SCHOOL OF SCIENCE AND HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

UNIT – I– Media Culture and Entertainment– SVCA5201

UNIT- I

1. Culture:

The term "culture" refers to the complex collection of knowledge, folklore, language, rules, rituals, habits, lifestyles, attitudes, beliefs and customs that link and give a common identity to a particular group of people at a specific point in time.

- **Ethnic Culture**: The term „Ethnic culture" refers to the characteristics of a people, sharing a common and distinctive racial, national, religious, linguistic or cultural heritage (For example, the Toda peoples are known as the son of the land in Nilgiris; live in a specific territory, speak their own language and have a social organization distinct from other groups living in that region).

- **Social Culture**: All social units develop a culture, even in two- person relationships, a culture is developed, for example in friendship and romantic relationships, the partners develop their own language patterns, rituals, habits and customs that give the relationship a special character, which differentiates it in various ways from other relationships.

- **Group Culture**: When a group traditionally meets, whether the meetings begin on time or not, what topics are discussed, how decisions are made and how the group socializes are the elements that define and differentiates group culture. A group that shares a geographic region, a sense of identity and a culture is called a society.

Characteristics of Culture:

Cultures are complex and complicated „structures" that consist of a wide array of characteristics.

- If other cultures whether of relationships, groups, organizations or societies look different; those differences are often considered to be negative, illogical and sometimes nonsensical.

- Any encounter between individuals in new relationships, groups, organizations, or societies is an intercultural communication event and these varying cultural encounters influence the individual and the cultures over time.

- Travel and communication technologies greatly accelerate the movement of messages from one cultural context to another.

☐ In small and large ways, cultures come to influence one another through communication.

☐ Cultures are largely invisible and Language is visible, as greeting conventions, special symbols, places and spaces.

Types of Culture:

The culture can be divided into three different types; they are;

1. **High Culture**: High Culture is linked with the elite, upper class society are families and individuals with a recognized status. It is often associated with the arts such as opera, ballet and classical music, sports such as polo and race and leisure hobby such as hunting and shooting. High culture is associated with small elite in society not allowing entry to „outsiders" by maintaining its elite and exclusive position.

2. **Subculture**: Subculture is a culture enjoyed by a small group within society. In this sense it is a minority part of majority culture. They have distinct norms and values which make them sub-section of society.

3. **Popular Culture**: Popular Culture suggests that it borrows the idea from high culture and popularizes it by making it available for the masses. Therefore, it is portrayed to be a product of the media dominated world; that it is a positive force because it brings people of different backgrounds together in a common culture.

4. **Global Culture**: Globalization is the process by which events in one part of the world come to influence what happens elsewhere in the world. They have become interconnected; socially, politically and economically. A global culture is a key feature of globalization; they emerged due to patterns of migration, trends in international travel and the spread of the media, exposing people to the same images of the same dominant world.

2.   Elements of Culture:

Social Organization:

Family Patterns: family is the most important unit of social organization. Through the family children learn how they are expected to act and what to believe.

Nuclear family: wife, husband & children.

Extended family: Several generations living together (grandparents & etc).

Social Classes: Rank or social status of people.

Customs and Traditions:

Rules of Behavior (customs, traditions, rules or written laws).

Religion:

Monotheism (one god) Polytheism (many gods) Atheism (no gods)

Language:

- Language is the key factor of the culture

- Spoken & written language Only spoken language

- Each language has different dialects

Arts and Literature:

- Human imagination (Art, music & Folk tales). Beliefs (Epics & Literature).

Government

- Government provides common needs, keep order and protect the society from outside threats.

Democracy: people have supreme power, government acts by it.

Republic: people choose leaders who represent them.
Dictatorship: Holds power by force (military support for power).

Economic Systems

How people use limited resources to satisfy their wants and needs.

Traditional Economy: Produce for need to survive (hunting, farming & etc)

Market Economy: Buying and selling goods and services

Command Economy: Government controls the goods & cost

Mixed Economy: Decided by both individual & government

3.   Culture and Communication:

Cultures are created through communication, and it is also through communication between individuals that cultures change over time. Each person involved in a communication encounter brings the sum of his or her own experiences from other culture memberships. Thus, any social units that have a relationship with group, organization or society will develop a culture in the time period.

While the defining characteristics or combination of characteristics of each culture are unique, all cultures share three common functions that are particularly important from a communication perspective are;

- Linking individuals to one another,
- Providing the basis for a common identity and
- Creating a context for interaction and negotiation among members.

In one sense, culture is created, shaped, transmitted and learned through communication. In all the cultural groups, there exists a cultural communication system with its own native channels to pass the messages both vertically and horizontally. Through these channels, the natives pass on the messages and share their views among themselves, which are very much familiar to everyone of that specific cultural group as every individual socialized from their early childhood onwards.

The relationship between communication and culture is a very complex and intimate one. That is, communication is the means of human interaction through which cultural characteristics, whether customs, roles, rules, rituals, laws or other patterns are created and shared. Without communication and communication media, it would be impossible to preserve and pass along cultural characteristics from one place and time to another.

4. Religion:

Religion is a set of beliefs concerning the cause, nature and purpose of the universe, especially when considered as the creation of a superhuman agency or agencies, usually involving devotional and ritual observances and often containing a moral code governing the conduct of human affairs. Religions spread across the world through transmission and through converts, people who give up their former beliefs for a new religion. Three major religions of the world began in South-West Asia and two in South Asia.

Religions from South-West Asia:

☐ **Judaism**: The oldest of the Southwest Asian religions, Judaism was established nearly 3000 years ago. The followers of Judasim are called Jews mostly live in Israel, United States, Canada, South America and many European cities. The basic laws and teachings of Judaism are from a holy book called the Torah. The holy religious place of Judaism is the city of Jerusalem in Israel.

☐ **Christianity**: Christianity evolved about 2,000 years ago from the teachings of Judaism. Christianity is based on the teachings of Jesus Christ, whom Christians believe as the Son of God. The teachings of Jesus are recorded in the New Testament of the Bible. The religion spread from Jerusalem, first through the work of Apostles (the 12 chief disciples of Jesus), St. Judas Thomas and later by many missionaries. It is the largest of all the religions with 2 billion followers live on every continent. Christianity has three major groups, the Roman Catholic, Protestant and Eastern Orthodox.

☐ **Islam**: The third religion that originated in Southwest Asia is Islam. It is based on the teachings of the Prophet Muhammad, who began teaching around 613 A.D and the followers are known as Muslims. The religion has close ties to the prophets and teachers of Judaism and Christianity and worship god Allah. The holy book of the Muslims is the Qur"an. The two major divisions of Islam are Sunni and Shia.

Religions from South Asia:

•   **Hinduism**: One of the world"s oldest religions, Hinduism dates back about 5,000 years. It is an ethnic religion concentrated in India. Hinduism follows polytheistic because a Hindu may believe in one god or many gods, each of whom

represents an aspect of the divine spirit, Brahman. The religious requirements of a caste system and levels of fixed social classes with specific rituals and duties shape many aspects of Hindus life and culture.

Buddhism: An offshoot of Hinduism, Buddhism developed about 563 B.C. in India. Its founder, Siddhartha Gautama, also called Gautama Buddha (Enlightened One), rejected the Hindu idea of caste. Buddha"s teachings promote the correct way of living in order to reach an enlightened spiritual state called nirvana. Missionaries spread the Buddha"s teaching from India to Southeast Asia, China, Japan, and Korea. Buddhism has several branches, the largest of which are Theravada, Mahayana, Lamaism and Zen.

Religions in India:

Hinduism: India known as the land of spirituality and philosophy was the birthplace of some religions, which even exist today in the world. The most dominant religion in India today is Hinduism. About 80% of Indians are Hindus, Hinduism is a colorful religion with a vast gallery of Gods and Goddesses.

Buddhism & Jainism: Around 500 BC two other religions developed in India, namely, Buddhism and Jainism. Today only about 0.5% of Indians follow Jainism and about 0.7% are Buddhist. In ancient times Jainism and Buddhism were very popular in India

Sikhism: In „modern" period new religions were also established in India. One comparatively new religion in India is Sikhism and it was established in the 15th century. About 2% of Indians are Sikhs.

Non Indian Religions: The largest non-Indian religion is Islam, which was spread in India through two means, peaceful and sword. They are about 12% of India"s population. Christians are more than 2% of India"s population. Most of the Indians were converted toChristianity by the missionaries who arrived in India during 15th century There are also a few thousand Jews in India. Judaism and Christianity might have arrived in India before they arrived in Europe.

Parsis: Two other religions that arrived in India because of religious persecutions in their countries were Zoroastrianism and Bahaism. Both of them arrived from Iran. The followers of this religion are called Parsis because they arrived from Persia (Iran). The followers of this religion were exiled from Iran in the 7th century AD.

5.   Caste or Varna:

In the Indian Caste System, the people are differentiated through class, religion, region, tribe, gender and language, where person"s social status is bounded to which caste they were born into. The type of one"s actions, the quality of ego, the color of knowledge, the texture of one"s understanding, the temper of fortitude and the brilliance of one"s happiness defines one"s Varna.

Its history is massively related to one of the prominent religions in India, Hinduism, and has been altered in many ways during the Buddhist revolution and under British rule.

Origin of Caste:

The origin of the Indian caste system has many theories behind it. Some of them are religious, while others are biological.

☐   **Religious Theory**: The religious theories explain that according to the Rig Veda the ancient man Purush, who destroyed himself to create a human society and the different parts of his body created the four different varnas.

☐ **Biological Theory**: The biological theory claims that all existing things come into three categories of qualities. Varna means different shades of texture or color and represents mental temper.

Historical Development of Caste:

☐ **First Stage- Aryan**: Historically, it is believed that the caste system began with the arrival of the Aryans in India around 1500 BC. The Aryans came from Southern Europe and Northern Asia with fair skin that contrasted with the original natives in India, the Dravidians. Unfortunately, the Aryans completely ignored the local cultures and pushed towards Southern side jungles and mountains. The Aryans possessed a particular principle of social ordering called Varna.

☐ **Second Stage- Buddhism**: Gautama Buddha, who was born in the warrior caste, was a severe critic of the caste system initiated the Buddhism around 6th century and many individuals of the lower castes who were getting fed up of suppression turned to Buddhism. Buddhism concentrates not on the society, but on the individual, thus separating religion from the interests of the ruling and dominance.

☐ **Third Stage- British**: The flexibility of the caste system was affected by the arrival of the British. The British brought with them their own traditional form of government and as Christians; they did not have much sympathy for the Hindu Institutions. During the initial period of the British East India Company, caste was encouraged, but the British law courts began to disagree with the discrimination against the lower castes.

6.   Characteristics of Caste:

1.   **Marriage**: Every member of a caste or sub-caste is required to marry within their own caste. Any violation of this results in excommunication from one‟s family and caste.

2.   **Occupation**: When it comes to occupation, every caste is associated with a particular one to which its members are required to follow.

3.   **Food**: Every caste imposes restrictions on its members with regards to diet and has its own laws which govern the food habit of the members.

4.   **Communication**: The social interactions between castes are strictly restricted, when it comes to the mixing of a superior caste with an inferior caste.

5.   **Purity**: The belief of purity and pollution was believed, where the higher castes were more pure and less polluted, while the lower castes were regarded as less pure and more polluted.

6.   **Hierarchy**: Birth in a particular caste confines a person's position and restricts one individual's mobility up or down the hierarchy.

