

HIGHER SECONDARY COURSE

JOURNALISM



Government of Kerala
Department of General Education

Prepared by
State Council of Educational Research and Training (SCERT) Kerala
2026

THE NATIONAL ANTHEM

Jana-gana-mana adhinayaka, jaya he
Bharatha-bhagya-vidhata.

Punjab-Sindh-Gujarat-Maratha
Dravida-Utkala-Banga

Vindhya-Himachala-Yamuna-Ganga
Uchchala-Jaladhi-taranga

Tava subha name jage,
Tava subha asisa mage,
Gahe tava jaya gatha.

Jana-gana-mangala-dayaka jaya he
Bharatha-bhagya-vidhata.

Jaya he, jaya he, jaya he,
Jaya jaya jaya, jaya he!

PLEDGE

India is my country. All Indians are my brothers and sisters.

I love my country, and I am proud of its rich and varied heritage. I shall always strive to be worthy of it.

I shall give my parents, teachers and all elders respect, and treat everyone with courtesy.

To my country and my people, I pledge my devotion. In their well-being and prosperity alone lies my happiness.

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Foreword



Dear learners,

The old concepts of communication and journalism have changed rapidly over the last two decades following the introduction of world wide web and the consequent changes in the digital technologies. When information is accessible to netizen anywhere and anytime through various media platforms, communication and journalism discipline needs to reinvent and chronicle its history more systematically. This new textbook of Journalism for std XI is aimed at reflecting the everchanging media landscape, which is now shifting away from the old notions of inverted pyramid model to more immersive and user focused narratives with an emphasis on content creation for multiple formats simultaneously. Therefore, this new book on journalism gives more importance to the practical aspects of media without ignoring the historical contextualisation.

The media studies, an umbrella discipline which includes communication, print journalism, visual media, PR and advertising, is now diversifying the profession into new areas such as transmedia storytelling, technical writing, digital marketing, and event management.

In the rapidly developing media scenario, students of journalism at the higher secondary level have to be groomed into multi-tasking storytellers, enabling them to excel in various media platforms. I hope this textbook will facilitate a new learning experience.

Dr.Jayaprakash R K

Director
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THE CONSTITUTION OF INDIA

PREAMBLE

WE, THE PEOPLE OF INDIA, having solemnly resolved to constitute India into a ¹**[SOVEREIGN SOCIALIST SECULAR DEMOCRATIC REPUBLIC]** and to secure to all its citizens :

JUSTICE, social, economic and political;

LIBERTY of thought, expression, belief, faith and worship;

EQUALITY of status and of opportunity; and to promote among them all

FRATERNITY assuring the dignity of the individual and the ²[unity and integrity of the Nation];

IN OUR CONSTITUENT ASSEMBLY this twenty-sixth day of November, 1949 do **HEREBY ADOPT, ENACT AND GIVE TO OURSELVES THIS CONSTITUTION.**

-
1. Subs. by the Constitution (Forty-second Amendment) Act, 1976, Sec.2, for "Sovereign Democratic Republic" (w.e.f. 3.1.1977)
 2. Subs. by the Constitution (Forty-second Amendment) Act, 1976, Sec.2, for "Unity of the Nation" (w.e.f. 3.1.1977)

Unit I

Communication



It is hard to imagine a single day without communication! It has existed since the rudimentary beginning of life on Earth. Communication is more than just a skill; it is a basic, essential human need. From early gestures and primitive cave paintings, it has developed with time and technology into sophisticated social networks and AI-based tools. Through communication, we express our feelings, thoughts, emotions, and ideas. As social beings, humans naturally need to share their wants and needs with those around them. This sharing helps to establish a developing society and makes life more comfortable and meaningful.

This unit focuses on how communication has evolved into its present form. Humans have communicated in various ways throughout history. Communication has always been a tool and a process necessary for human survival and development. Even in the age of artificial intelligence, communicating effectively remains a crucial skill for success in personal, social, and professional life. This unit will guide you in understanding the core concepts needed to become an effective communicator.

Chapter 1

Human Communication

Communication plays a vital role in our lives. Many of the activities we engage in daily life are filled with various instances of communication, whether we are actively aware of it or not. In its simplest sense, communication is the transmission of information, ideas, emotions, skills, or knowledge, using symbols, words, pictures, or illustrations. It acts as a bridge that connects human experiences and establishes relationships between people.

Etymology

The word “communication” is derived from the Latin word *Communis*, which means “to make common.” Terms such as “community,” “communalism,” and “communism” share this same linguistic origin, all implying a sense of shared experience or holding something in common.

In the context of Indian communication theory, the concept most closely aligned with this original meaning is *Sadharanikaran*. The Sanskrit word refers to the process of universalisation or establishing a common ground of understanding.

A simple analysis of any form of communication shows that the element of commonness is central to it. Effective communication relies on shared factors between the participants, such as mutual interests, aims, thoughts, feelings, and desires. The exchange of information and meaning can only truly take place when this common ground exists.

Definitions of Communication

Let us look at some of the definitions of communication:

- **Ban and Hawkins** define communication as “the process of sending and receiving messages through channels which establish common meaning between a source and receiver.”



- **Rogers and Shoemaker** define communication as “the process by which messages are transferred from a source to a receiver.
- **Denis McQuail** defines communication as a “process which increases commonality but also requires elements of commonality for it to occur at all.”
- **Theodore Newcomb** defines communication as the process by which people influence each other or leave an impression on others.
- **James Carey** defines communication as “a symbolic process whereby reality is produced, maintained, repaired and transformed.”

Evolution of Human Communication

It is a common mistake to view communication history merely as a timeline of inventions—dates when the printing press, radio, television, photography, computers or the internet were created. Terrence P. Moran, in his book *Introduction to the History of Communication: Evolutions and Revolutions*, provides a framework for understanding this evolution. He suggests that every major shift in communication technology created a new species of human society. When the dominant medium changes, our perception of the content also changes with it. Other communication scholars argue that media are not just tools we use; they are environments in which we live. Let us study the six stages of the evolution of human communication as propounded by Terrance P. Moran, namely ***Becoming Human, Becoming Literate, Becoming Typographic, Becoming Hypergraphic, Becoming Electric, and Becoming Cybernetic.***

1. *Becoming Human*

The history of human beings can be traced back to millions of years. Since their way of living was simple and their brains were less developed than today, they did not feel the need for a full-fledged system to express their thoughts and emotions to fellow beings. Later, when early human societies or tribes evolved, they needed



Fig. 1.1.1
Cave carvings of human beings

to coordinate collective efforts such as lifting wood, moving a stone, hunting animals or escaping from natural calamities.

Though the cave-dwelling human beings had developed the habit of carving various symbols and pictures on the walls of these caves with sharp tools like stones or spears, their primary medium of communication in the stone age was oral. They used vocal sounds, pitch, and physical gestures—to share information about experiences, fears, and hopes. Gradually, as their brains developed, they combined these sounds with the things they actually referred to. Thus, the crude form of a language developed.

Communication during the primitive stage of human development was face-to-face, ephemeral (lasting for a very short time), and bound by memory. Early knowledge within a tribe was preserved and passed through generations through rhyme, rhythm, and ritual. Hence, it was prone to gradual distortion, selective forgetting, or accidental loss. Such communication practices created a deep bond between the members of the tribe or community and the concept of “individualism” did not emerge.

INFO



Speculative Theories on the Origin of Speech

Before modern linguistics, scholars proposed several speculative theories to explain how human speech began. These theories attempt to trace language back to early human experiences:

The Bow-Wow Theory: Language began as humans imitated natural sounds (onomatopoeia), like animal calls (eg.- cuckoo, hiss).

The Pooh-Pooh Theory: Speech originated from instinctive emotional cries of pain, surprise, or joy (eg.- ouch, oh).

The Ding-Dong Theory: Suggested a mystical resonance where humans reacted to the environment with specific sounds, similar to a bell ringing when struck, (eg.- boom, crash).

The Yo-He-Ho Theory: Language evolved from rhythmic grunts used to coordinate collective physical labour (eg.- heave-ho).

The Ta-Ta Theory: Proposed that tongue movements mimicked hand gestures, eventually becoming audible speech.



2. *Becoming Literate*

Around 3500 BCE in Mesopotamia, a script called *Cuneiform* was developed. It was a complex writing system used for administrative and other purposes. Around the same period in Egypt, a pictorial writing system called *Hieroglyphics* emerged.

These developments helped our ancestors to record information, which, in turn, advanced the development of language and led to revolutionary changes in all human activities. It soon became a boon and a magical power for humanity. It allows human beings to share ideas effectively and transmit knowledge across generations. It created culture and facilitated civilisations, history, literature, and the beginning of science.



Fig. 1.1.2 Hieroglyphics

The handwritten scrolls and manuscripts (Chirography), allowed an individual to engage with the thoughts of someone from the previous generation or from a distant land. This enabled the administration of larger communities or empires through efficient record-keeping and written law. Though literacy during this age was often restricted to the elite and priests, it was a significant advancement in the way humans communicated. The written word could now convey complex ideas across vast distances without loss or change in message.

3. *Becoming Typographic*

The typographic age is defined by the invention of printing. Before examining this development, we need to learn two key, interconnected terms: mass communication and mass media. Mass communication is the process of sharing information with a large audience through various mass media. Mass media, on the other hand, are the vehicles that carry messages to a large number of people or the masses.

The printing age started around 1440 when Johannes Gutenberg invented the printing press. Gutenberg's movable type was made from an alloy of lead, tin, and antimony. These types were lightweight, strong, and durable. He also developed a new oil-based ink that adhered well to metal type and transferred effectively to paper. The 42-line *Bible* was the first book he published with his machine.



Fig. 1.1.3
Johannes Gutenberg

The era of print is often referred as the most explosive revolution of the last millennium. Technological advancements and the Industrial Revolution increased the possibilities of printing and publishing. The mass production of literary and scientific book acted as a primary catalyst for European Renaissance. Printing democratised and fuelled the rise of humanism, facilitating major cultural and social changes in the world. This resulted in the origin of newspapers. The first printed newspaper, *Avisa Relation oder Zeitung*, began publication in 1609 in Germany.

Printing provided standardisation, reproducibility, and linearity to information. The structured and sequential nature of the printed page trained the human mind to think in linear, logical, cause-and-effect sequences and thus laid the foundation for modern science. Also, as humans started consuming information individually, it laid the ground for “individualism” (favouring freedom of action of individuals over community regulations). The availability of affordable printed materials also fostered the creation of a “public sphere,” a space for public discourse and debate outside the control of the ruling classes, which was crucial for the development of democratic societies.

