a great and widespread career. It requires apt management. Media is the plural of 'Medium' and 'mass' means a large number. Thus, by mass-media, what is meant is 'the main means of communication at a large number' i.e., all those means, which are used to communicate with people on a vast level or at a great number, as, newspapers, magazines, radio and television, etc.”
References:


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