7.   **Anti-Caste Movement**:

There were many movements and governmental actions that took place during pre and post-Independence in order to overcome and attempt to eliminate the inequalities and injustices associated with the caste system.

Harijans: During the national movement, Gandhi began using the term „Harijans" (God's people) to refer to the untouchables in order to encourage a shift towards positive attitude for the lower castes. But the anti-caste movement leaders started focusing on distancing themselves from Hinduism and began to advocate for a separate electorate. But Gandhi, who was one of the leaders of the Indian National Congress, tried to instead encourage the incorporation of Untouchables as part of reformed Hinduism.

Dalits: During 1910s, many leaders of castes considered untouchable started calling themselves as „Dalits". One of the prominent Dalit movements during 1920s and 1930s was initiated under B.R. Ambedkar. He campaigned for greater rights for Dalits in British India and even after independence. Both Gandhi and Ambedkar were advocates for the abolishment of the caste system, but they disagreed on the means to go about it. During the 1970s, the Dalit Panthers movement was emerged among the younger generation of Dalits along with other social movements in India.

Dalits in Modern India: Relationships between castes have become more relaxed today. One of the biggest changes that took place was occupational search among men and women. Many have now taken up newer occupations that do not relate to their caste, such as government jobs, teaching, retail and services. Wealth and power in the village is now less associated with caste than before. Although discrimination on the basis of caste has been outlawed in India, caste has become a means for competing for access to resources and power in modern India.

8.   **Tribal society**:

A tribe is a group of people in a primitive or barbarous stage of development acknowledging the authority of a chief and usually

having a common ancestor. The other theory says, tribe is a group of bands occupying a bordering territory or territories and having a feeling of unity deriving from numerous similarities in a culture, frequent contacts and a convinced community of interests.

Characteristics of Tribes:

For any community to be a tribe, it should acquire few characteristics and a very high level of acculturation with outside.

☐ A tribe should have smallest amount of practical interdependence within the
☐ community. It should be economically backward.
☐ There should be a comparative geographical separation of its people. They should
☐ have a common language.
☐ Tribes should be politically structured and community panchayat should be powerful.
☐ A tribe should have traditional laws.
☐ Lack of distinction between form and material of religion

Geographical location of Tribes:

Tribes in India originate from five language families, that is, the Andamanese, AustroAsiatic, Dravidian and Tibeto and Burman. The Tribes in India mainly live in the five territories, they are;

1. **The Himalayan**: Assam, Meghalaya, Arunachal Pradesh, Nagaland, Manipur, Mizoram, Tripura, hills of Uttar Pradesh and Himachal Pradesh.

2. **Central India**: Bihar, West Bengal, Orissa and Madhya Pradesh (55% of the total tribal population of India lives in this belt).

3. **Western India**: Rajasthan, Maharashtra, Gujarat, Goa, Dadra and Nagar Haveli.

4. **The Dravidian region**: Karnataka, Andhra Pradesh, Kerala and Tamil Nadu.

5. **Andaman region**: Andaman, Nicobar and Lakshadweep islands

Problems of Tribes:

Tribal society faces problem in the context of Indian society, they are:

1.   First of all the problem of discriminating among related and overlapping modes of tribal organization.

2.   There is also problem of drawing clear lines of separation between tribal and non-tribal society.

3.   The unique condition of the tribe in India has been its isolation mainly in the interior hills and forests but also in the frontier areas.

4.   Tribes are not always easy to distinguish from castes particularly at the margins where the two modes of organization meet by the expansion of state and civilization.

5.   Their isolation whether self-imposed or imposed by others blocked the growth of their material culture.

9.   Status of Women in India:

The status of women in India are discussed in many ways, they are;

☐ Women were considered inferior to men in practical life. But in scriptures they were given high position.

☐ Women were prohibited to take part in domestic as well as in external matter. They were under the influence of their parents before marriage and their husbands after marriage.☐
The position became worse with the custom of Sati and Purdah system during the Moghul rule.

☐ The situation began to change when Mahatma Gandhi openly invited the help from women and many women came forward for freedom movement.

☐ Indira Gandhi became the Prime Minister of India and became a very famous woman in the world, which developed the status of women in India.

☐ They excelled in almost all fields such as sports, politics, administration, science and arts. The Government of India has taken all efforts to abolish the difference between men and women.

☐ According to the Constitution of India, men and women are equal before law and laying special emphasis on the education of girls.

☐ In spite of it, many women are suffering mental and physical tortures in their inlaw's houses.

☐ There are several reasons why girls not allowed to study.

☐ Women do the majority of the manual labor that uses a lot of energy compared to the men who do mostly machine operating.

Unit 1- Question Bank

Part A

S.No	ANSWER ALL THE QUESTIONS	CO(L)
1	Explain ethnic and social culture	**1(2)**
2	List out the types of culture with examples	**1(1)**
3	What is culture and communication with examples	**1(1)**
4	Explain caste and its origin in India	**1(1)**
5	List out the characteristics of caste	**1(4)**
6	Explain tribal and its characteristics	**1(2)**
7	Summarize the statues of women in India	**1(2)**

Part B

S.No	ANSWER ALL THE QUESTIONS	CO(L)
1	Illustrate the detailed report on culture and its role in the society	**1(2)**
2	Elaborate the growth and development of religion in global and India	**1(6)**
3	Discuss the origin and characteristics of caste in India.	**1(6)**
4	Illustrate the characteristics and problems of tribes in India	**1(2)**
5	Examine a detailed note on the anti-caste movement in India.	**1(4)**
6	List out the statues of women in India.	**1(4)**

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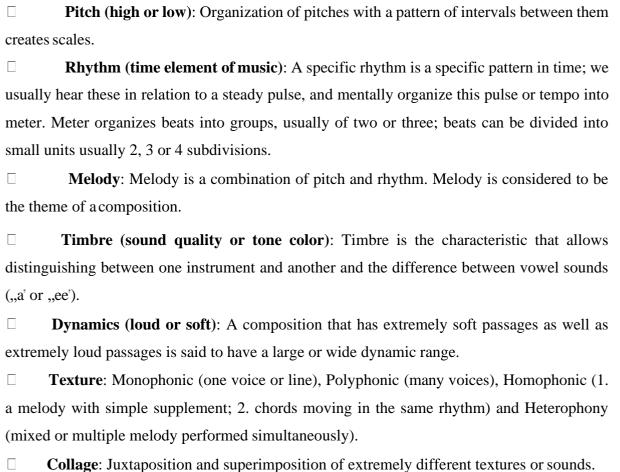
DEPARTMENT OF VISUAL COMMUNICATION

UNIT – II– Media Culture and Entertainment– SVCA5201

UNIT II

1. Music:

Music does not have any concrete meaning. Music has different meanings for different people. Music is the art of arranging tones in an orderly sequence to produce a unified and continuous composition. Music is a means of relaxation for some, while others simply enjoy listening to the sounds, melodies and rhythms that music brings to their ears, minds and hearts

Elements of Music:

☐ **Pitch (high or low)**: Organization of pitches with a pattern of intervals between them creates scales.

☐ **Rhythm (time element of music)**: A specific rhythm is a specific pattern in time; we usually hear these in relation to a steady pulse, and mentally organize this pulse or tempo into meter. Meter organizes beats into groups, usually of two or three; beats can be divided into small units usually 2, 3 or 4 subdivisions.

☐ **Melody**: Melody is a combination of pitch and rhythm. Melody is considered to be the theme of a composition.

☐ **Timbre (sound quality or tone color)**: Timbre is the characteristic that allows distinguishing between one instrument and another and the difference between vowel sounds („a‟ or „ee‟).

☐ **Dynamics (loud or soft)**: A composition that has extremely soft passages as well as extremely loud passages is said to have a large or wide dynamic range.

☐ **Texture**: Monophonic (one voice or line), Polyphonic (many voices), Homophonic (1. a melody with simple supplement; 2. chords moving in the same rhythm) and Heterophony (mixed or multiple melody performed simultaneously).

☐ **Collage**: Juxtaposition and superimposition of extremely different textures or sounds.

2. Types of Musical Instruments:

There are three main kinds of musical instruments; they are String, Wind and Percussion instruments.

1. **String Instruments**: String instruments have strings stretched over a box or board. The violin, guitar and banjo are examples of string instruments. Sound is made by plucking the strings. The pitch of these instruments depends on the length, thickness and tightness of the strings, the longer the string, the fewer the vibrations and the lower the pitch. Tight and thin

strings make sounds with high tones and same time the loose and thick strings make lower tones. But the piano is a percussion instrument because its strings are struck.

2.   **Wind Instruments**: Wind instruments have small openings or holes in a tube or pipe, through where the air is blown to produce sound or music. The trumpet and flute are some of Wind instruments, where the stream of air in the instrument vibrates. In some wind instruments a reed is used. The reed vibrates back and forth across the air column. The pitch that is produced depends upon the length of the air column and how fast it is vibrating. A long air column produces low- pitched sounds and a short column produces high-pitched sounds. In the human voice, speaking and singing sounds are produced by air columns made to vibrate by the vibrating vocal cords.

3.   **Percussion Instruments**: Percussion instruments are made by stretching a material tightly across a hallow box or tube and if hit it, it will vibrate. The drums, tambourines, cymbals, bells and gongs are some of the Percussion instruments. When we hit cymbals or gongs and ring bells, they also vibrate and make sounds.

3.   Introduction to Indian Music:

Twenty centuries ago, the essential role of Indian music was deemed to be purely ritualistic. Music as entertainment is supposed to have evolved much later. Another part of Indian music is folk music. Indian classical music is said to have evolved out of the mixture of these music.

It is recognized that folk music existed long before the Aryans came to India, the Dravidians having their own. The art of music practiced in India has a special significance, as it has developed from the ritualistic music in association with folk music and other musical expressions of neighboring nations, developing into its own characteristic art.

Origin of Indian Music:

The origin of Indian music is said to be rooted in the Vedas. It is said that God himself is musical sound, the sound which pass through the whole universe (that is Nadabrahma). The origin of Indian music is therefore considered divine. Brahma is said to be the author of the four Vedas, of which the „Sama Veda' was sung in definite musical patterns.

According to the Indian mythology, the laws of music were exposed to Narada, the first sage. It is being believed that Tumburu was the first singer, who was blessed and taught by Saraswati, the Goddess of music. Between 200 BC and 200 AD, Saint Bharata created

Natyashastra or the rules for theatre, which also focused on music that included descriptions of various classes of instruments.

The Indian Music has a long history from some of 3000 BC, since the Indus valley civilizations. Indian music is based on rhythms and melodies but more importantly it is more concerned with vibrant colors of the rich musical heritage and a wide range of colorful emotions and expressions. The period during 300 AD to 600 AD which is the Gupta Period was marked by the masterpieces created by Kalidasa, a lyrical poet and a writer of great epics and plays. The period of 600 AD to 1200 AD, was mainly of emergence of the regional music, classical Hinudstani music and which was also later influenced by Islamic music. History of Indian music during the 800 BC was called the Bhakti revolution, belonged to the saint poets like Tulsidas and Kabir.

4.   **Types of Indian Music**:

The music of India is said to be one of the oldest unbroken musical tradition of the world. Many great legends have dedicated their life in growth and development of Indian music, which is divided into three main categories, they are;

Indian Classical Music:

Indian classical music is one of the most complex and complete music system ever developed. Classical music is bound by certain laws and restrictions having a definite standard and scale. In classical music, emotions are expressed through a particular raga, though the lyric or composition has its own importance. The Indian Classical music is broadly divided into two main streams, the North Indian classic and South Indian classic.