4. *Becoming Hypergraphic*

The development of telegraph in the 19th century by Samuel F. B. Morse, revolutionised communication. It allowed messages to be sent quickly over long distances using coded signals. Other major

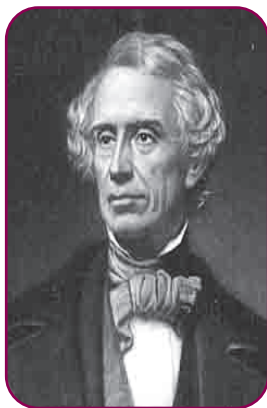


Fig.1.1.4
Samuel F. B. Morse

advances during this stage were the telephone, photography, and cinema. The first practical telephone was invented by Alexander Graham Bell of Scotland in 1876.

French inventor Joseph Nicéphore Niépce created the first successful permanent photograph in 1826. Its importance lies in its ability to accurately record reality, serve as historical documentation, tell stories, provide evidence, challenge stereotypes, and profoundly influence art and identity.

The invention of the *kinetograph* (the first motion picture camera) by Thomas Alva Edison and the *cinematographe* (a compact apparatus that served as a camera and a projector)

by the Lumiere Brothers in 1895 resulted in the birth of cinema. It soon became a powerful mass medium for communication and entertainment.

With the invention of these technologies the world became more instantly visible. There occurred a shift in the nature of truth, which moved from “what is written” to “what is seen.” Unlike the written word, which requires rigorous logic, the visual medium appeals to our brains instantly and emotionally.

5. *Becoming Electric*

This stage rapidly increased the power of communication. It began in 1901 when Guglielmo Marconi invented Radio. In 1926, British inventor John L Baird successfully demonstrated the first working mechanical television system. Philo Farnsworth made the first public demonstration of an electronic television system in 1927. With mass media, news and entertainment were broadcast globally, influencing public opinion. The invention of the computer by Charles Babbage also brought revolutionary changes.

On October 4, 1957, the Soviet Union launched the first artificial satellite, *Sputnik 1*, which changed the dimensions of distance in communication. The impact of satellite communication affects many parts of our daily life, such as communication in remote areas, navigation (GPS), and weather forecasting. Approximately more than 14,500 artificial satellites are orbiting the Earth. The number is constantly growing due to new launches for commercial, scientific, and military purposes.

The electronic media fundamentally altered the human experience of time and space. These technologies have shifted the world slightly from a linear, individualistic culture towards a **global village**. The term coined by Marshall McLuhan in the 1960s means that the electronic media have interconnected the entire world, making it feel like a small community beyond geographical boundaries.

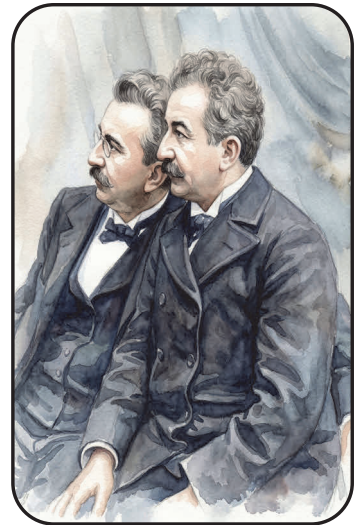


Fig. 1.1.5
Lumiere Brothers

6. Becoming Cybernetic



Fig. 1.1.6
Tim Berners-Lee

Human beings became cybernetic through the search and need for instant communication. It resulted in the invention of the internet, the network of networks. It connects billions of computers worldwide. The origin of the internet was through a small network, a project of the Pentagon (a defence research wing of the USA) called the *Advanced Research Projects Agency Network - ARPANET*, during the 1960s to transfer data among their departments. Later, Tim Berners-Lee, a British computer scientist, invented the *World Wide Web*. He also developed the first web browser and server. This enhanced the entire activities of human communication to a great extent. Today, fibre optic cables transmit data, making them ideal for high-speed internet. This also revolutionised the system and process of communication.

OVER TO YOU

Create a portfolio of media technologies and their inventors.

With the advent of cyber media, human beings can communicate globally with a virtual environment. This era of communication saw the convergence of all previous media. **Media convergence** is the integration of different media forms, technologies, and content delivery methods into a single, unified system, driven by digitisation and the internet. It combines features of legacy media platforms like print and broadcast with digital media, to create multifunction devices such as smart phones that provide access to news, entertainment, and other communication platforms. This crucial transformation has affected both formal and informal communication. It has also overturned all conventional styles that existed until then.

Smart phones have changed human behaviour and attitudes, and have made them more modern. The development of communication is now rapidly moving toward machine communication and Artificial Intelligence (AI) enabled applications. Chatbots and smart translation Apps are making global communication smoother and more efficient. It also proves detrimental in the process of humanity's survival and development.

INFO

Information networks and Sapiens

“The inventions of writing, print, and radio revolutionised the way humans connected, but no new types of members were introduced to the network. Human societies were composed of the same Sapiens both before and after the invention of writing or radio. In contrast, the invention of computers constitutes a revolution in membership. Sure, computers also help the network’s old members (humans) connect in novel ways. But the computer is first and foremost a new, nonhuman member in the information network”
- Historian Yuval Noah Harari in the book *Nexus: A Brief History of Information Networks from the Stone Age to AI*.

Types of Human Communication

Types of human communication actually refer to the different ways in which human beings attempted communication from the early periods. Early human beings tried to interact with each other and maintain their relationships with others in different ways. Human communication increased and strengthened their bonding, as they talked, worked and lived. Communication is the foundation and root of human existence. Let’s see what the different types of communication are:

1. Nonverbal Communication

Nonverbal communication is the transmission of information and meaning without using words. That is, communicating with signs, symbols, body language, facial expressions, gestures, eye contact, posture, tone of voice, personal space, touch, and appearance. Our ancestors used their sensory channels to convey their ideas in ancient times. It is also closely related to our culture. Through nonverbal communication we can share our emotions effectively. And this makes the importance of nonverbal communication even more relevant now. The most common nonverbal communication modes that we use normally are:

a. Facial Expression

Facial expression is a nonverbal communication mode that we use to show our emotions and feelings such as anger, fear, surprise, sadness, happiness etc. Also, it

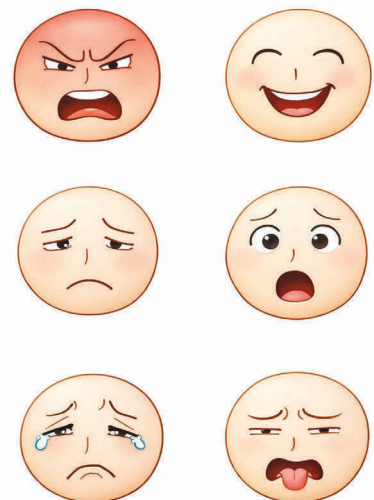


Fig. 1.1.7
Various facial expressions

is said that face is the mirror of our mind. Kerala's traditional art form 'Kathakali' is a fine example for its use of facial expressions to transmit the ideas.

b. Kinesics

The term 'kinesics' was coined by Ray Birdwhistell, an expert in the field of nonverbal communication. It refers to different body expressions and physical movements of our organs. Shaking hands, kissing, smiling, frowning, giggling, arching of eyebrows etc. are examples.



Fig. 1.1.8 Kinesics

c. Proxemics

Proxemics is the use of personal space and distance between individuals when they communicate. The more close you are in sharing a message, the more intimate and comfortable you would be in communicating it effectively.



Fig. 1.1.9 Proxemics

d. Vocalics

Vocalics deal with nonverbal elements of communication that accompany spoken language, such as tone, pitch, volume, accent, loudness and tempo. Subtle meanings are conveyed through changes in vocalics in communication.

2. Verbal Communication

Verbal communication is the sharing of ideas and information through a well-defined language. It uses words, both spoken and written, to share information. Nowadays, verbal communication occurs in various forms, such as face-to-face conversations, speeches, phone calls, emails etc. Spoken communication and written communication are a part of verbal communication.

Sharing of information through the spoken word is spoken communication. It is the most common form of verbal communication. It uses words, tone of voice, and body language to convey a message. Conversations, speeches, and presentations are the most common modes of spoken communication.

OVER TO YOU

Watch any of Charlie Chaplin's films and identify various nonverbal cues you have studied and explain it.

Transmitting messages and information through written words is written communication. With the help of written communication human beings began to preserve and store information for future use.

Today, verbal communication is an ordinary process which has become an inevitable part of one's daily routine. Therefore, whenever the process of communication happens the goal of the participants is to achieve the maximum results. In this context humans began to think about the importance of feedback in the process of communication. The term feedback means giving response to the sender's message.

Levels of Human Communication

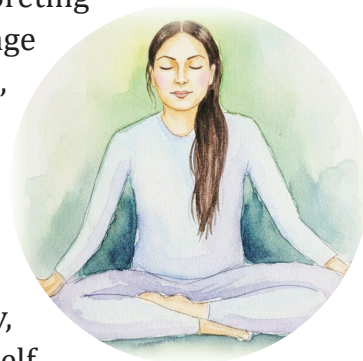
Depending upon the number of people involved in the process of communication, it is classified as intrapersonal, interpersonal, group, public and mass communication.

1. Intrapersonal Communication

Intrapersonal communication or inner speech, is the communication within oneself; the dialogical thinking that may or may not be revealed externally. It includes the thoughts, perceptions, and experiences of the communicator.

Intrapersonal communication includes self-talk, diary entry, writing, underlining, highlighting, bookmarking, interpreting images, graphs, maps, sensing the body language and facial expressions, dreaming, meditation, positive affirmations, visualisations, and even the communication between body parts, for example, my mouth is watering over those chocolates.

The intrapersonal communication helps to improve self-awareness, reduce stress and anxiety, helps in easy decision making and builds up the self-confidence. Sometimes the self communication produces stress and negativity.



*Fig. 1.1.10
Intrapersonal Communication*

2. Interpersonal Communication

Interpersonal communication can be described as the interaction between the sender and the receiver simultaneously. Ideas, information, feelings, and meanings are exchanged through verbal and non-verbal messages. If the communication is exclusively between two individuals, it is called **dyadic communication**. The space, body language, dress code, emotional status, personality, and intentions of the communicators are very crucial in interpersonal communication. Face-to-face conversations, phone calls, video conferencing, and emails are examples of interpersonal communication. When we make use of a medium for interpersonal communication, it is called **mediated interpersonal communication**.