☐   **Hindustani Music**: Hindustani music is the music of North India, involving both Hindu and Muslim musicians.

☐   **Carnatic Music**: Carnatic music is the music of South India, different in many of its terms and formal demands, although similar in overall outline.

Folk music:

In the folk music, the musical notes have less value and the poetic content has greater impact and rhythm plays a very important role. Songs and lyrics of folk music portray the common

life of the villagers and depending on the region it belongs to. The Indian Folk music consist the music according to the state and regions, they are;

- **Bhangra Music**: It is a lively form of folk music and originated from the land of Punjab. It is performed with dhol drum, flute, dholak drum and other musical instrument.

- **Dandiya Music**: It is a type of music generally performed in the state of Gujarat. The present musical style is derived from the traditional musical accompaniment to the folk dance.

- **Haryanavi Music**: The tradition of music in Haryana goes back to the Vedic times and it is the only state in India to have towns and villages named after different ragas.

- **Qwallis Music**: It is also linked to the Sufi tradition and performed with one or two lead singers with several musical instruments like harmonium, tabla, dholak and etc.

- **Gazal Music**: It is a type of music with a short poem with a series of couplets. Each couplet is an independent poem.

- **Rabindra Sangeet**: It refers a complete range of songs written by Rabindranath Tagore. The national anthem of India is the example of Rabindra Sangeets.

- **Rajasthani Music**: The essence of Rajasthani music is derived from the creative symphony of string, percussion and wind instruments accompanied by melodious renditions of folk singers.

Modern Music:

The modern music refers to the Indian pop music, often known as Indi-pop, which is based on the combination of Indian folk, classical music and modern beats from different parts of the world.

Music in Film:

Music has been a part of Indian cinema since the first audio movie „Alam Ara' in 1930, which included seven songs. The movie „Indra Sabha' in 1932 included 69 songs and today Indian movies include between six to ten songs. The Indian movies are not just about the story, the directing and the acting, where music also plays a key role in its success.

Music composers in the Indian movie industry are as important like directors and producers. The songs from movies have been influencing the music business and pop culture for more than decades. The interesting fact about the songs in Indian movies is that they are played as

a background sound, rather than part of the dialogue. They are sung by professionals and lip-synced by the actors.

Since the lyrics and choreography are carefully synchronized, the viewers are left with the impression that the song is a part of the act, as it would be in a traditional theatre musical.

5.   Growth of Indian Film Music:

Initially the film songs were recorded and released in the gramophone record. Since only the selective groups of Indians are capable of buying the record plates, the film songs were not much popular among most of the Indians. To meet the competitive popularity of Radio Ceylon, the All India Radio (AIR) started Vividh Bharati in 1957 with popular music, skits, short plays and interactive programmes.

With this the Radios started playing the film songs and the popularity of film songs reached all four coroners of India. With this, leading gramophone companies started releasing the record plates along with the printed song books that includes lyrics and details of the singers of particular song, which made the people to listen to the songs in the Radio and memorized the songs with the help of printed song books.

With the advent of technological developments, the gramophone record plates were replaced by the Audio Cassettes technology in the 1980"s. This single technology become very successful among the Indians as the cassettes were easy to access and can be carried where ever we want. The Indian households went for a tape recorder rather than a transistor or radios.

Doordarshan made changes by introducing film songs in   the   name   "Chitrahaar" and "Rangoli". This single move made film songs more popular among the Indians and helped for the success of the movies.Since technology is improving each day the audiocassettes have been largely replaced by „Compact Disks" (CD), which is very compact, more easier than cassettes in terms of access and rate. Unlike audio cassettes, CDs can be easily copied to any numbers of CDs and very rich in clarity and quality when compared to Cassettes.

6.   Indian Music Industry:

Indian Music Industry was established on 28th Feb 1936 and is the Second oldest music company"s associations in the world engaged in defending, preserving and developing the music and actively promoting by encouraging advancement of creativity and culture through sound recordings. In the entertainment world,

Mumbai and Chennai are the profit places for Indian Film music. Indian film music industry pays a large part of the costs for the song cassettes of certain films even before their release. It is only possible because of the love that the Indian people have on film music. Before a film is released its music is released so that the audience is familiar with its music.

From business point of view the audio cassette is just a medium to express the musical discoveries. From the cultural perspective the cassette is much more which has created unique change on musical landscapes. Today the music industry of Bollywood and that of the South receives full support from radio and television channels. These two Medias are very effective and economical for promoting films and help to do business of 10 to 20 million cassettes sales of single commercial film music.

One of the biggest examples was the Hindi films, „Hum Aapke Hain Kaun' and „Dilwale Dulhaniya Le Jayenge' in 1994, was the biggest box office success. This success was achieved with its songs and dances that had attracted the audience to the theatres and broke all records in Bollywood. Indian Music Industry has a rich musical tradition and is capable of generating sizeable revenue for the country in every genre of the music industry. There are log of loopholes in the industry due to

the unabated growth of piracy. Raids spanning the length and breadth of the country, the Indian music industry have lost of over Rs. 1800 crores in the past three years. Indian Music Industry is now working with newer strategies and better infrastructure to reach and strike at the very roots of piracy in India.

7.   Leading Music Companies:

The major music companies in the Indian Music Industry that produces both film and non-film music categories are;

□   **T-series**: Super Cassettes Industries Limited (SCIL) is a music company of India owns the music label T-Series was established by Gulshan Kumar. Apart from Super cassettes, T-Series also entered into film production and distribution field and into consumer electronics

goods and audio-video systems also under the T-Series brand.

☐ **Polygram**: In 1962, Philips Phonografische Industrie (PPI) and Deutsche Grammophon Gesellschaft (DGG) formed the Grammophon-Philips Group (GPG), which formally merged to form PolyGram in 1972. In 1982, PolyGram purchased 20th Century Fox Records from 20th Century Fox. Around the same time, PolyGram and Seagram merged to create Universal Music Group.

☐ **HMV**: His Master's Voice (HMV) Company was first introduced in India in 1902 at Calcutta to record voices. It record started flooding the Indian market from 1903 and did brisk business.

☐ **Tips**: The Company was established as a partnership firm in the name of Tips Cassettes & Record Co. and was converted into a Private Limited Company on 8th May, 1996. The Main Object of the Company is to carry on the business as manufacturers, sellers, distributors, dealers, buyers, importers, exporters of audio and video cassettes, records, compact discs, laser discs etc.

☐ **Sony Music**: It was in 1946 that Masaru Ibuka and Akio Morita together with a small team of passionate and committed group of employees started the „Tokyo Tsushin Kenkyujo" (Totsuko) or „Tokyo Telecommunications Research Institute" to design and create innovative products like first magnetic recorder.In 1958, the company formally adopted

„Sony Corporation" as its corporate name. In 1991, Sony Corporation purchased the Sony Columbia Recording Corporation and changed the name as

Sony Music Entertainment (SME).

☐ **Universal**: It is attached to Universal Pictures, a film studio. The present company was formed when the Seagram Company purchased PolyGram and merged to appear as Universal Music Group in 1998.

Question Bank Unit II

PART A

S.No	ANSWER ALL THE QUESTIONS	CO(L)
1	Explain music and its elements with examples.	**2(2)**
2	List out different types of musical instruments	**2(1)**
3	Identify the origin of Indian music	**2(3)**
4	Outline on the music in Indian film	**2(2)**
5	List out the types of Indian classic music with examples	**2(2)**
6	Explain the growth of Indian music industry	**2(2)**

Part B

S.No	ANSWER ALL THE QUESTIONS	CO(L)
1	List out the elements and types of music with examples	**2(1)**
2	Elaborate the historical development of Indian Music	**2(6)**
3	Examine the importance of music in Indian films	**2(4)**
4	Summarize a detailed report on leading music companies	**2(2)**
5	Discuss the growth of Indian music industry?	**2(6)**

UNIT – III– Media Culture and Entertainment– SVCA5201

UNIT III

Theatre:

Theatre is a building or outdoor area, where the plays and other dramatic actions are performed. The term Theatre is defined as a performing art, graphic art, literary art and popular art as entertainment for a mass audience.

Theatre can be in any elaborate structure, size, decoration and functionality. But the only requirement of a theatre is how much empty space is provided for the place to act and place to sit and watch. Theatre is a live event that puts performances and audiences in immediate effect.

Indian Theatre:

Indian Theatre started as narrative form with story, singing and dancing, which became integral elements of the theatre. The theatre in India includes all form of literature and fine arts into physical presentation like literature, mime, music, dance, movement, painting, sculpture and architecture together is called „Natya' or Theatre.
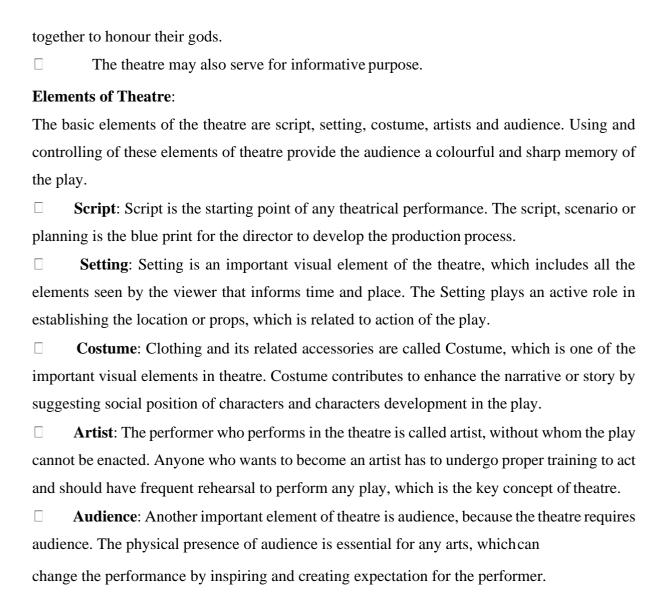
Origin of Indian Theatre:

India has a longest and richest tradition in theatre going back to at least 5000 years. According to the Indian myth, the very first play was performed on heaven by gods to celebrate their victory over demons. According to the Hindu concept, two types of plays are performed in the earlier days. They are „Lokadhrmi" (realistic), which involves the reproduction of human behavior on the stage and „Natyadharmi" (conventional), which involves in use of stylish gestures and symbolism considered as more artistic than realistic.

- **Cave Painting**: The historical evidence of theatre was traced from the pre-historic period. The stone tools and its usage don"t tell much about the possibilities of the theatre activities. But the cave paintings that left behind suggest us the glance of aesthetic sense that includes naturalist and non-naturalistic styles.

- **Vedic Period**: The urban Indus valley civilization that stretched along the length of the Indus River tell us nothing specific about the theatres, but clearly indicate the imaginative representation of Indus people who fashioned them like the „Dancing Girl" statue with bronze. Aryans entered during 1500 BC drove the native people from Indus valley and introduced the four Vedas, the „Rig", „Sama", „Yajur" and „Atharva", which is the collection of poet, music and performance emerged the theatre system in India.

- **Post Vedic Period**: In the post Vedic period, there were two epics embedded in India are

„Ramayan‟ and „Mahabharat‟, which exclusively provide stories for classical and traditional Indian theatres for nearly 2000 years.