Fig. 1.1.11
Interpersonal Communication

Interpersonal communication is participatory in nature, and the feedback is instantaneous, as expressed in the form of body language or verbal assent or dissent. The interpersonal communication has three stages: initiating, maintaining, and terminating. The functions of interpersonal communication include establishing relationships, sharing ideas, thoughts and expressions, providing support, conflict resolution, team building etc.

Stressful and out of control emotions, lack of focus, inconsistent and negative body language are major barriers to interpersonal communication. Practising self-control, emotional stability, developing positive thinking and body language make interpersonal communication more effective.



Fig.1.1.12
Group Communication

3. Group Communication

Group communication refers to interaction between three or more individuals aimed at achieving a common goal. The Group is the smallest social system in which a communication network can exist. Group and team are sometimes used synonymously. A team is a special kind of group that is characterised by different and complementary resources of members and by a strong sense of collective identity.

The group creates the space for people with common interests or shared purposes to work together. It extends the members with chances to grow together, share information and knowledge, and design attitudes, values, and norms. The group is enriched with opportunity to nurture leadership, communication skills, socialisation, and interdependence. The group boosts the confidence of its members in problem solving, decision making and to resolve individual problems.

4. Public Communication

Public communication is the art of transmitting information, ideas, emotions, and persuasions to the masses through interpersonal exchanges. It helps to disseminate ideas and influence public opinion. The sender is responsible for conveying, persuading, and influencing the audience. Designing the messages suitable for the audience, adopting perfect language, and winning the hearts of the audience are the strategies that a public communicator can make use of in practical life. The social status, communication skills, and the content that the communicator deals with are the three crucial factors that determine the effectiveness of public communication.

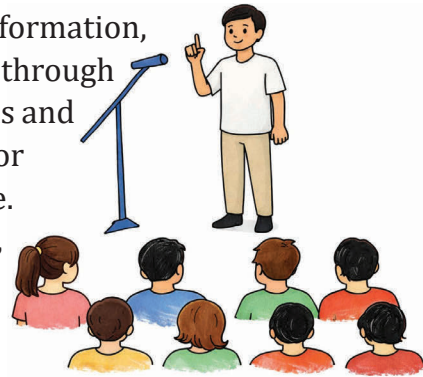


Fig. 1.1.13
Public Communication

5. Mass Communication

Mass Communication can be defined as 'one-to-many' communication of messages mediated through the mass media like newspapers, radio, TV and internet. Charles R. Wright defined mass communication as the process by which a complex organisation, with the aid of one or more machines (the media), produces and transmits public messages directed at large, heterogeneous, and dispersed audience.

The history of mass media begins with Gutenberg who made everyone a reader. Currently, the users of mass media are creating their own content in different media even with the assistance of artificial intelligence. The messages are in the form of text,

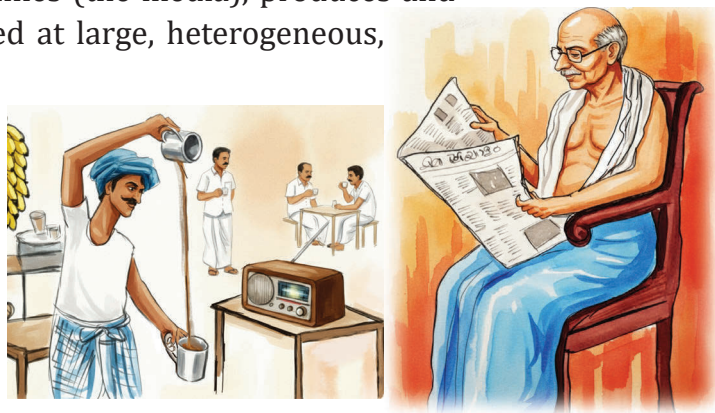


Fig. 1.1.14
Mass Communication

audio, video, graphics, and convergent content transmitted through channels like print media, radio, television, and digital media platforms.

Mass media are institutional or organisational structures that produce content mainly for one-way communication. Two-way communication is now possible in live reporting in radio and television news programmes, and in the digital media, facilitating instant feedback. The audience is large, heterogeneous, and anonymous. Feedback is indirect or delayed, and quite often non-existent. Even though contemporary media platforms with the aid of new media technology offer audience response through instant comments, shares, likes, polls etc., the feedback is still not absolute.

OVER TO YOU

Identify various activities that you engage in a day such as studying, speaking with your friends, watching TV, etc, and categorise it as various levels of communication.

Functions of Mass Communication

According to Harold Lasswell, the mass media has three core functions to perform in a society, namely **surveillance of the environment**, **correlation of components of society**, and **cultural transmission**. A fourth function, **entertainment** was subsequently added by Charles R. Wright to complete the framework often used in media studies. The four functions are :

1. Surveillance of the Environment

The press constantly monitors happenings in our socio-political environment and report the more relevant incidents. It acts like a watch dog, informing the public about the threats to democracy. Doris A Graber (1923- 2021), a leading scholar in political communication said, "The press should dig up facts and warn the public when officials are doing something wrong." (1993).

2. Correlation of Components of Society

The media provides its consumers a lot of information which the news consumers may not understand in the right perspective. They explain the facts (interpret), manage public opinion, and influence how society responds to the changes.

3. Cultural Transmission

The documentation of day to day happenings by media helps the future generations to understand the life, culture, and socio-

OVER TO YOU

Prepare a table of media contents that provides different functions.

political perspectives of past. This gives new insights, perspectives, and ideas to the future generations to design their socio- culture fabric.

4. Entertainment

Charles R Wright (1959) said the media should provide relaxation, pleasure and amusement to the audience to enjoy their free time, and to escape from daily life. Leo Lowenthal (1961) said it is a major function of the media to provide an outlet for feelings that have no place in a strictly rationalised and demanding modern world.

New Dimensions of Communication

The cyber age has opened up other levels of communication such as human-machine interaction, machine mediated communication and machine - to - machine communication.

Human -machine interaction is a direct conversation between a human and a machine or a digital device. Machine mediated communication refers to interactions that occur through the use of technology, where machines or computational agents facilitate the exchange of messages between individuals. Eg.e-mail, instant messaging, video conference, etc. Machine-to-machine communication enables networked devices to exchange information and perform actions without the manual assistance of humans. Artificial intelligence (AI) and machine learning (ML) facilitate the communication between systems, allowing them to make their own autonomous choices.

Conclusion

Communication is often studied and considered only as a skill, but it is the essential foundation of human existence, driving all social, personal, and professional development. This journey of human communication shows how each new medium fundamentally altered our perception of truth and social organisation. The understanding of communication in such a perspective requires recognising its diverse types and levels– from inner thoughts to the emerging machine-to-machine interactions.

**THE
FOLLOW UP**

Public Speaking

Let us practise Public Speaking (model topics suggested for practice)

1. Sustainable Development
2. Mental Health in the Digital Age
3. Environment and Pollution

Chapter 2

Communication Science

The concept of communication has been studied through the lens of a variety of subjects like political science, psychology and sociology. Aristotle contemplated how rhetoric acts as persuasive communication. Later, communication emerged as an academic discipline in the 20th century. It was driven by the rise of mass media like radio and television, as well as the socio-political situation that emerged after the World War I. Harold D Lasswell conducted the pioneering research in mass communication, especially the propaganda techniques in World War. Many scholars followed it up with studies on propaganda and communication.

Another pioneer in the field of communication studies is American scholar Wilbur Lang Schramm, who is considered as the father of modern communication studies. In 1949, he authored the book *Mass Communications*. As the director of the Institute of Communication Research, Schramm launched the world's first PhD programme in Mass communication. More academic studies on communication were initiated in many universities in 1950s.

This chapter explains how communication science has developed into an academic discipline. It also examines various models and elements of mass communication.

The Origin of Communication Studies

After World War 1, the concept of propaganda became a key topic of discussions and debates. Noted American journalist and political theorist Walter Lippmann published the book *Public Opinion* (1922) in which he investigates how mass media influence people's perception of reality. In his next book *The Phantom Public*, he argued that people have less role in democracy, which is emotional rather than informed decision making.

John Dewey, an American psychologist, in his book *The Public and its Problems* (1925) put forward the idea that democracy should not be under elite control, but tools like education, communication, and public discussions must be the ways to strengthen democracy.

The groundbreaking book by Harold Lasswell, *The Propaganda Technique of World War* (1927) scientifically analysed the propaganda tools, and how they were effectively used to mobilise public support for the war. The study proved how propaganda becomes the central tool of politics. It laid the foundation for later research about persuasion, mass media, and public opinion. Analysing the concept of communication through the lens of psychology and politics, he proved that propaganda is not accidental but a powerful, organised technique of mass persuasion.

Elements of Communication

The study of communication as a science requires a systematic understanding of its fundamental elements or components of communication. These elements provide a comprehensive framework for analysing the complex and continuous activity of communication. The essential elements of the communication process include:

1. Sender

The individual who initiates the process of communication is the sender. The sender sends the message to the receiver/audience. It may be an individual or a non-personal entity such as a company or organisation.

2. Encoding

The process of converting information systematically into another form using a code. The sender decides on the words, images, or actions to be coded.

3. Message

It is the content shared between the sender and the receiver. Message makes use of words, actions, body language, tone and pitch of voice, dress code, and gestures. The communication becomes effective when the receivers understand and respond effectively. The message takes forms like verbal, nonverbal, oral, written and symbolic.

4. Channel

It refers to the means through which the messages reach the receiver. A channel can be a physical or technical system. The channel can spread the message to many people. It can strengthen and amplify the messages. It can overcome physical, psychological, and social barriers. The channels require technology, supportive policies and trained professionals to operate in mass communication. In a personal conversation, the air that carries sound waves is considered the channel of communication.

5. Receiver

The individual or group who receives the message sent by the sender is called the receiver. The receiver interprets and understands the message based on their knowledge, experience, and perception. The effectiveness of communication depends on how accurately the receiver decodes and responds to the message.

6. Decoding

Decoding is the process by which individuals interpret verbal, nonverbal, oral, written, or symbolic communication involving reading, listening, or viewing. It ranges from simple comprehension of a message to understanding emotions, inferring nonliteral meanings to detect deception.

7. Noise

Shannon and Weaver defined noise as a dysfunctional factor or any interference with the message travelling along the channel, which may lead to unintended changes to the transmitted signal. It includes distortion of sound or images, radio static, and transmission errors.

Noise can be classified as physical, physiological, psychological, semantic, cultural, technical, and contextual sounds.