☐ **Kālidāsa Era**: Kalidas is one of the most popular legends of India whose history is not clearly known, but there are several other stories about kalida's life, which lack authenticity. It appears that Kalidas was at the court of emperor Vikramaditya. His works found an excellent combination of art-consciousness, unmatched word power and an unparalleled capacity for dramatic portrayals. Kalidas wrote seven works, they are;

0 **Kumarasambhavan**: One of Kalidas‟s greatest works is „Kumarasambhava‟, describes the marriage of Lord Shiva and his wife Parvati and the birth of Kartikeya.

0 **Raghuvamsha**: Kalidas‟s second epic is „Raghuvamsha‟. The epic describes the history of the kings Dileepa, Raghu, Aja, Dasharatha, Sri Rama, Lava and Kusha, praises the fine qualities of the kings of Raghu dynasty.

0 **Malavikagnimitra**: „Malavikagnimitra‟ is Kalidas‟s first play about the love-story of Agnimitra and Malavika.

0 **Vikramorvasiyam**: Kalidas‟s second play „Vikramor- vashiya‟ is about the loves and tribulations of king Pururava and the heavenly damsel „Urvashi‟.

0 **Abhijnana Shakuntala**: „Abhijnana Shakuntala‟ is Kalidas‟s greatest creation of Shakuntala. This literary masterpiece has been translated into several languages around the world.

0 **Meghaduta**: „Meghaduta‟ is a beautiful love- lyric of a Yaksha trying to sends message to his lover through a Megha (cloud).

0 **Ritusamhara**: „Ritusamhara‟ is a small-scale poetical creation that portray the six seasons by narrating the experiences of two lovers in each of the seasons with romantic sight.

Characteristics of Theatre:

☐ All theatres depend upon a general contract by all participants, author, actors and audience to accept the operation of theatre.

☐ The viewers of theatre must know the rules of the theatre before making the judgment of the play that may be principles of writing, acting, or audience expectation.

☐ Theatre in some form is found in almost every society, primitive and civilized, and has served a wide variety of functions in the community.

☐ The texts of theatre indicate the different functions they served at different times.

☐ Some theatres grip the whole community in a specifically religious celebration came

together to honour their gods.

☐ The theatre may also serve for informative purpose.

Elements of Theatre:

The basic elements of the theatre are script, setting, costume, artists and audience. Using and controlling of these elements of theatre provide the audience a colourful and sharp memory of the play.

☐ **Script**: Script is the starting point of any theatrical performance. The script, scenario or planning is the blue print for the director to develop the production process.

☐ **Setting**: Setting is an important visual element of the theatre, which includes all the elements seen by the viewer that informs time and place. The Setting plays an active role in establishing the location or props, which is related to action of the play.

☐ **Costume**: Clothing and its related accessories are called Costume, which is one of the important visual elements in theatre. Costume contributes to enhance the narrative or story by suggesting social position of characters and characters development in the play.

☐ **Artist**: The performer who performs in the theatre is called artist, without whom the play cannot be enacted. Anyone who wants to become an artist has to undergo proper training to act and should have frequent rehearsal to perform any play, which is the key concept of theatre.

☐ **Audience**: Another important element of theatre is audience, because the theatre requires audience. The physical presence of audience is essential for any arts, which can

change the performance by inspiring and creating expectation for the performer.

Types of Indian Theatre:

Basically, Indian theatres can be divided into three unique categories called as Classic theatre, Traditional theatre and the Modern theatre.

Indian Classic Theatres:

The Natyasastra deals with acting, dance, music, dramatic construction, architecture, costuming, make-up, props, the organization, the audience, competitions and mythological account. The different form of Indian Classic theatres are:

• **Bharatnatyam**: Bharata Natyam reflects the culture of India at its best. The performer is usually a vocalist accompanied by a minimum of two musicians and usually four for a full-scale concert. Linear geometrical patterns, a perfect balance of the body, expression, accuracy of footwork and mathematical rhythms are the hallmarks of this dance.

- **Kathakali**: The word Kathakali literally means „Story Play". Kathakali has a long tradition, which date back to the 17th century is known for its large, elaborate makeup and costumes. The actors rely very heavily on hand gesture and elaborate costumes to convey the story.

☐ **Kathak**: The word Kathak is derived from „katha", meaning „the art of storytelling". Using graceful, exciting and life like dance movements; gestures and expressions the dancers told great stories from epics. When Mughals arrived in India, Kathak was influenced by Persian dancers and changed significantly in terms of content and presentation.

☐ **Manipuri**: Manipuri dance is originated from the North Eastern state of Manipur and derives its name from its native state. The dances are influenced by the religious movement of Vaishnavism and the performance of beautiful Rasalila.

☐ **Odissi**: Odissi is the traditional style of dance which originated in the temples of the state of Orissa in Eastern India, where it was performed by the Devadasis. It is one of the oldest surviving forms of dance, with portrayal of Odissi dancing dating back as far as the 1st century BC found depicted in bas-relief in the hills of Udaygiri.

☐ **Kuchipudi**: Kuchipudi is one of unique form of art which is the tasteful blend of grace and strength, elevation and sensuality, of control and abandon. Kuchipudi was born in a remote village in Andhra Pradesh, from which it derived its name. The Dancer not only merely dances but also acts with gestures as well as words.

Indian Traditional Theatres:

Traditional theatre is also referred as Folk theatres. Since India consists of different ethnic groups, each group developed their own kind of traditional folk theatres using the regional language for communication. As there are different religious festivals, gatherings, ritual offerings, prayers and other celebrations in the different regions of India, these theaters are known by different names in different states of Indian. Some of the popular traditional theatre forms in India are;

☐ **Ankia Nat (Assam)**: The Krishna drama that originated with the rise of „Vaishnavite" movement in the 16th century in

Assam is known as Ankia Nat. The masks wore by the characters plays an important role in giving special facial expressions to the various characters.

☐ **Bhand Pather (Kashmir)**: The unique combination of dance, music and acting in which stories commemorating the lives of reshis (Islamic sages or rishis) or more contemporary

real or fictional figures are enacted.

☐ **Bhavai (Gujarat)**: Initially, the Bhavai was performed as a religious ritual to honour the Goddess Amba, later emerged as a form of entertainment. Bhavai is specially known for its social plays, which are full of humour.

☐ **Burra Katha (Andhra Pradesh)**: The name derived from the percussion instrument „Burra", used in the narrative, which was developed to create social awareness by conveying contemporary messages.

☐ **Dashavatar (Konkan regions)**: The performer portrays the ten incarnations of Lord Vishnu, the god of preservation and creativity. Interesting characteristics in these dramas are the stylized make-up and masks wore by the performers.

☐ **Jatra (Bengal)**: The origin of jatra is basically a musical theatre form, traditionally dedicated to the rise of Sri Chaitanya's Bhakti movement. Jatra originated in Bengal as a ritual theatre devoted mainly on themes relating to the life of Lord Krishna.

☐ **Krishnattam (Kerala)**: Krishnattam is a cycle of eight plays performed for eight consecutive days. The episodes are based on the theme of Lord Krishna's birth, childhood mischief and victory of good over evil.

☐ **Kuruvanji (Tamilnadu)**: Kuruvanji forms a part of characteristic Tamil literature in poetry and song the basic theme revolves around a heroine who is a Goddess, a princess or a woman of a good family who is in love with a God, a good king or an honest nobleman.

☐ **Maach (Madhya Pradesh)**: The themes are usually based on mythological events or romantic folk tales. In this theatre form songs are given importance in between the dialogues.

☐ **Nautanki (Uttar Pradesh)**: Storylines of the traditional Nautank is range from mythological and folk stories of contemporary heroes.

☐ **Raasleela (Uttar Pradesh)**: This theatre is mainly performed in the regions of Mathura and Vrindavan in Uttar Pradesh, especially during the festivals of Krishna Janmashtami and Holi.

☐ **Tamaasha (Maharashtra)**: This theatre is performed by the local or travelling theatre groups. Unlike other theatre, the female actress performs as chief promoter role in the Tamaasha with the dance movements.

☐ **Therukoothu (Tamilnadu)**: Literally means „street play". More than entertainment, therukoothu educates the rural people about religion and their history.

Yakshaganga (Andhra Pradesh): Yakshaganga is a mixture of dance and drama, which depends on „Gana", music. The Yakshagana plays were largely expressive in style and

initially, only one artist dance and sing the whole story.

Indian Modern Theatres:

The modern theatre in India mainly includes of English, Hindi and mixing of both. English theatre was brought to India during the British rule and was watched mostly by art experts of the rich and upper class. However, this has been changed after independence with many Indians entered into the field and slowly theatre became open for common people too.

The modern period and its drama were shaped by world- changing forces, such as industrial-technological revolution, democratic revolutions and an intellectual revolution.

Drama:

Drama is a unique tool used to explore and express human feeling. Drama is an important form of human activities and basic behaviour in all cultures. „Drama‟ is an ancient Greek word meaning „action‟ that is performed at theatre in front of audience. The ancient Greek philosopher Aristotle used this term in a very powerful discourse called the Poetics, in which he classified the poetry according to its features.

He used the word „drama‟ to describe the poetry that was acted in front of audiences in a „theatron‟, the place or the building where the drama is enacted. Aristotle identified two different types of drama the „comedy‟ that made the audience to laugh and „tragedy‟ that made the audience to feel mercy or fear.

Different forms of Drama:

The different forms of drama are;

☐ **Tragedy**: In general, tragedy involves the ruin of the leading characters.

☐ **Comedy**: It is lighter drama in which the leading characters overcome the difficulties.

☐ **Problem Play**: Drama of social criticism discusses social, economic or political problems by means of a play.

☐ **Mock**: When comedy involves ridiculous or hilarious complications without regard for human values, it becomes mockery.

☐ **Fantasy**: A play sometimes, but not always, in comic spirit allowing things to happen without regard to reality.

☐ **Melodrama**: Melodrama pays almost no attention to human values, but its object is to give a thrill instead of a laugh.

English Theatre:

During the 1580's a group of men formed a group called „The University Wits", who were interested in writing for the public stage. The man known as the greatest dramatist of all time is William Shakespeare, who involved in all aspects of theatre, more than any other writer of his day. No writer has been more effective and powerful with the use of the language as Shakespeare. Emotions, pride and attitudes are all incorporated into Shakespeare's dramatic situation.

After 1610, changes started to occur in English drama with increase in technical skill, playwrights and built surprising climaxes to the audiences. The years between 1642 and 1660 saw very little theatrical activity in England as the Puritans worked to drive out „corrupt" theatre. A law passed in 1642 suspended the performances for five years and later another law was passed declaring all the actors as rogues, with which many theatres were dismantled.

The return of Charles II to England monarchy restored the British theatre and helped inhale new life for British drama. Richard Wagner was an innovator who introduced theatre with the contemporary trend toward realism, calling for many changes to take place in the theatre world. Britain's theatrical strength continued in the second half of the twentieth century with the talent of its many important playwrights, who have helped make Britain a center of theatrical creativity.

Persian Theatres:

Persian theatre goes back to ancient times between „641 BC to 1000 BC". The first initiation of theater and phenomena of acting can be traced in traditional theaters to glorify national heroes and legends and to humiliate the enemy.

☐ **Naqqāli**: Naqqāli, is one of the oldest forms of the traditional Persian theatre, where the performer narrates the stories in text often accompanied by music, dance and decorative painted scrolls. Both men and women can perform with mixed sex audiences, which is unusual in Iran.