- **Physical Noise** : External factors that block communication, such as loud sounds in the environment. e.g, the noise from construction site disrupts the classroom interaction.
- **Physiological Noise** : The body-related barriers affecting communication is considered physiological noise. e.g, physical discomfort during communication like body pain or headache affects the delivery of the message.

OVER TO YOU

Conduct a roleplay in your classroom, involving each element in the communication process. After the roleplay, ask the students to draw a diagram of that specific interaction, labelling each element.

- **Psychological Noise** : Mental or emotional distractions like stress, anxiety or overthinking causes psychological noise. e.g. individual ignores the speech while affected by personal issues.
- **Semantic Noise** : The difficulty in understanding the meaning of words or symbols not familiar to the receiver is semantic noise. e.g. the use of slangs in a conversation may act as a barrier in communication.
- **Cultural Noise** : It is the barrier in misunderstanding due to cultural differences. A gesture is interpreted differently. Humour in one culture may not be understandable in another. e.g. touching the feet is a sign of respect and seeking blessings in Indian culture, but it may not be understood the same way in Western culture.
- **Technical Noise** : Problems caused during transmission is technical noise. Poor network or glitches in audio and video. e.g. Google Meet freezes during an important presentation or class.
- **Contextual Noise** : Situational or environmental barriers in communication. Complex message in a chaotic situation. e.g. Announcing emergency instructions during a noisy party.

8. Feedback

Any reaction on the part of the receiver to the sender's message is called feedback. In a face-to-face interaction, both verbal and nonverbal responses are feedback. In mass communication, the feedback is minimal, indirect, and sometimes delayed.

9. Context

The immediate physical and social setting, along with the circumstances, influences how participants behave and communicate. The social setting within which an audience encounters text in any medium. The context of viewing a film could include watching it with friends in a cinema hall, viewing it alone on an OTT platform while travelling, or watching a television broadcast in a hotel.

10. Effect

It is the outcome of an act of communication. The effects may be planned or unplanned, short-term or long-term. The study of the impact upon the audience is an effect analysis. For example teacher appreciating the students for their response and encouraging them for active learning is positive effect. The teacher ignoring or criticising the student's response is a negative effect.

Models of Communication

Let us now analyse various models of communication, which will help us to understand how communication works, identify its key elements, and understand the barriers that may affect the process. They provide a clear framework for designing effective messages, and ensuring better understanding between senders and receivers. Denis McQuail defines a model as a "selective representation in verbal or diagrammatic form of some aspect of the dynamic process of mass communication."

The models of communication are divided into three major categories: linear models, interactive models, and transactional models.

I. Linear Models of Communication

Linear models of communication suggest that communication takes place only in one direction. Major linear models of communication include:

- Aristotle's communication model
- Lasswell's communication model
- The Shannon-Weaver communication model
- Berlo's S-M-C-R communication model

1. Aristotle's Communication Model

Western theories and models of communication have their origin in ancient Greek scholar Aristotle's famous work *Rhetoric* which speaks about three elements - the speaker, the speech, and the listener. The aim of rhetoric is the search for all possible means of persuasion. While discussing the features of effective public speech in *Rhetoric*, Aristotle explained that communication consists of five elements: the speaker (sender), the speech (message), the audience (receivers), the occasion (context) and the effect (consequence).



Fig. 1.2.1.
Aristotle's Model of Communication

Features

- It is the basic and simplest model of communication.
- It is a speaker-centric communication model.
- It is intended to influence the receivers or audience.

2. Lasswell's Communication Model (1948)

Harold D. Lasswell, the American political scientist, stated that a convenient way to describe an act of communication is to answer the following questions: Who? Says What? In Which Channel? To Whom? With What Effect? This question format is famously known as the Lasswell's formula. It consists of five basic elements of communication such as communicator or sender, message, medium, receiver or audience and effect.

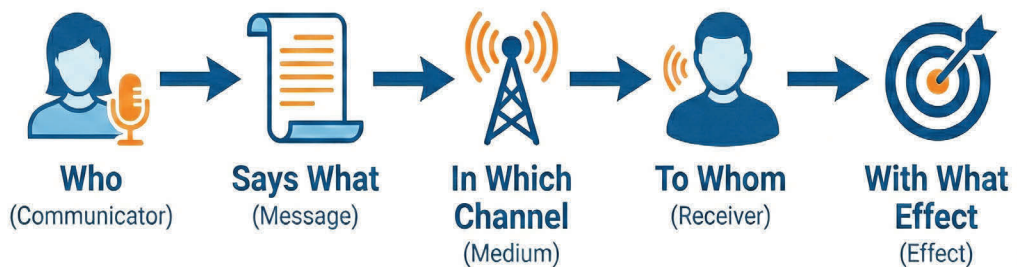


Fig. 1.2.2.
Lasswell's communication model

According to Lasswell, communication performs three functions: surveillance of the environment, correlation of components of society and cultural transmission between generations. Above all, the Lasswell formula revolutionised the communication model system.

Features

- Lasswell's model is often criticised for its simplicity.
- It does not take the effects of noise and feedback into account.
- The sender can select their medium for communication.

3. Shannon-Weaver's Communication Model

Claude Shannon and Warren Weaver introduced the concept of noise in communication through their Mathematical model of communication. How noise changes the effect and impact of communication is discussed in this model. Initially, it was developed for technical concerns of communication, but later it was adopted for the practical application of communication.

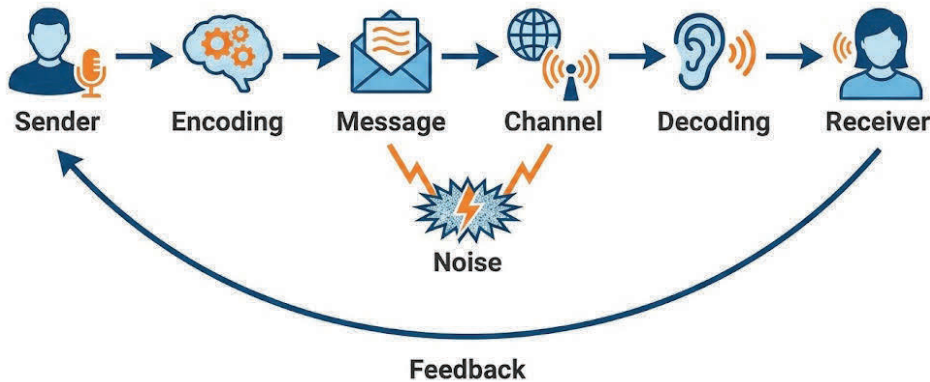


Fig. 1.2.3.
Shannon-Weaver's model

Features

- It first introduces the role of noise in communication.
- It is the mathematical model.
- It is less about “meaning” and more about the “accuracy” of the signal.

4. Berlo's S-M-C-R Communication Model (1960)

David Berlo's S-M-C-R model breaks communication into four parts: Source, Message, Channel, and Receiver. It focuses on the skills, attitudes, knowledge, and social background of both sender and receiver. The model also shows how a message is encoded and decoded depending upon the abilities of the people involved in communication.

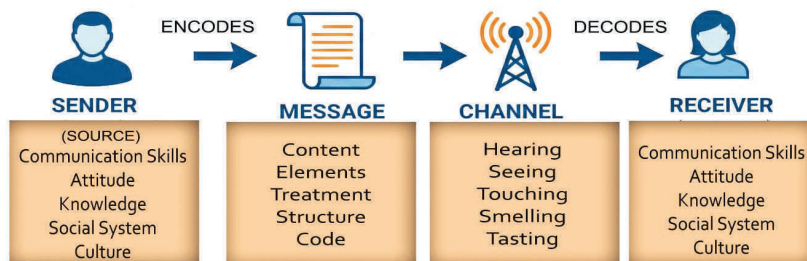


Fig.1.2.4.
Berlo's S-M-C-R communication model

Features

- It focuses on human factors.
- No feedback loop.
- Focus on encoding and decoding.

II. Interactive Model of Communication

Interactive models are used in internet-based and mediated communication such as telephone conversations, letters, etc. Interactive communication models refer to two-way communication with feedback. However, feedback within interactive communication model is not simultaneous, but rather slow and indirect.

Osgood-Schramm Circular Model of Communication (1954)

It is a circular interactive model. In this model all the participants simultaneously act as encoder, interpreter and decoder. It highlights that communication is continuous, two-way and reciprocal. Here feedback is crucial. It implies that meaning is constructed through interpretations of messages.

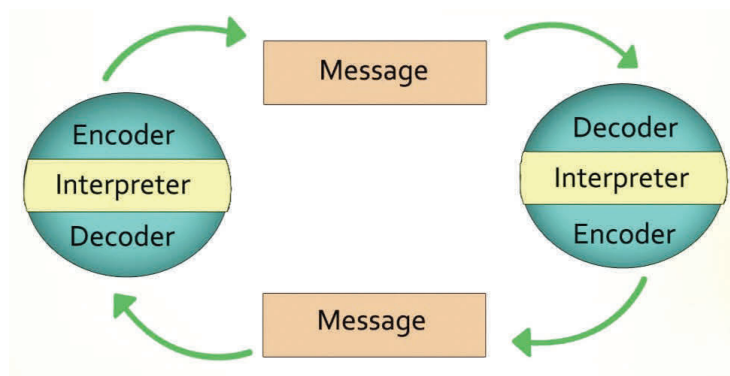


Fig. 1.2.5.
The Osgood-Schramm communication model

Features

- Communication is a two way process.
- Circular/cyclic flow of message.
- Participants are equal partners.
- Exchange of information is shaped by physical environment.

OVER TO YOU

Draw flow chart of the following communication models and exhibit them in classroom.

- Aristotle's Rhetoric
- Lasswell's formula of communication
- Shannon - Weaver's Mathematical model
- Osgood - Schramm circular model

III. Transactional Model of Communication

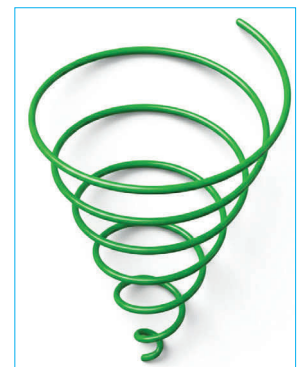
Transactional models are the most dynamic communication models, which first introduced a new term for senders and receivers— communicators. Transactional communication models view communication as a transaction, meaning that it is a cooperative process in which communicators co-create the process of communication, thereby influencing its outcome and effectiveness. Transactional communication models illustrate two-way communication where the message gets more complex as the communication event progresses.

Dance's Helical Communication Model (1967)

In 1967, Frank Dance has proposed this model. It is a transactional model of communication which uses a Helix to describe the communication process. He developed this theory based on a simple Helix which gets bigger and bigger as it moves or grows. The main features of this model is that it is evolutionary. It depicts communication as an endless spiral of increasing complexity.

Features

- Participants send and receive messages simultaneously acting as communicators rather than taking turns.
- Communication is viewed as a dynamic, cumulative process that evolves over time.
- Meaning is not just transferred but is mutually constructed by the participants based on their shared social, cultural, and relational contexts.



*Fig.1.2.6.
Dance's Helical
communication model*

Conclusion

Communication as a distinct discipline was evolved in the last century. Many research studies equipped the scholars to articulate their concepts of communication in the form of models. The development of modern technology has transformed the ways and means of today's communication. In the present context we can find out the ever expanding networks of communication and instant feedback facilities. The transactional models of communication illustrate that communicators co-create the process of communication.



1. Observe an interaction between two or more people in a public place (e.g., a fish market, a railway station, bus stand or a government office) and identify at least four types of Noise (Physical, Semantic, Technical, etc.) that occurred during this interaction. Submit one-page report describing the context and how the communication was affected by the noise.
2. Select a popular television advertisement and prepare a table analysing the ad using Berlo's SMCR Model.

Unit II

Storytelling



Storytelling is one of the oldest and most powerful forms of human communication. From oral traditions and written narratives to modern digital media, stories have always shaped societies. In the contemporary media landscape, storytelling has expanded beyond words to incorporate powerful visual elements that convey meaning instantly and effectively.

This unit brings together storytelling and photography as complementary chapters to explore how stories are communicated through words and pictures. Some of the learners might have familiarised themselves with news writing and photography as part of the Work Integrated Education courses offered at High School level. The verbal form allows for the creation of detailed narratives, capturing emotions, events, and meaning through language. Still photography, on the other hand, is not merely a technical capture of reality; it conveys ideas, emotions, and social contexts. Through composition, photographers shape stories that can inform, persuade, and emotionally engage audiences. Photography becomes a universal language that transcends linguistic barriers.

By understanding both the principles of storytelling and the techniques of photography, future storytellers gain insight into how words and images create meaning, influence perception, and document the world around us.

Chapter 3

Storytelling in Print and Digital Media

From the ancient bards weaving tales around a fireplace to the rapid sharing of news stories across digital platforms, storytelling has always helped people to connect, learn, and feel. In today's world, storytelling shapes how we receive and interpret human experiences and events— whether through a novel, an autobiography of a popular figure, an investigative news report, a movie, a social media post, or even an advertisement. Whether it's a grandmother narrating folk tale or a reporter capturing the heart of a breaking story, storytelling remains at the core of how we comprehend human experiences. This chapter will focus on the art of news storytelling, examining primarily how journalists craft narratives to inform, engage, and make sense of the world around us.

The Concept of Storytelling

Fictional Storytelling

Storytelling takes different forms in fiction. It aims to engage audiences, yet they differ in purpose and content. Fictional storytelling primarily aims to entertain, inspire and explore human emotions. Arundhati Roy's Booker Prize-winning *The God of Small Things*, for instance, explores complex family and class dynamics, using imaginative narrative to create empathy and deep emotional understanding. Through such imaginative writing, fictional storytelling creates empathy and understanding among the audience.

A good story usually includes:

Characters – real or imaginary people whose actions are followed by readers.

Plot – a sequence of events that creates tension and resolution.

Emotion – feelings that connect the audience to the story.

Meaning – a lesson, reflection, or message about life or society

Conventional News Reporting

In contrast to fictional story telling, news stories seek to inform the public about real events, issues, and developments. For example, coverage of the crash landing of an aeroplane seconds after its take off combines verifiable data with emotional scenes. It goes into the details of the tragedy with eye-witness account, official versions, pictures and the traumatic experiences of the survivors.

New Age News Storytelling

In the digital era, news storytelling has evolved beyond simply reporting events. Contemporary journalism transforms facts into meaningful narratives. It helps audiences understand what happened, why it matters and how it affects people. With multimedia tools, social media platforms, live updates, podcasts, and data visualisation, storytelling has become more immersive and audience-centric.

New age news storytelling brings together facts, context, voices of real people, and human experiences to create stories that inform and connect. Today, journalism is not just delivering information, It also helps audiences to interpret reality.

The characteristics of new age news storyteelling are as follows:

Storytelling Shapes Communication

In modern news media, storytelling shapes communication by making complex information engaging, relatable, and easier to understand.

Content is very important in evolving the style of news story telling. For example, the accident involving many people needs to be told with a clear beginning, middle and end. However, in

OVER TO YOU



The teacher presents a recent event in a school or locality. Half of the learners in groups are asked to prepare a creative short story with imagination and emotions based on the event, and the rest of the groups are asked to prepare a newspaper-style report of the event. Learners present the reports and discuss the difference between fictional and news stories.

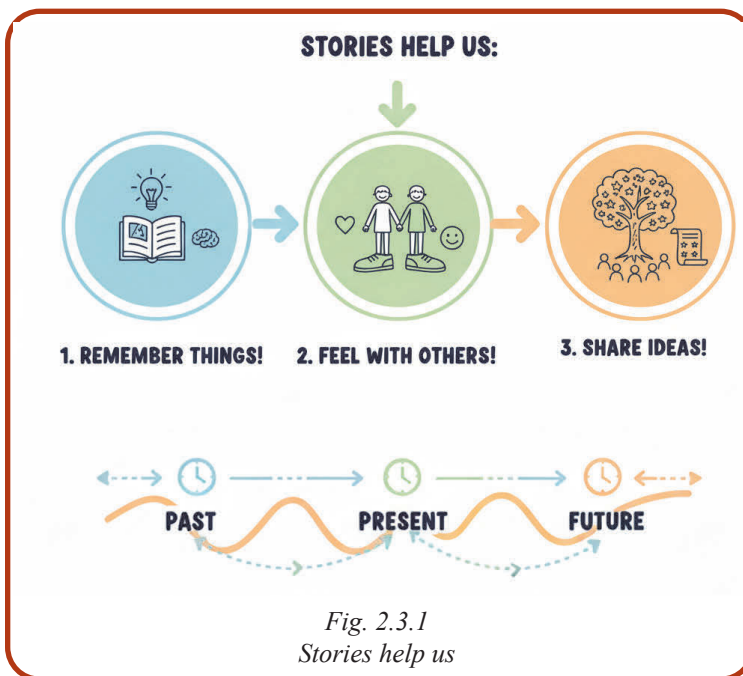
reporting opinions of important persons logical sequencing would be ideal.

When covering climate change, a news report may include scientific data, but it becomes more impactful when narrated through the story of a farmer struggling with unpredictable rainfall. The story gives meaning to the data. While plain communication delivers information, storytelling transforms news into an experience that audiences can emotionally and intellectually connect with.

In the age of digital media, where attention spans are short, storytelling also helps news compete for audience attention by making content memorable and meaningful.

Emotional Connection

Emotional connection is central to news storytelling. Audiences respond more strongly to stories about real people than to abstract numbers. Neuroscience suggests that powerful stories can trigger empathy and trust, making audiences more engaged with the content.



The usual style of reporting a flood disaster is to prioritise information about water levels, casualties and damages. Media also focus on humanistic angles of the tragedy by highlighting stories of rescue operations of stranded families by fisherman and huge voluntary efforts by armed forces and common people. These stories are more effective than reporting statistics.

Such storytelling shows how emotional engagement in journalism can motivate social

action while maintaining factual integrity.

Memory and Understanding

Stories help audiences remember information more effectively. This is often referred to as the “narrative advantage”. When facts are presented in a story, the human brain organises and retains them better.

For instance, many may not recall exact dates of India’s independence movement, but they remember the story of Mahatma Gandhi and his non-violent struggles. The narrative makes history meaningful and memorable.

Persuasive Tool

In the new media environment, storytelling is a powerful persuasive tool. Journalists, leaders, activists, and educators use stories to highlight social issues and inspire change. When data is embedded within a relatable story, it becomes more impactful and easier to accept.

Investigative reports often present statistical data along with personal testimonies to provide both evidence and human perspective. This combination allows audiences to understand the impact of an issue and also empathise with the people directly affected by it. Instead of arguing a viewpoint, storytelling places the audience within real-life experiences.

Thus, in new age journalism, storytelling connects facts with human realities, making news both informative and meaningful.

In the digital world, storytelling has become faster and more visual. Social media like Instagram, YouTube, and other online platforms allow anyone to share a story instantly through text, photo, or video. However, this freedom also brings with it responsibility. Not every story shared online is true. Therefore, ethical and accurate storytelling is essential to prevent misinformation.

The Concept and Nature of News Stories

News refers to communication of timely information about recent events that are significant and relevant to a specific audience. The very nature of news is rooted in its inherent newness and its power to find out the extra ordinary. As the famous adage goes, “When a man bites a dog, that is news.” A dog biting a VIP is also news. News

can be called an account of the events written for the people who were unable to witness it.

Definitions of News

News is any event, idea, or issue that is new, significant, and interesting to the public. In simple words, news is what people need or want to know about.

The word NEWS is sometimes said to come from North, East, West, and South, meaning information from all directions.

News is the issue for discussions and debates. Any event, which affects most of the people, interest most of the audiences and involves most of the people, is news.

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How Stories become Newsworthy

Why do media feature certain news stories prominently while others receive little or no coverage? Although each news outlet has its priorities, the editors have traditionally relied on a set of predictable values to determine the newsworthiness of a story. Let's analyse the news factors that journalists continue to use today to assess the newsworthiness of potential stories.

Timeliness

The most basic rule of news is that it must be new. People want to know what is happening now— not what happened a week ago. News loses its value as it grows old and becomes stale.

Proximity

People are more interested in events that happen close to them — in their city, state, or country. Local news connects directly with readers and viewers because it affects their daily lives.

Impact

News is more important when it affects a large number of people or has serious consequences. The greater the effect on people's lives, the higher the news value.

Prominence

Events involving well-known personalities or organisations naturally draw public attention. Celebrities, political leaders, or famous companies often make news because people recognise them.

Conflict

Conflict is a natural part of life and a major source of news. Disputes, protests, competitions, or debates often become headlines because they involve opposing sides and strong emotions.

Human Interest

Sometimes, a story becomes news because it touches people's hearts. These stories may not affect many people, but they appeal emotionally.

Oddity

Events that are strange, rare, or unexpected immediately attract attention. People are curious about things that break routine or seem unbelievable.