☐ **Ta'zieh**: Ta'zieh, also known as Tazieh and in is a form of traditional, religious Persian theatre in which the drama is conveyed through music, narration, prose and singing. Ta'zieh dates before the Islamic era.

Siah-Bazi: The term Siah-Bazi literally means „playing black", is a type of Iranian folk performing art that features a blackface, which engage in managing to mix witty and political in nature and humorous.

UNIT –III PART A

S.No	ANSWER ALL THE QUESTIONS	CO(L)
1	Explain Indian theatre with examples	**3(2)**
2	Explain the characteristics of theatre	**3(2)**
3	Recall note on the elements of theatres	**3(1)**
4	Explain Indian classical theatre with examples	**3(2)**
5	Extend a note on Indian folk theatre with examples	**3(2)**
6	Explain Indian modern theatre with examples	**3(5)**

Part B

S.No	ANSWER ALL THE QUESTIONS	CO(L)
1	Find the origin of Indian theatre.	**3(1)**
2	Elaborate the characteristics and elements of theatres	**3(6)**
3	Discuss the types of Indian theatres with necessary examples.	**3(6)**
4	Explain a detailed note on characteristics and form of drama	**3(5)**
5	Distinguish between theatre and drama with examples	**3(3)**
6	List out the work of Kalidas to Indian theatre	**3(4)**

SCHOOL OF SCIENCE AND HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

**UNIT – IV– Media Culture and Entertainment–
SVCA5201**

Newspaper Industry:

A newspaper is a periodical publication containing news regarding current events, informative articles, diverse features, editorials and advertising. Newspaper is a weekly or daily publication consisting of folded sheets and containing articles on the news, features and reviews.

History of Press:

The history of press is closely linked to the development of the printing press and the growth of communications.

Art of Printing: The Chinese were credit with pioneer in inventing moveable type and manufacture of paper. The art of printing from negative reliefs was known in China around 594 AD and were the pioneers by printing the first book „Hiraka Sutra" on May 11, 868 AD by Wang Chick. The movable type with China Clay types was first used in china by Pi-Sheng in 1301. Later wooden types were introduced by Wang Chang in 1314 and metal types by the Korean king General Yi in 1392.
Even though several persons were mentioned as founders of printing press, the actual credit goes to Johann Gutenberg, with his famous printing book „Holy Bible" in 1490.

Newsletter: The international quality of the modem newspaper was started in Europe during the middle of sixteenth century. Initially, the „newsletters" of trading houses are handwritten. Though regularity of production was still to be achieved, the newsletters were replaced with pamphlet and the news-book. By the middle of the seventeenth century, the weekly publication had established and in 1702 the first daily was started in England. Both in England and America, the Press made itself as a powerful force.

Edicts: Asoka the great, the Indian emperor had devised his own means of communication. He used to publish the imperial edicts on rocks and stone pillars. The news of the day or the moral codes was published in small pictures drawn on the walls of temple in ink or colour which could be removed easily.

Navis: The establishment of the Moghul Empire in India leaded a new era in the field of press by organizing communication. Aurangzeb, one of the great Moghul emperors, ruled a vast

territory supplied news to his army from the headquarters. The Moghul emperors had an efficient system of information offices. They maintained a bureau of intelligence in every provincial capital.

o **Vaquia Navis**: The News-writers were appointed to furnish the digest of important events happened at their districts and forward the news to Delhi.

o **Cofia Navis**: The Cofia Navis or the secret news writers been appointed to know what is going on in his kingdom. They are spies frequently meet the king in Delhi.

Based on these reports, important decision and policies were taken by the emperor and the news are circulated through newsletters the public. The content of the newsletters include notices of promotions, visits of the emperor to mosques and other holy places, hunting expenditures, details of the presentations made to king and from the king to people.

Growth of Newspaper Industry in India:

Printing Press: Portuguese were the first Europeans to arrive India in 1498 AD, brought the printing press along with them to India. The Portuguese Jesuits were first to establish printing press in India at Goa. The art of first printing press in India was started on Sep 6th, 1556 at Goa. The first book printed in India was „Doutrina Christa", printed in Tamil in the year 1557 at Goa by St. Francis Xavier for the benefits of children.

Spread of Printing Press: The second printing press in India was established in 1578 at Punikael, a village in the Nelli District, in South India. The next printing press in india was

established in 1674 in Bombay. In 1679, a printing press was started at Ambalkad, a village at Trichur in Malabar, were the first Tamil-Portuguese Dictionary was printed and published. Danish missionaries established their first printing press in South India in 1712 at Tranquebar in the Tanjore district. The Madras city saw the first printing press that was introduced by British in 1761.

Press for Propagating: As the Goa and Madras saw the printing press for the means of propagating the Christian faith in India, the Bengal had the unique privilege of having printing press for political considerations. The subsequent course of Indian history demonstrated that

the Press contributed a great deal to the Indian Renaissance and played a major role in achieving national freedom in India.

The Bengal Gazette: The credit for bringing out the first full-fledged printed newspaper in India starts with James Augustus Hicky. The first issue appeared on January 29, 1780 in Calcutta, bearing the title „The Bengal Gazette", also called „Hicky"s Gazette" because Hicky was the founder, editor, printer and promoter, all rounder of the newspaper. It was a weekly paper consists of two pages with 12" to 8" inches. Hicky was the brain behind the pioneering enterprise of Journalism in India and remembered as the Father of Indian Journalism. Following Hicky, „India Gazette" was second Indian newspaper established in November 1780.

„Madras Courier" was the first newspaper founded in Madras on October 12, 1785. India saw the birth of the press in the eighteenth century, but it was an entirely English Press and Indians were hardly associated with it. The beginning of the nineteenth century saw the birth of the Indian newspapers.

Serampore Missionaries: The Serampore missionaries was founded by Dr. Carey, served not only the propaganda journal but also as a source of information to the people by publishing news collected from many places in Bengal and nearby. The missionaries have established three journals;

o   **Dig Darshan**: The first Bengali language monthly the „Dig Darshan" was started in April 1818. The monthly magazine published historical data, some notices and items of political news but cleverly avoided controversies. It soon became a weekly newspaper changing its name to the „Samachar Darpan".

o   **Samachar Darpan**: The Samachar Darpan, founded in 1819 under the editorship of J.C. Marshman. The objective of starting this paper is to support the views of the administrators for the development of Indians in always. It was the first Bengali weekly newspaper. It became a bi-lingual paper in 1829.

Friend of India: The „Friend of India", a monthly periodical, was started in 1818. The periodical published essays connected to development of India during British rule. Two years later, the periodical became quarterly with different title. Very soon, this periodical was stopped due to financial difficulties.

Raja Ram Mohan Roy: Raja Rammohan Roy, one of the greatest Indian reformers of modern times. He belongs to the galaxy of builders of modern Indian and more appropriately be called the father of Indian language journalism.

o   **Brahminical Magazine**: With the main intention of answering the criticisms made by the Samachar Darpan, Roy started a magazine in the name of Shiva Prasad Sharma. The motto of the magazine specified as „the vindication of the Hindu religion against Christian missionaries.

o   **Mirat- ul-Akhbar**: In 1821, Roy started a weekly in the Persian language called the „Mirat-ul-Akhbar" (the Mirror of news). The editorials written were of deep thinking about fundamental truths and doctrines, which irritated the government and led to the enactment of vernacular press Act of 1823.

o   **Sambad Kaumndi**: Sambad Kaumudi or the moon of intelligence was founded by B.C. Bannerjee in Dec 1821, was later taken over by Roy mostly introduced theological discussions.

Freedom Movement:

Vernacular Press Act: According to the Vernacular Press Act of 1823, every newspaper had to obtain a license from the head of the government under the signature of the chief secretary. This rule applied very rigorously when the officials held that matters tending to bring government into hatred and contempt published in the journals.

Indian National Congress: The Indians began to feel that they should have some more shares in the administration. The credit for starting this great political institution goes to Allan Octavian Hume, an Englishman who served in the Indian Civil service for 33 years. With the help of the editor of the „Statesman", Robert Knight and Edderburn, the Indian National Congress was born in 1885. The birth of the Indian National Congress indicated a new era in the history of Indian Journalism.

Modern Indian Journalism: The demand for freedom changed the tone of writing and the attitude of many English newspapermen and all Indian journalists. Many great newspapers were born during the end of nineteenth century are the „Times of India" from Bombay, the „Pioneer"

from Allahabad, the „Madras Mail" from Madras, the „Statesmen" from Calcutta and the „Hindu" from Madras. The technical advancements during this period favored the growth of modern journalism in India.

Swadeshi Movement: The Swadeshi Movement was launched and there was a country- wide boycott of British goods. There were differences of opinion among the Indian leaders regarding the decision making, which led to two groups, the Liberals (Moderates) and the Nationalists (Extremists). The Indian Press was also divided, one section supporting the British Government and the Liberals and the others supporting the Nationalists.

Dr. Annie Besant: As there was divided opinion among the Indians, a new national group known as the „Home Rule League" was initiated by Dr. Annie Besant and Bal Gangadhar Tilak. As a journalist, she never sacrificed her principles for the sake of boosting circulation, advertising revenue or cheap reputation.

o   **New India**: To advocate their cause and propagate their ideas of the Home Rule

League, Dr. Annie Besant bought the „Madras Standard" and re-christened it as the „New India" and advocate dominion status for India. The „New India" was greatly responsible for setting India on the road to freedom and Annie Besant was appropriately as „the torch bearer of India"s liberty".

o   **Journalism Course**: Dr. Annie Besant the founder of the first Journalism course in India. She founded the National University at Adyar, Madras under the auspices of the Theosophical Society in 1920. The subject of Journalism added to the Arts Faculty and it was a part of the English department. Rabindranath Tagore was the Chancellor of the University. Dr. Annie Besant was the Pro Chancellor and Sir C. P. Ramaswamy Iyer, held the post of the Vice Chancellor. Dr. J.H. Cousins was the head of the department of English and Journalism.

Mahatma Gandhi: Bal Gangadhar Tilak, who was forefront national freedom struggler, died in1920 and there was empty space created to lead the Indian national movement, which was ably and successfully filled by an equally patriotic so of India. Mahatma Gandhi who had returned to India in 1915 after his successful political and social experiment in South Africa took charge of the Indian freedom

movement. Gandhiji was not new to Journalism, even in South Africa; he started a newspaper in the name „Indian Opinion".

o   **Young India**: As soon as his return to India, he acquired the „Young India" English weekly and its Gujarati version the „Navajiran". The „Young India" had a humble start and soon reached high demand. Permission was given to other newspapers to reproduce the matters published in young India for free. Gandhiji"s articles mostly dealt with the Hindu-Muslim unity, the abolition of the drink-evil, the promotion of Khadi and other village industries. The writings of Gandhiji had the power to produce a great effect on the Government and contributed the freedom movement in the country.

o   **Harijan**: It was during the period of the nation"s political crisis that Gandhiji thought of starting English weekly which could be circulated throughout India. He wanted to win the people of India by advocating the principles of truth and non violence, which were the guiding principles in all his Civil Disobedience Movements. With the arrangements made by Birla, the first issue of the Harijan, English weekly was appeared on Feb 11th 1933, which soon became very popular. The response given to the Harijan by the public made Gandhiji to start the edition in various languages. The Harijan stopped from 1940 to 1946, reappeared, and continued to serve the nation under the guidance of Gandhi. The publication stopped after the assassination of Gandhi on Jan 30th, 1948.