Progress or Development

Stories showing improvement, innovation, or positive change also make news. They reflect society's growth and achievements.

Cultural and Traditional Value

Stories connected to a community's customs, art, or festivals also carry news value, especially when they show social unity or creativity.

Ongoing Issues

Sometimes, a story becomes newsworthy because it relates to an issue already in public discussion. If people are already talking about a topic, the related developments are likely to attract attention.

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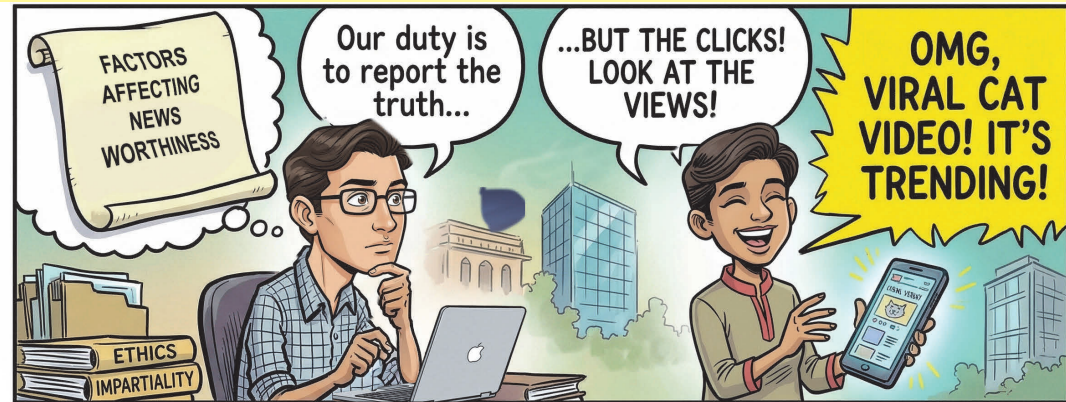


Students are divided into groups and each group is given several cards with news events (for example: A famous actor visits the city; A small fire breaks out in the school canteen; Heavy rain causes flooding in nearby areas; etc.) Each group is asked to rank order the news events based on its news worthiness.

Money/ Finance

Money as a news value arises because financial issues directly affect people's lives, businesses, and the economy. News outlets consider stories about money as newsworthy.

OVER TO YOU



Divide students into groups and conduct a classroom discussion based on the above cartoon on contemporary media practices and the factors of news worthiness.

Types of News Stories

Stories told by journalists can be classified into the following categories:

Hard News

Hard news focuses on information that has a broad social, political, or economic impact and deals with serious, immediate, and significant events that the public must know without delay. It could include factual data related to government decisions, conflicts, crimes, or natural calamities. The tone remains formal and unbiased, emphasising accuracy and timeliness.

Soft News

Soft news highlights stories that are less urgent but more appealing to human emotions and curiosity. It often covers subjects like human interest, lifestyle, culture, art, or entertainment. Unlike hard news, it is not strictly bound by immediate deadlines and usually adopts a narrative or descriptive style. Its main purpose is to inform, engage, or entertain readers rather than breaking updates.

Features

Features offer an in-depth look at a specific subject, trend, or individual. They are long-form pieces that explore the 'how' and 'why' behind a story and rely heavily on extensive research, multiple interviews, and a strong narrative arc. The tone of a feature is highly descriptive and creative, aiming to provide an understanding of complex societal issues or notable personalities.

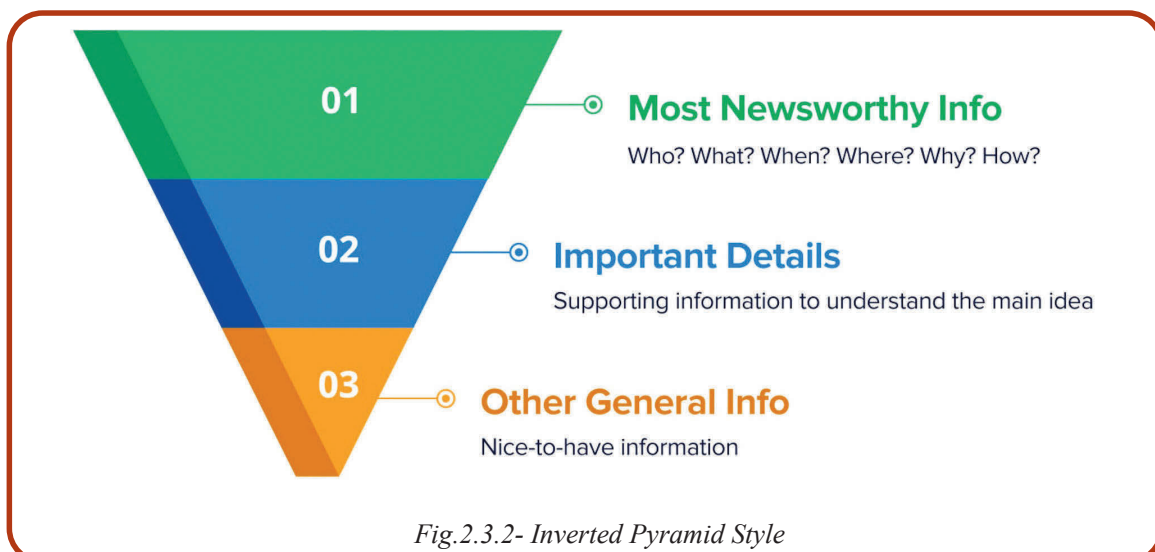
Opinion Pieces

Opinion pieces—which include editorials, columns, and op-eds—are not strictly objective. They present a specific viewpoint or argument regarding a current issue. They are written by subject matter experts, senior journalists or editors, or guest contributors and these pieces aim to persuade the reader, provoke thought, or stimulate public debate. Though subjective they must be grounded in factual evidence.

Major News Writing Styles

Inverted Pyramid Style

A news story usually begins with a headline. Hard news conventionally uses the inverted pyramid structure. In this format, information is arranged in the order of importance. An inverted pyramid story has three parts - lead or intro, body and tail. The lead or intro carries the most important and newsworthy facts. It highlights the main idea of the story.



The next few paragraphs provide more details that expand on the lead. This is the body of the story. The tail section include less important facts or related points. Each paragraph adds new information such as names, quotes, background data, and differing opinions. This style is essential for beginners in journalism. It teaches them how to identify what matters most and what can come later. It also helps them notice missing details that need further reporting.

OVER TO YOU

Divide the students into small groups and give each group a shuffled deck of "Fact Cards" pertaining to a single news event. Instruct the groups to read all the facts and arrange the cards vertically on their desks in the shape of an inverted pyramid. They must place the most important, breaking information at the top.

The advantages and disadvantages of using this style include:

Reader Efficiency : Inverted Pyramid style allows busy readers to grasp the most important facts quickly, often after reading only the first one or two paragraphs. It also ensures all facts are immediately understandable from the lead itself.

Editorial Flexibility (Story Length) : Sub-editors can effortlessly shorten the story by deleting paragraphs from the end without losing the core information.

Redundancy : Facts summarized in the lead are often repeated in greater detail in the body of the story, leading to unnecessary repetition.

Lack of Suspense : The style reveals every major detail immediately in the lead, leaving no surprises or buildup for the reader.

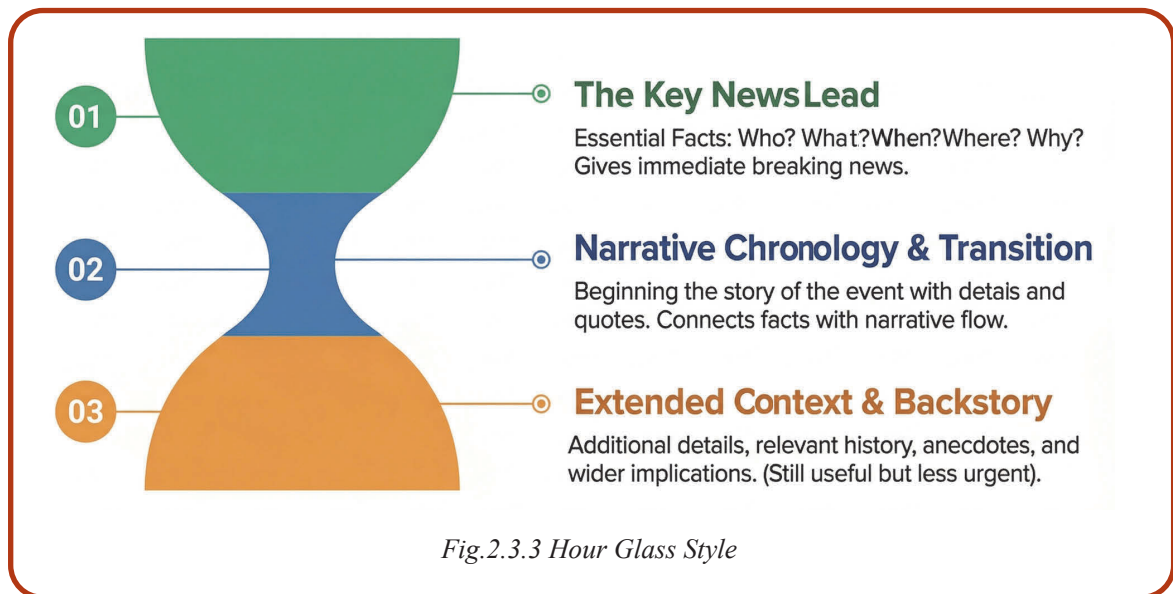
Diminished Relevance : This style was developed when newspapers were the first source for breaking news. Radio, television, and new media now primarily fill this role.

Creative Constraint : The formulaic structure prevents from experimenting with new or more engaging writing styles.

The Hourglass Style

Roy Peter Clark, an American author, editor, and writing coach, noted that those who follow the inverted style of writing tell stories in the same format. Whatever be the news, the style of presentation would be the same. Meanwhile, writers experimenting with narratives often lost focus on the main news. Important details were sometimes buried deep in the story. To solve this, Clark suggested the hourglass pattern, which blends the clarity of the inverted pyramid with the appeal of narrative storytelling.

The hourglass story has three main parts — the inverted pyramid, a turn or pivot, and a narrative. The inverted pyramid section, usually three to five paragraphs, gives the most important information first. The pivot paragraph connects this section to the narrative, which then tells the story in a detailed, chronological way. According to Clark, the key to this structure is the pivot, which smoothly shifts the story from summary to storytelling.



The Focus Style

The focus style of news writing has been used for many years, especially by *The Wall Street Journal* on its front-page feature stories. Many other newspapers have also adopted this style. Like the hourglass style, it uses storytelling techniques, but it begins differently. Instead of starting with a summary, a focus story opens with a specific person, situation, or short anecdote that highlights a larger issue.

A focus story has four main parts:

Lead : This part begins the story and can be several paragraphs long. Unlike a hard-news lead, it describes a person, place, or event that may not be newsworthy on its own but helps to illustrate a broader problem or theme.

Nut Graph : This section, often two or three paragraphs, explains the main point of the story and shows how the lead connects to the larger issue.

Body : Here, the writer develops the central idea with facts, details, and background information.

Conclusion (Kicker) : The story ends with a short closing—usually one to three paragraphs—those ties back to the person, place, or event introduced in the lead and gives the story a sense of completion.

The Narrative Style

A narrative story has two main parts — the story itself and the storyteller. In this style, the writer works like a novelist or playwright, describing how people interact with one another and their surroundings. To write narratively, reporters must find key people, observe their actions, and describe events in detail. It's more than collecting quotes or statistics — it's about watching and capturing life as it unfolds.

A narrative story may still begin with the main news, but it often shifts quickly into chronological storytelling, using flashbacks, dialogue, and scenes to bring the story to life. Some stories follow a full timeline — a beginning, middle, and end — each carrying equal weight. Unlike the inverted pyramid, it's hard to cut the ending of a narrative story because every part contributes to the whole flow of the narrative.

The Lead

A lead is the opening sentence or paragraph of a news story. It gives the main point quickly and helps the reader understand to what the story is about. A good lead is brief, clear, and interesting, and it sets the tone for the rest of the report.

Types of Leads

- **Summary Lead :** Gives the most important facts of the story straight away. It will answer questions like who, what, when, where, why, and how.
- **Astonisher Lead :** Presents a surprising or shocking fact to immediately grab attention.
- **Cartridge/Capsule Lead :** Very short and compact lead that gives only the essential information in one quick sentence.

- **Punch Lead** : Sharp, strong, and forceful opening that highlights a powerful fact or statement. It is used to make instant impact.
- **Question Lead**: Begins with a question to make readers think.
- **Direct Quotation Lead** : Starts with a brief statement or reaction of a person involved in the incident.
- **Indirect Quotation Lead** : Begins with a paraphrased version of someone's words instead of quoting them directly.
- **Direct Address Lead** : Speaks directly to the reader to make them feel personally involved.
- **Descriptive Lead** : Creates a visual scene or describes a setting to draw the reader into the atmosphere of the story.
- **Parody Lead** : Uses a humorous twist based on a famous title, phrase, or style to introduce the story.
- **Staccato Lead** : Uses short, sharp, dramatic sentences placed one after another to create tension or drama.
- **Freak Lead** : Focuses on an odd, unusual, or funny incident that immediately catches attention.
- **Keynote Lead** : Highlights the central theme or main idea of a speech, event, or report.
- **Delayed / Teaser Lead** : Builds curiosity by withholding the main point until the end of the story, creating suspense.

OVER TO YOU

Teacher provides some facts, figures and other details about certain news stories. Students are asked to come up with various types of leads suited for each story.

Story Headlining

A headline is the bold title of a news report. It guides readers, highlights the story's importance, and adds personality to the publication. Since dull headlines can turn readers away, journalists today must create engaging and imaginative ones to compete in the 24-hour news cycle.

Functions of a Headline

Headlines serve six main purposes :

Index the News

Headlines, along with photos and graphics, attract attention on a page. While visuals tell a story in images, headlines do it with

words. They help readers find stories quickly, making reading easier, more enjoyable and save time. That is why headlines are compared to beacons.

Establish News Importance

Headlines signal the value of a story using width, font size, weight, and style. Wider headlines indicate more important stories. Larger fonts are for major news, smaller fonts for minor news. Bold fonts emphasize impact, while styles like italics can convey lighter or entertaining stories.

Reflect the Mood

Headlines often convey the emotion of a story. When India's Chandrayaan-3 landed on the Moon in 2023, headlines like "India Goes Where No Nation Has Gone Before" (*The Times of India*) and "India on the Moon: Chandrayaan-3 Lands Successfully Near Lunar South Pole" (*The Hindu*). The use of verbs such as "goes" and "lands successfully" conveys the nation's excitement and achievement, helping readers feel the emotion behind the news. Headlines often glaringly reflect the editorial judgement of the story being reported.

Set the Newspaper's Tone

Headlines show a newspaper's style. Tabloids use large, bold headlines to grab attention, while mainstream papers prefer smaller, calmer fonts. A tabloid might report "Godman's Reign Ends; Court Clamps Down," whereas a mainstream paper would say, "Spiritual Leader Arrested, Sent to Judicial Custody." Many popular tabloids, like Flash and Rashtradeepika, use large headlines on their front pages to catch the eye of commuters, reserving smaller fonts for inside pages.

Add Visual Appeal

Headlines make pages lively, even without images. They provide visual contrast, with bold headlines paired with lighter ones to create balance and attract readers. Newspapers use contrasting colours in headlines to highlight the importance of the content.

Create Newspaper Identity

Headlines give a newspaper its unique character. Regular readers recognize the familiar font and style, which helps maintain the paper's identity. Frequent changes can confuse or alienate readers.

Types of Headlines

Skyline

A skyline is a rare headline format placed above the newspaper's nameplate. It is used only for highly significant and exclusive news events. It signals that the event is more important than even the newspaper's identity. Skylines are not used regularly—only on exceptional occasions.

Banner / Streamer

A banner, also known as a streamer, is a large headline printed across all the columns of the page. It is used only for major or historic events and appears in bold, oversized letters to catch immediate attention.

Downstyle

Downstyle is a system of capitalisation where only the first word of the headline, proper nouns, and acronyms begin with capital letters. This is the most used headline style in India. Some newspapers now capitalize the first letter of every word, but this practice is discouraged because it uses more space and can affect readability.

Kicker/ Shoulder

A kicker (or shoulder) is a smaller headline placed above the main headline. Earlier, it was used to show the subject of a story. Today, it usually adds an extra point or angle that the main headline does not mention.

Reverse

In a reverse headline, the text appears in white while the background is dark (black or grey). Modern printing allows both text and background to be created in several colours. Reverse headlines are used to make the text stand out and attract attention.

Reverse Kicker/ Strapline

A reverse shoulder or strapline appears just below the main headline in a smaller font. It is often used to introduce an additional detail, clarify the main point, or give supporting information.

OVER TO YOU

Teacher distributes copies of major newspapers in the class. Students in groups identify and label various types of headlines they have learned.

Standing Heads

Standing heads are fixed titles used for regular, recurring items such as “Weather”, “Sports Roundup”, “City Diary” or “City Today”. Since they appear every day, they help readers easily identify these sections. They are also called stet heads.

Flush left

This is the most common head line type. It consists of two or more lines, which are aligned at the left edge of the column.

News Sources

News gathering may look easy, but it is not. Reporters often cover scheduled events like sports and games, political meetings, or strikes. They collect background information, watch the event, take notes, talk to people, check facts, and then write the news story. Some people refuse to share information. They may want to protect their privacy, their business, or they may not have permission to speak. When this happens, reporters must look for other sources. Sometimes, even a refusal to comment becomes a part of the news. But reporters must use it carefully so that no one is blamed unfairly.

Information sources can be classified as:

Primary sources : They provide first-hand information. Examples: eyewitnesses, original documents, interviews, and photos.

Secondary sources : These are materials that interpret, analyse, summarise or comment on primary information sources and first-hand accounts. Examples: biographies, history books, and commentaries.

Tertiary sources : Reporters collect information from sources like, encyclopedias and fact books.

External/ Scheduled Sources

These are sources that are accessible and visible to reporters. They include public meetings, seminars, lectures, press conferences, meet-the-press and briefings, where details such as date, venue, and agenda are scheduled. Organizers provide information and logistic support, and reporters can also use library or reference material to collect information. Identified sources can be quoted directly in

reports. Local party office-bearers at political meetings, principals or NGO officials at seminars, or government officials like ministers and administrative officers, are suitable examples for scheduled sources of authentic information.

Internal/Confidential Sources

These are sources developed by reporters themselves, often through personal contacts or insider connections. Such sources provide exclusive information, sometimes anonymously, from government, public, or private sectors. They can include whistleblowers, dissatisfied insiders, or even ordinary people like drivers or domestic staff of VIPs. Some sources may wish to be quoted, while others prefer anonymity, in which case the reporter writes “according to informed sources.”

RTI as News Source

The Right to Information (RTI) Act, enacted on 15 June 2005, has emerged as an important and reliable news source. RTI enables journalists and citizens to obtain authentic information directly from government departments and public authorities, making it a powerful tool for investigative reporting. Unlike rumours or unofficial claims, information received through RTI is documentary and verified, which increases the credibility of news reports. Thus, RTI strengthens democratic journalism by promoting accountability, transparency, and informed public awareness.



Teacher provides few pages of newspapers to students in groups and asks them to identify the probable source/s of the news story. Also, check whether the source is properly attributed or not.

Online Sources and Social Media Platforms

New media and the internet have completely changed how news is gathered, shared, and consumed. Many studies highlight the growing importance of the internet as a major source of news. Newspapers and TV channels regularly monitor news portals and websites to keep track of what is being published.

In today's digital world, platforms like X, Facebook, Instagram, YouTube, WhatsApp, Telegram, LinkedIn, and even newer platforms such as Threads and Reddit have become fast and popular sources of news. Almost all major political leaders, parties, organisations, celebrities, and newsmakers use these platforms to connect directly with the public and provide the latest updates to reporters.

News Agencies

The modern press grew together with the development of news agencies. News agencies supply regular and trustworthy news to newspapers, TV channels, and other media organisations. Most media houses subscribe to national and international news agencies, also known as wire services, because they cannot afford to send reporters or open offices in every part of the world. By subscribing to agencies like Reuters and the Associated Press (AP), they receive continuous updates from different countries through a large network of reporters.

During the nineteenth century, pioneering news agencies were established by Bernhard Wolff in Germany, Baron von Reuter in England, and Charles-Louis Havas in France. In 1859, these three agencies reached an agreement and divided the world among themselves for news collection. Reuters covered the British Empire, North America, most of Asia, and Egypt; Havas covered the French Empire, Latin Europe, and South America; and Wolff covered the remaining parts of Europe.