Post Indian Independence:

The year 1947 was a year of great fulfillment, a year which witnessed the end of foreign rule and the achievement of freedom in India. The great struggle for national liberty that started in 1857 came to a glorious end on August 15, 1947. In the achievement of freedom, the Press had made a great contribution over more than five decades of the nation"s struggle for liberation.

☐   The character of newspaper ownership changed fast.

☐   The „group" newspapers, „chain" publications and „trust" publications emerged with new control of newspaper readership.

- The Press celebrated August 15, 1947 with bumper special supplementary devoted to articles on various phases of the freedom struggle.

- Newsprint was made available without any restriction.

- There was a record sale of the special editions brought out. Many newspapers were forced to shift their offices due to partition.

- Circulations of newspapers increased and touched record level for many dailies and weeklies.

- Newsprint shortage gave boom for paper industry as new industry in India.

- With the rise in circulation, the advertisement revenue multiplied for many newspapers.

- The high profits enabled the newspaper companies to utilize and expand with modernizing technical equipment.

- Copies of newspapers were sent by air to centers which could be reached more quickly by plane.

- Provision was made for better opportunities for special correspondents at home and abroad.

- The Audit Bureau of Circulation was formed in Bombay in 1948 to guarantee the circulation of each of its member publications.

- The most interesting development of Indian Press was the formation of the Press Trust of India in 1949.

- Articles 19 of the Indian Constitution guarantee the rights and proclaim the freedom of the press in India.

- On Oct 3 1952, the government of India appointed a commission for „making an inquiry into the state of the press in India".

Newspaper during Emergency:

The pending case against Indira Gandhi‟s win in the parliamentary election in 1971 was declared as invalid by the Allahabad High Court on June 12, 1975, since Indira Gandhi was violating the Indian law during the election campaign. The court also granted a stay of the order for 20 days to allow the Congress party to select new leader.

Instead of resigning, Indira Gandhi declared an Emergency on June 26, 1975 on the ground that „a grave emergency exists whereby the security of India is threatened by internal disturbances‟ with provisions under Part XVIII of the Indian Constitution which allow for the imposition of Emergency and suspension of fundamental rights like freedom of speech.

Part of Emergency, hundreds of prominent Opposition politicians and activists were arrested, and electricity cut for major newspaper to prevent them from printing their papers carrying the news of the arrests. The Indira government enacted two laws during emergency, one curbing the right of journalists to report the proceedings in parliament and imposing restrictions on reporting anything against the government. Another is implementation of a law called MISA (Maintenance of Internal Security Act) was used to imprison Opposition leaders and political rebels. She misused Article 356 to dismiss the opposition governments in Gujarat and Tamil Nadu.

Almost for two years, the citizens did not have any knowledge of what was happening beyond their own neighborhood and the families had no information about their members who

disappeared, who later found out to be arrested and often killed by the security forces. The government deployed censor officers to scrutinize the reports and editorials before their publication in newspapers. Those papers which refused to submit to such humiliation were subjected to pressures like disconnection of electricity and withdrawal of government advertisements, and many dissenting journalists were put behind bars. Except The Indian Express, no other newspaper had the courage to challenge the censorship orders, where the Delhi edition carried a blank first editorial and the Financial Express reproduced the Rabindranth Tagore‟s poem "Where the mind is without fear and the head is held high" concluding with the prayer "Into that heaven of freedom, my Father, let my country awake" in large type.

☐   Under the Emergency rules, workers were denied the right to strike and the industrialists were given a free hand to dismiss employees, were about 5,00,000 workers lost work within six

months.

☐ Under the Emergency, Indira Gandhi announced the „twenty-point program" to improve the poor in India. Under this program, she promised to implement land reforms, abolish the practice of bonded labour, fixing minimum wages for agricultural labourers, supply clothes to the poor and increase job opportunities for educated young people.

Meanwhile, pressures were being mounted upon Indira Gandhi by the US and other Western governments to restore democracy. The Western media and international human rights organizations had been highlighting reports about atrocities on the common people, imprisonment of Opposition leaders and the muting of press under Indira Gandhi"s rule. By the beginning of 1977, the record of her Emergency regime had become a matter of global scandal and she lost the figure that she once enjoyed among celebrity in international gatherings. So she had to restore her image in the global community and justify her power in the domestic scene. The only way was to hold of general election and on January 18, 1977, Indira Gandhi announced the general election.

The 19 month emergency finally came to an end on January 23rd 1977 and Indira Gandhi called for fresh elections by releasing all political prisoners. Soon after the emergency ended, the Press Council of India was formed whose main aim was to safeguard the freedom of the press and to maintain and improve the standards of newspapers and news agencies in the country.

Growth of Regional Newspapers:

Although there was a growth of English broadsheets during the eighteenth century, newspapers in regional languages made its way much later during the second half of the nineteenth century.

Indian Language Newspaper: First newspapers in an Indian language were the Samachar Darpan in Bengali, the Samachar Sudha Varshan in Hindi and the Bombay Smachar in Gujarati. Since then, the prominent Indian language newspapers that were grown over the years are Marathi, Malayalam, Kannada, Tamil, Telugu and Urdu.

Indian National Newspaper: The Hindu newspaper which was launched as a competitor of Madras Mail became the first national newspaper of the country. Soon it became the voice of the nation during the establishment period. Since then many newspapers have been introduced out of which newspapers dailies like Times of India, The Telegraph, Hindustan Times, The Statesman, Economic Times, Anadabazar Patrika, The Tribune and etc., become the highest

circulated newspapers of the country. Actually, the Indian language papers have taken over the English press in recent times. The main reason behind this is the marketing strategy followed by the regional papers, the growing literacy rate, the localization of news and etc.

High Circulation: The Indian language newspapers have overtaken the English newspapers in number & circulation.

The highest circulation till the 1990''s was enjoyed by the English newspapers despite the fact that less than 5 percent of the population of India claim English as their mother tongue. English is still the medium of instruction in colleges and many prominent schools. It is also the language of administration, although state governments have introduced legislation in favor of local government.

☐ **Electronic Media**: With the emergence of the television and the internet, it can be argued that newspapers are becoming irrelevant in terms of providing the latest news. However, many newspapers in India and the world to some extent have started providing analysis of the news as well. The coverage of the 2009 General Elections is the proof of that. Most newspapers had their own supplements dedicated to the elections and they scrutinized every detail of the elections in a way the television channels cannot provide.

☐ **Present Status**: There are at least 41,705 newspapers in India and growing every day. The media at the same time became one of the most precious commodities in any democracy and as India celebrates another year of its liberation and the media has a lot to celebrate as well.
Recent Development:

☐ **Technological Development**: Technological breakthrough in printing has brought in unforeseen structural changes in the set up of print media. It has not only helped in better designing and layout and more attractive presentation with improved colour scheme in printing of the papers but also made it realistic and economically possible to print more multi edition copies faster and at lesser cost with better get up and attractive type, thus, enabling the press to cater to more readers stationed at different locations.

☐ **Telecommunication Development**: The developing telecommunication services and transport facilities have also facilitated news reporting even from remote and desperate places, and quick transmission and dissemination of news

resulted in prompt and wider circulation of the newspapers with better news contents. These developments in technology coupled with the growth in the newspaper readers on account of higher literacy level and higher per capita income have led to an enviable growth in the number of newspapers and their circulation.

Electronic Media: India has witnessed a bang in electronic media and online news services. Compared to the print media, electronic media has grown faster in view of advantage of visual impact enjoyed by it. Liberalization, globalization, and competition from the electronic media are impelling the print media to adapt new technologies, with more professional outlook and sensitivity to the market forces.

New Media: Today, the structure of India"s print media maintains a product line which is amazingly diverse array of languages, management set up, topics and news contents. As the new media shapes the newspapers and journalism in India, the journalists need to introspect and choose how they want to contribute to national and human development.

Publication Industry:

Periodicals refer to several different publication types that include newspapers and journals. Each periodical has specific purposes, intended readers and characteristics. Mostly readers are familiar with the characteristics of newspapers and less familiar with other periodicals.

Newspaper:

Newspaper is a publication that is issued daily or weekly that includes local and international news stories, advertisements, announcements, opinions, cartoons and sports news. It is an important method of allowing the public to know everything that is happens in their local area and around the world. Even with the advancements in computer technology, newspapers continue to be an important aspect of everyday life.

Newspaper Formats: There are two major newspaper formats used in the newspaper industry, they are broadsheet and tabloid. Apart from this two, some other formats of newspaper is been used based on its content.

o   **Broadsheets**: Broadsheet refers to the most common newspaper format with 11 to 12 inches wide and 20 or more inches long. Most of the nation"s reputed newspapers like The

Hindu or The Times of India and etc. are broadsheet papers. Broadsheet papers are usually six columns across. Apart from their size, broadsheet papers tend to employ a traditional approach to news that emphasizes in-depth coverage and a serious tone in articles and editorials.

o **Tabloid**: Tabloid refers to a type of newspaper that typically measures 11 X 17 inches and mostly with five columns across and narrower than a broadsheet newspaper. Since the tabloids are smaller, their stories tend to be shorter than those found in broadsheets. Tabloids also tend to be more irreverent and slangy in the writing style than more serious broadsheet.

Newspaper Types:

o **Daily Newspaper**: The newspaper that is published every day in the morning except in some national holidays is called daily newspaper. Every day the daily newspaper reaches the public by early morning by 5 am and comes out with special supplementary on daily basis and a special supplementary on Sundays. There are both national and regional daily in the country, „The Hindu", The Times of India", „The New Indian Express" and etc., are the examples of national daily newspaper and „Dina Thanthi", „Enadu" and etc., are the examples of regional newspaper.

o **Evening Newspaper**: The newspaper that is published every day in the evening except in some national holidays is called evening newspaper. Every day the evening newspaper reaches the public by evening around 4 pm. The examples for evening newspapers in the Chennai are „Malai Malar", „Malai Murasu" and etc.

o **Weekly Newspaper**: the newspaper that is published once in a week is called weekly newspaper. The weekly newspapers are mostly published in the weekends. Mostly the weekly newspapers are considered as local

☐ newspaper as they concentrate only on the local issues in particular areas in the city or a town. The examples for weekly newspapers in Chennai are „Adyar Times", „Mylapore Times" and etc.

Journal: Journals are usually separated into three major groups; they are Popular Magazine, Trade Journal and Academic Journal.

Popular Magazine: Popular Magazine also called as Consumer Magazine is a periodical that usually contains mixed collection of articles on current events, general news, world affairs, personality"s interviews and general interest topics with non-technical vocabulary meant for general reading audience. Magazine appears with eye-catching glitzy cover, glossy paper, attractive colour photos and graphics and lots of advertisements. Magazines are often published on a weekly or fortnightly or on monthly basis act as a vehicle for advertisers to promote and sell their products. The magazines are mostly available in the supermarkets, public libraries and newsagents.

Trade Journal: The Trade Journal is a publication that is targeted to people in a specific trade, business or professional, which provides current report on industry trends, information on new products or companies and practical industry information. The articles in trade journals are generally written by experts in the field or specialized journalists with graphs, charts, tables and photographs relevant to the industry. For people outside the industry the trade journals seems to boring and unconceivable, at the same time for the people in the industry it is used to keep up developments in the industry, connect with employers and network with suppliers.

Academic Journals: Academic journals are publications that contain articles focused on a specific topic or discipline of study. Articles in journals are usually published by academic publishers or by scholars or by professional societies and organizations. The proposed audience is made up of specialists in professions and academic disciplines, teachers, researchers and students learning research in their respective academic fields. Journals are often subscribed to by individual scholars or by college and university libraries. Before acceptance for publications, all the articles in journals are reviewed by academic experts in their respective discipline to judge the accuracy and validity of the content.

Question Bank   Unit IV

PART A

S.No	ANSWER ALL THE QUESTIONS	CO(L)
1	Outline a note on the Bengal Gazette	**4(2)**
2	Explain the contribution of Serampore Missionaries to Indian press.	**4(5)**
3	Explain the impact of press during Indian freedom movement.	**4(2)**
4	List out the contribution of Dr. Annie Besant to Indian press.	**4(2)**
5	List out the format and types of newspapers with examples.	**4(4)**
6	Explain the impact of press during emergency.	**4(4)**

Part B

S.No	ANSWER ALL THE QUESTIONS	CO(L)
1	Recall the growth and development of Indian press.	**4(1)**
2	Discuss the contribution of Indian press for the national freedom movement.	**4(6)**
3	Extend a detailed report on the statues of press during post Indian independence.	**4(2)**
4	Elaborate the statues of Indian press during emergency.	**4(6)**
5	Compile a detailed analysis on press sustaining after the advent of advanced communication mediums.	**4(6)**
6	Discuss the impact of e-newspaper, e-book and e-journals with necessary examples.	**4(6)**

SCHOOL OF SCIENCE AND HUMANITIES

DEPARTMENT OF VISUAL COMMUNICATION

UNIT – V– Media Culture and Entertainment– SVCA5201

Radio Industry:

The radio industry is a generic term for any companies or public service providers who are involved with the broadcast of radio stations or ancillary services. Radio broadcasters can be broken into at least two different groups: Public service broadcasters, funded through public money and Commercial broadcasters, largely funded through the sales of advertising.

Growth of Radio:

The combination of a number of discoveries by technicians and scientists from different countries gave rise to the development of wireless telegraphy that became a broadcasting system, which was one of the main media for mass culture. The shift from one type of technological and social usage to another took place in relation to two developments.

☐ The world war promoted the industrialization of wireless telegraphy.

☐ In the United State, the Radio created a communication environment, where amateurs could operate freely.

Radio broadcasting needed largely during the First World War because of military requirements. After the war radio found its commercial base and given a social form of mass industry. The first Radio stations were setup in Pittsburg, New York and Chicago in the 1920 to broadcast the election news, sporting and opera performance. By mid 1923, the amateurs started 450 stations across the United State run.

Later these stations connected to form the National Broadcasting Company (NBC) in 1926. Public Service Broadcasting were supported by taxes rather than advertising. The British government took the initiative to setup the British Broadcasting Corporation (BBC) as an autonomous public service corporation. The European countries established National Public Service Networks (NPSN), some directly under government control and others as autonomous. Colonial powers like Britain and France opened broadcasting stations in Asia and Africa to propagate their interests in politics and trade.

Radio in India:

Broadcasting was introduced in India by Amateur Radio Clubs at Calcutta, Bombay, Madras and Lahore. Before the launch of the clubs, several experimental broadcasts conducted in Bombay and other cities. The first license granted for transmitting a broadcast was given only

on February 23rd, 1922. The Radio Club of Calcutta was the first amateur Radio club to start functioning in November 1923 and followed by the Madras Presidency Radio Club that was formed on May 16, 1924. Financial difficulties forced the clubs to come together in 1927 to form the Indian Broadcasting Company Ltd (IBC), a private company.

All India Radio (AIR):

The government run broadcasting setup called the Indian State Broadcasting Service (ISBS) under the Department of Industries and Labour. The ISBS turned into All India Radio (AIR) in June 1936 and the first daily news bulletin introduced in 1936. The Second World War necessitated the growth of a National network and an External service and the installation of high power transmitters to expand coverage. The Nazi propaganda transmitted with loud and clear broadcast and it needed to be countered. This established the practice of all news bulletins broadcasted from one central newsroom. During the war period, nearly 27-news bulletins broadcasted each day.

At the time of independence AIR had only six stations located at Delhi, Bombay, Calcutta, Madras, Lucknow and Triruchirapalli and four stations in the princely states of Mysore, Travancore, Hydrabad and Aurangabad, a mere 18 transmitters and the number of receiver are just 25,00,000 of population exceeding 325 million. Drastic steps were taken in the form of „pilot‟ stations and low power transmitters installed near the states and linguistic areas where there was no broadcasting so far. Within a couple of years, 25 stations started functioning and the sales of radio sets picked up in the cities and towns, not in the means of the rural classes. The External Services as a monitoring service started as a part of military intelligence wing de-linked when the war ended. The All India Radio transferred to the Department of Information and Broadcasting in 1946.

The introduction of the commercial channel „Vividh Bharati‟ in Oct 1957 further increased the interest and popularity of the radio as a mass communication medium. "Yuvvani‟ or the voice of youth went on the air on July 23, 1969 in New Delhi and other cities followed in their major Indian language. FM service were introduced first from Madras, later from Jalandhar and followed by other cities. A landmark achievement was the launch of the "Sky Radio Channel‟ on April 1, 1994, which enabled subscribers to receive 20 radio channels via satellite on their FM receiver. In 1997, the All India Radio transferred to the Prasar Bharati or Broadcasting Corporation in India, an autonomous statutory body, constituted under the Prasar Bharati Act

1990.

AIR Services:

☐ **National Service**: The origin of the National Service goes back to World War II when news bulletins were broadcast

from Delhi. The News Services Division plans and presents the news, newsreels, spotlight and current affairs programs. The National programs of music, plays, features and talks are planned and produced at regional centers. To boost the commercial revenue of AIR, commercials were allowed on the primary channel from April, 1982.

☐ **Regional Service**: The Regional Service centers are started to major linguist and culture groups. Each states and Union Territory services the groups living in the areas covered by it. Expect news and national programs relayed from Delhi, the other programs such as farmers, workers, children, women, youth are produced at the regional stations. The national service programs are broadcasted over short-wave transmitters, which make it possible for regional centers to relay them. In March 1995, AIR had 105 regional stations with an average of four to five stations in each state.

☐ **External Service**: Broadcasting today is regarded as "part of the normal apparatus of diplomacy". Short wave and Long wave broadcasting have made it possible to cross the frontiers to different parts of the world. Radio Moscow, Radio Beijing, BBC, VOA, Radio Dentsche Welle, Sri Lankan Broadcasting Corporations (SLBC), Radio Netherlands, Radio Vatican, South African Broadcasting Corporation (SABC), the Australian Broadcasting Corporation (ABC) and several other national broadcasting networks link their programs round the clock across frontiers. From 1939, when AIR inaugurated its External Services Division, India too joined in the game of diplomacy on the air. Today the external service division broadcast programmes to 155 countries in 25 languages, 17 of them foreign and the rest are Indian languages.

Frequency Modulation (FM):

In the mid-30s, Major Edwin Armstrong, an inventor who had already devised a successful circuit to improve AM radio, came up with a whole new approach to transmitting radio signals. Strongly believing in his invention, Armstrong started to develop FM radio on his own. He sold rights to manufacture FM radios to several companies. Once Television started to evolve interest in FM radio further diminished and by 1949, many FM stations had shut down.

In India, the FM broadcastings was first introduced in Madras in 1977 and later at Jalandhar in 1992. It was only in 1993, the time slots were leased to private companies with pop music and youth culture. On August 15, 1993 a FM channel was launched in Bombay with nine hours of radio time leased to private producers. The government then took the initiative to privatize the radio broadcasting sector. In 1993, Times FM (now Radio Mirchi) was the first private FM to begin its operations in Ahmedabad, until then, All India Radio was the only radio broadcaster in India. In 2000, the government announced the auction of 108 FM frequencies across India and Radio City Bangalore is India's first private FM radio station started after that on July 3, 2001.

1. Community Radio (Local Service):

Community radio is a type of radio service that caters to the interests of a particular area in need of mass awareness. An interesting development in recent years has been the setting up of local radio stations in different regions of the country. The Verghese Committee in 1978 recommended a franchise system for promoting local radio for education and development. The need for community radio, using FM radio technology was accepted during 7th plan period (1982-87). But this proposal has been takeover by the commercial FM channel broadcasters.

The first experiment Community Radio with FM facilities was launched in Nagercoil on October 30, 1984. Other experiments have been carried out in rural areas of Bangalore and Hyderabad. This notion of the Indian government was passed on as an inspiration to groups across the country and community radio started with only educational (campus) radio stations under somewhat strict conditions. Anna FM is India's first campus Community Radio that was launched on 1 February 2004, controlled by Education and Multimedia Research Centre (EMRC) and the programs are produced by the Media Sciences students of Anna University.

On 16 November 2006, the government of India advised a set of new Community Radio Guidelines that allowed the NGOs and other civil society organizations to possess and operate community radio stations. The first community-based radio station in India was licensed to an NGO that was completely separate from campus-based radio and was launched on 15 October 2008. The "Sangham Radio" in Pastapur village, Medak district, Andhra Pradesh state was switched on at 11.00am unanimously to hear the shows. Several NGO"s started using local radio

services for development activities. The communication division of UNESCO actively supports such concerns in India and other countries.

Television Industry:

Television meaning "far" and in Latin meaning "sight" is a telecommunication medium for transmitting and receiving moving images that can be monochrome (black & white) or coloured, with or without accompanying sound. Television may refer to a television set or television program or television transmission.

Television became commercial and emerged as an industry since 1920s, the television set has become common sets in home, business and institutions, particularly as a vehicle for advertising, source for entertainment and news. From 1950s onwards, television became the main medium for molding public opinion. Until 2000s, the Television programs were generally transmitted as analog signals and then most of the countries including India started transmitting the Television programs with digital signals.

1. Growth of Television:

Experiments in television broadcasting initiated during the 1920"s in the United States and Europe. In 1923, the „iconoscope" the electronic television tube was invented followed by the „kinescope" the picture tube, the electronic camera and TV receivers were arrived in the next few years. By 1930"s the National Broadcasting Corporation (NBC) had started a TV station in New York and British Broadcasting Corporation (BBC) started a TV station in London, offering regular telecast programmes and at the same time stations were started Germany & France. Even though the Second World War put a break on further development in the television, the Nazi Germany television was widely used for its political propaganda. By 1950"s, television had became a feature of life in most development countries.

The age of Satellite Communication was started in 1962 with the launch of „Early Bird", the first communication satellite followed by big international satellite systems „Intelsat" in 1965 and "Inter Sputnik" in 1971 were started operating. Today almost every country in the world has earth stations linked to satellite for transmission and reception have transformed the modern world into a „global village". In the 1970"s with more sophisticated, transmission techniques like optical fiber cable and computer technology invented. The audio-visual cassette, the video tape recorder, cable television, pay television and DTH have changed the development of TV

in new and unexpected ways. However, most of the poor countries in Africa and Asia are still to have their own domestic satellites for transmission.

Television in India:

In 1959, Philip (India) gave an offer for a transmitter at a reduced cost for the Indian Government. On experimental basis, the Indian government allowed to train personnel and partly to discover what Television could achieve in community development and formal education.

- **Tele-clubs**: In Sep 15th 1959, the Delhi Television station was started with a grant of $20,000 by UNESCO for the purchase of receivers and few types of equipment were offered by a United States. With a range of 40 kilometers transmitter (around Delhi) programmes started twice a week (20 min) for the 180 „tele-clubs" members, who were provided with free TV sets by UNESCO. Entertainment and information programmes introduced from 1965, in addition to social education programmes. In same year, Federal Republic of Germany helped in setting up a production studio.

- **Krishi Darshan**: In 1967, the Department of Atomic Energy, the Indian Agricultural Research Institute, the Delhi Administration and the State Governments of Haryana and Uttar Pradesh helped to start other weekly programs called „Krishi Darshan' for the farmers in 80 villages, by extending the transmitter range for 60 kilometers. By 1970, the duration of the service was increased to 3 hours included news, information & entertainment programmes. The Bombay station was started in 1972, followed by Calcutta and Madras in 1975.

- **Doordarshan**: Another significant development in 1976 was the separation of TV from All India Radio and became „Doordarshan" under the ministry of Information and Broadcasting. The success of the Satellite Instructional Television Experiment (SITE) brought India international prestige. The INSAT series of domestic communication satellites have provided the country the infrastructure for a national satellite start. In 1980"s, a second channel was introduced first in New Delhi, Bombay and later in other metros in the name Metro Entertainment Channel or DD-2. By 1990's there were 58 million television sets in the country with 15 million connected to cable networks.

Doordarshan:

Doordarshan is the public television broadcaster of India and a division of Prasar Bharati, a public service broadcaster established by the Government of India. It is one of the largest broadcasting organizations in the world in terms of the infrastructure of studios and transmitters. Doordarshan started its regular daily transmission in 1965 as a part of All India Radio and separated from it in 1976. Doordarshan has a two-tier program service; the National and Regional programs.

☐ **DD National Service**: National programs, mainly aimed at promoting national integration and unity, which blends a healthy mix of entertainment, information and education. All major National events like Republic Day Parade, Independence Day Celebrations, NationalAward Presentation ceremonies, President and Prime Minister"s

addresses to the Nation, President"s address to the joint session of Parliament, important Parliamentary debates, Railway and General Budget presentations, Question Hour in Lok Sabha and Rajya Sabha, Election results and analysis, swearing-in ceremonies, President and Prime Minister"s visits abroad and visits of important foreign dignitaries to India are covered live on DD National. Important sports events like Olympics, Asian Games, Cricket Tests and One Day Internationals involving India and other important sporting encounters are also telecasted live.

☐ **DD Regional Service**: All Doordarshan Kendras generate programs in their respective regional languages. The Regional Language Satellite Services and Regional State Networks broadcast wide spectrum of programmes covering developmental news, serials, documentaries, news and current affairs programs to communicate with the people in their own language.

o **DD North East**: DD North East Channel is the Assamises language satellite channel, supported by Doordarshan studios in Guwahati, Agartala, Kohima, Imphal, Silchar, Dibrugarh, Tura, Aizawl, Itanagar and Shillong.

o **DD Oriya**: DD Oriya is the Oriya language satellite channel launched in 1994 was supported by Doordarshan studios in Bhubaneshwar, Sambalpur and

o **DD Podhigai**: DD Podhigai is the Tamil language satellite channel launched in 1993 was supported by Doordarshan studio in Chennai. DD Podhigai is the only regional language satellite channel that has eight hours

of terrestrial transmission, which reaches 94% population of Tamil Nadu.

o **DD Punjabi**: DD Punjabi is the Punjabi language satellite channel launched in 1998

was supported by Doordarshan studio in Jalandhar.

o   **DD Sahyadri**: DD Sahyadri is the Marathi language satellite channel launched in 1994 was supported by Doordarshan studios in Mumbai, Pune and Nagpur.

o   **DD Saptagiri**: DD Saptagiri is the Telugu language satellite channel launched in 1993 was supported by Doordarshan studios in Hyderabad and Vijaywada.

o   **DD Bangla**: DD Bangla is the Bengali language satellite channel launched in 2001 was supported by Doordarshan studios in Kolkata, Shantiniketan and Jalpaiguri.

o   **DD Gujarati**: DD Gujarati is the Gujarati language satellite channel launched in 1992 was supported by Doordarshan studios in Ahmedabad and Rajkot.

o   **DD Chandana**: DD Chandana is the Kannada language satellite channel launched in 1994

o   **DD Kashir**: DD Kashir is the Kashmiri language satellite channel launched in 2003 was supported by Doordarshan studios in Srinagar, Jammu and Leh.

o   **DD Malayalam**: DD Malayalam is the Malayalam language satellite channel launched in 1994 was supported by Doordarshan studios in Thiruvanthapuram and Thrissur.

Cable Television:

Cable Television means the relay via cable of pirated video copies of popular Indian and Hollywood films from a central control room. In North America, the Cable TV was introduced to improve the reception of Television signals in hilly and remote area. Apart from that, the cable TV also had the advantages of accessing to multiple channels. In India, the Cable TV has its roots in the late eighties, where the viewers were looking for entertainment options, apart from what Doordarshan Kendras offered.

The boom in import and manufacture of video cassette recorders developed the importance of Cable TV in India. The hotel industry, public and private sector companies, housing colonies and co-operative housing societies pioneered the distribution of cable TV. At this stage, Cable TVs were restricted to the major metros, towns and the upper layer of society. In the later years, Cable TV networks across the country have installed satellite dishes to pick up the television channels and re- transmitted them via cable to homes.

    1. Satellite Television:

Satellite television can be defined as television broadcasting using satellite technology. In 1991, the Indian government started a series of economic reforms including the liberalization of the broadcasting industry with opening of cable television. The first private network to capitalize

on the opportunity provided by Direct Broadcast Satellite (DBS) was STAR TV (Satellite Television for the Asian Region) from Hong Kong in 1991 owned by the Hutch Vision Group of Hong Kong.

The Satellite TV revolution in urban India was launched by the five- star hotels in Bombay and Delhi, which brought the „live‟ coverage of the „Gulf War‟ to the TV via CNN (Cable News Network). In early nineties new face of satellite Television entered Indian households in the name of Cable & Satellite television (C&S TV) and transnational content entered Indian households.

While STAR-TV was planning for direct satellite broadcasting into India was quickly followed by Indian-owned private networks like Zee-TV, and by foreign-owned broadcasters like Sony. By the late 1990s, more than 40 private television channels were available to Indian audiences. With the launch of the Sun TV in 1992, a Tamil channel saw the birth of its first private television channel in South India.

Following Sun TV, several television channels increased in the south with Raj TV in Tamil and the Malayalam channel Asianet, both launched in 1993 and in 1994, a Tamil channel Golden Eagle Communication was later renamed as Vijay TV. In Telugu, the Enadu newspaper started its own channel Enadu TV in 1995 later spread into other Indian languages. The same year, another Telugu channel Gemini TV was launched which was later acquired by the Sun Group in 1998.

The major growth of cable and satellite television affected the advertising revenue earned by the Doordarshan and the print media. The other mass media such as the cinema, radio and music industry been equally affected by the satellite television. With round the clock news on BBC World, CNN, STAR News and Zee News channels forced the Indian newspapers to change its style and strategies to keep the attention of their readers. However, the privatization of FM Radio in the metros clearly made major fallout of the widespread access of the satellite and cable television.

New Trends in Television:

Television content can be delivered in a variety of ways. It can be distributed through terrestrial transmission. In traditional broadcast method, an antenna is connected to the television, where the viewer receive the signals telecast by the broadcaster's transmitter. Other methods of delivery include distribution through cable networks and direct broadcast satellite. The cable distribution in India can be seen as a chain which begins with the signal sent by the broadcaster to the cable operator. The cable operators then relay these signals to our homes. There are free to air channels and pay channels.

- **DTH Service**: DTH (Direct-To-Home television) is defined as the reception of satellite programs with a personal dish in an individual home. A DTH network consists of a broadcasting centre, satellites, encoders, multiplexers, modulators and DTH receivers. DTH services were first proposed in India in 1996, but allowed only in 2000 with licenses. The companies offering DTH service will have to have an Indian chief and foreign equity with 49 per cent.

- **CAS Service**: CAS (Conditional Access System) is a digital mode of transmitting TV channels through a set-top box (STB). The transmission signals are encrypted and viewers need to buy a set-top box to receive and decrypt the signal. The STB is required to watch only pay channels and not free-to-air channels like Doordarshan. The proposal for CAS was introduced in 2001 followed by over charge hikes by channels and cable operators. Initially it was decided in the four metros, but as per now only 25 percent of the people have subscribed the new technology. The main advantage of CAS viewers is that they can watch only what they like to watch, then what the cable operator offers.

- **IPTV**: Another interesting technology is Internet Protocol Television (IPTV) which allows watching television on computers and mobile phones. This allows the consumers to watch television, record programs and share their experiences with their friends with the help of an internet connection and a set top box provided for the purpose. Under this system, a cell phone can be used to schedule the recording of a program.

Internet or new media has opened a whole new world of communication. In this age of internet, television has been constantly reinventing itself as a medium. One of the disadvantages of television as a medium is delayed feedback, were on the other hand, the internet is all about interactivity. So, to cope up with this, television has begun to package its content as well as delivery in an interactive manner.

Television and Cinema:

The entry of filmmakers and producers into the world of television was unavoidable. The low budget directors failed to draw the viewer"s attention into the new media. But it was the commercial box-office film makers who succeeded in taking over the television media first with „Ramayana" and later with the „Mahabharata", followed by „Hum Log" and „Malgudi Days".

The video boom in India followed by the end of Asian Games in 1982 in New Delhi, reached over 400 towns in India. However, the liberalization of imports of electronic items and the entry of several multinational manufactures favoured the entry of video cameras, editing, duplicating and related technologies. Today more than millions of people watch video everyday by renting from video libraries or video clubs or watch videos while traveling on „video buses". However, cable and satellite TV have made a dramatic decline in the video business.

Question Bank

UNITV

PARTA

S.No	ANSWER ALL THE QUESTIONS	CO(L)
1	Explain the growth of the radio industry.	5(2)
2	Recall a note on the growth of FM Radio in India.	5(1)
3	Extend a note on the development of Community Radio.	5(2)
4	Illustrate the growth Television industry in India.	5(2)
5	Elaborate on the emergence of Cable Television Network.	5(6)
6	Compile a note on the new trends in Indian television industry.	5(6)

PARTB

S.No	ANSWER ALL THE QUESTIONS	CO(L)
1	Compile a detailed note on the growth and impact of Radio industry.	5(6)
2	Explain the growth and functions of All India Radio.	5(5)
3	Create a report on the impact of FM with examples.	5(6)
4	Elaborate the growth of Television industry in India.	5(6)
5	Discuss the impact and functions of Doordarshan.	5(6)
6	Summarize the emergence of Satellite television in India.	5(2)
7	Discuss the influence of cinema in the television industry.	5(6)

TEXT BOOKS /REFERENCE
1. Michael J. Haupert (2012). Entertainment Industry: A Reference Handbook, First Edition, ABC- CLIO, USA
2. Marcel Danesi (2012). Popular Culture: Introductory Perspectives, First Edition, Rowman & Littlefield Publishers, UK
3. John Storey (2009). Cultural Theory and Popular Culture: An Introduction, First Edition, Pearson Education, UK