The Associated Press (AP) founded in 1846 in New York challenged the control of European news agencies. By 1859, AP reorganised its operations in the United States and entered into an agreement with the European cartel. According to this agreement, each agency would collect news from its own region and share it with the others.

INFO



Western Bias in International News

The four international news agencies -Reuters, AP, AFP and the United Press International (UPI) -were the “wholesalers” of world news by the end of 20th century. Almost every international story you read in an Indian newspaper probably originated from one of them. Some critics refer to them now as the “Big Three” (as UPI has lost its global dominance at the turn of the century), as they are the “gatekeepers” deciding which events were important enough to be reported. As all these agencies were based in the West, they were often accused of ignoring or misrepresenting issues in the Global South (developing nations like India).



Reuters, founded in London in 1851, was the first news agency to start operations in India, and in fact in Asia, when it opened an office in Mumbai in 1886. From there, it expanded to other British-ruled countries. The opening of the Suez Canal and the laying of a direct cable between London and the East greatly increased the speed of communication. Reuters and its Indian partner, the Associated Press of India, had complete control over news distribution in India until the formation of the Press Trust of India.

The Press Trust of India (PTI) was established on August 27, 1947, under the Indian Companies Act of 1913. PTI is the largest news agency in India.

Need for Attribution

Attribution means naming the source of information. It is required when using someone's statements, but not for general or easily verified facts. Attribution supports accuracy, accountability, and trust.

Sources may be identified by name and designation, or kept anonymous as "sources," "reliable sources," or "confidential sources." Sometimes information is only a lead for further investigation and is not directly attributed. When information is controversial, attribution usually appears in the lead; otherwise, it may be placed later for clarity.

Interviews for Storytelling

Interviews play a vital role in news reporting because they offer direct information, clear explanations, expert insights, and the human experiences that make stories meaningful. With both traditional meetings and digital options like Zoom, WhatsApp calls, live sessions, and email, journalists can now speak to sources quickly and reach people anywhere.

Effective interviewing depends on preparation. Reporters must understand the topic, learn about the person they are speaking to, and know what they want to achieve. Approaching the interviewee with confidence and warmth encourages open and honest responses. Well-planned questions help uncover thoughts that go beyond scripted statements, as seen in programmes such as Devil's Advocate, Nere Chovve, and Mukhamukham.

In print journalism, interviews support feature writing, profiles, commentary, and explanatory articles. Reporters must choose strong quotes, add background details, and organize the material clearly for readers. Across all forms, interviewing relies on preparation, empathy, observation, and ethics, helping journalists present honest and meaningful stories.

Interviews are generally divided into two main types: spot news interviews and personality interviews.

Spot News Interview

A spot news interview is conducted when an event is happening or immediately after it has taken place. The main purpose is to collect quick facts, statements, and immediate reactions.

Personality Interview

A personality interview provides depth and detail about a person's life, ideas, achievements, or experiences. It is more relaxed and conversational than a spot news interview. These interviews are conducted in a friendly and informal style with more open-ended questions.

Interviewing as a Skill

According to Richard Kritchfield (The Indian Reporter's Guide), journalists often face three major difficulties:

- Refusal to comment: Interviewees may decline to speak about sensitive issues.
- Evasion or irrelevance: They may give incomplete or unrelated answers to avoid certain topics.
- Off-the-record information: A source may share important information but insist that it should not be published.

How Journalists Should Handle these Problems

- Stay calm, polite, and respectful
- Treat off-the-record information only as a clue
- Look for other sources who can confirm the facts
- Wait for a better moment when the interviewee may speak openly

OVER TO YOU

Pair up with a classmate and take turns to interview each other. Instead of just asking for basic details like their hometown or hobbies, prepare a few good questions to find out a unique story, experience, or viewpoint. Listen carefully, take good. Write a 150 to 250-word profile about the classmate.

- Avoid showing irritation or anger
- Be patient, professional, and persistent.

Elements of a Successful Interview

- Prepare carefully: Study the topic and the person beforehand to ask meaningful questions.
- Devise a theme: Decide the focus of the interview to keep it organised.
- Establish a relationship: Build rapport by being friendly, respectful, and non-judgmental.
- Listen and observe carefully: Pay attention to words, tone, expressions, and surroundings to understand the complete message.
- Phrasing the questions: Well-phrased questions improve the quality of answers. Questions must be clear, purposeful, and based on proper research.
- Another guiding principle is: “Study your subject like an enemy but treat them like a friend.” This means that journalists should prepare thoroughly but behave politely and empathetically during the interview.

Types of News Reporting

Journalism has evolved from traditional print media to digital platforms, multimedia storytelling, and mobile-based reporting. Reporters now use a variety of methods and styles to communicate information clearly and accurately, depending on the purpose of the story, the audience, and the medium used. Let's have an overview of the different types of story reporting practiced in modern journalism.

Enterprise Journalism

Reporter-driven, original reporting based on research, data, and investigative skills. Journalists develop their own story ideas and sources rather than depending on press releases.

Investigative/ Watchdog Journalism

In-depth reporting that uncovers corruption, crime, or unethical practices. Investigative journalists act as watchdogs and often produce long-form stories with significant social, legal, or political impact.

Entertainment/ Lifestyle Journalism

Covers popular culture, arts, music, fashion, food, television, and general lifestyle topics. It combines factual reporting with reviews, columns, and opinion pieces for leisure and cultural engagement.

Sports Journalism

Reports on sports events, athletes, teams, and sports culture. It includes match reports, analysis, statistics, and profiles of sports personalities in an engaging manner.

Photojournalism

Tells stories through powerful visuals that capture crucial or emotional moments. Photographs often accompany written reports and enhance their impact.

Business Journalism

Covers the economy, finance, markets, corporate affairs, entrepreneurship, and related policies. It provides information that helps investors, businesses, and consumers make informed decisions.

Political Reporting

Reports on government, political parties, elections, campaigns, policies, and political leaders. Coverage may be local, national, or international.

Crime Reporting

Focuses on criminal activities, law enforcement, investigations, and courtroom proceedings. Crime reporting provides factual and accurate coverage of offences and legal outcomes.

Science Journalism

Explains scientific research, discoveries, and technological developments in simple language. This helps the public understand complex scientific data.

Data Journalism

Uses data analysis, statistics, and visualisations (charts, maps, infographics) to uncover patterns and tell stories. Especially useful in elections, public spending, health, and climate reporting.

Explanatory Journalism

Breaks down complex topics—such as economic policies, scientific issues, or global conflicts—into clear, understandable explanations. Explanatory reporting provides background, context, and clarity of content.

Mobile Journalism (MoJo)

Reporting done using mobile phones and portable digital tools. The trend enables fast, on-the-spot coverage through videos, photos, and live updates, especially for social media.

Multimedia/Digital Storytelling

Combines text, video, audio, graphics, animation, and interactive tools in one story. It is widely used in online news platforms.

Environmental/ Climate Journalism

Covers issues such as climate change, pollution, biodiversity loss, and sustainability. Reporting on environment is increasingly important due to global environmental concerns.

Citizen Journalism

News content created by the public using mobile phones, social media, or blogs. This form offers on-ground perspectives, especially during emergencies and protests.

VR Experiences

Uses virtual reality, augmented reality, and 360° video to create experiential storytelling, allowing audiences to feel “present” at the scene.

Mainstream Media and Digital Storytelling

Media organisations around the world are increasingly using digital storytelling formats to reach audiences active on mobile devices and social platforms. They release short updates, videos, and interactive posts before publishing full stories. International outlets like The Washington Post, CNN, and Vogue use platforms such as Snapchat, Instagram, and Apple News for quick, visual content.

In India, most media houses rely on YouTube Shorts and Instagram Reels. Audience engagement data helps publishers refine their content strategies and choose the most effective format and platform.

Growing interactivity—through touchscreens, wearables, voice controls, and gesture-based systems—will let audiences influence storylines or collaborate with creators. Future storytelling is expected to become increasingly multi-sensory, blending text, audio, holograms, mixed reality, and spatial computing.

From Reporter to News Storyteller

A news storyteller is a reporter who goes beyond the collection of facts to become a bridge between the media organisation and the public. While traditional reporters act as the eyes and ears of society, carrying a silent contract of credibility with the audience, a news storyteller strengthens that trust by presenting verified information in a clear, meaningful, and engaging way.

The core duty of a reporter is to gather facts, background details, and eyewitness accounts. A news storyteller builds on this by adding context, structure, and human relevance, helping the audience understand not just what happened, but why it matters. This approach also enhances the reputation of the newspaper or news channel they represent. While reporters typically work under a Chief of Bureau, their storytelling skills are what make their work stand out, turning raw information into stories that uphold truth, public interest, and ethical standards.

News storytelling is often a collaborative effort. A reporter collects information from the field, while a subeditor refines it for publication, ensuring clarity, accuracy, readability, and ethical responsibility.

Together, they transform raw material into trustworthy stories that inform, engage, and connect with the audience.

A reporter is the frontline storyteller, bringing events and voices from the field to the audience. Key qualities include:

News Sense (Nose for News) : Ability to identify what is important, timely, and relevant.

Observation and Memory : Capturing scenes, quotes, and details accurately.

Speed and Patience : Meeting deadlines while waiting for key interviews or developments.

People Skills : Friendly and approachable attitude to cultivate sources and gather stories.

Integrity and Reliability : Honest, loyal to ethical journalism, and committed to the audience.

Initiative : Self-starter who pursues stories proactively without waiting for instructions.

Sub editor's Contribution to Storytelling

A sub editor is much more than a person who polishes language; they are also responsible storytellers, primary gatekeepers, and guardians of credibility. Working behind the scenes, the sub editor transforms a raw report into a clear, coherent, and engaging narrative without changing its original meaning, if necessary. They verify facts, check sources, and identify inconsistencies to ensure accuracy and authenticity. Every name, date, quote, and claim is carefully examined, helping to protect the publication from errors, misinformation, and legal risks.

Important qualities include :

Clarity and Precision : Polishes language, corrects grammar, and ensures logical flow.

Attention to Detail : Checks facts, figures, spelling, punctuation, and style.

Creativity in Editing : Rewrites dull or unorganised stories into engaging narratives.

Headline and Caption Writing : Summarizes stories effectively in concise, impactful ways.

Legal Awareness : Guards against libel, defamation, contempt of court, or other legal risks.

Ethical Judgment : Removes bias, editorializing, or elements of bad taste.

Time Management : Works under strict deadlines, often at night or in shifts for newspapers.

The Story Hub/Newsroom

The newsroom editors, collectively referred to as the editorial team or the desk, are responsible for determining the content published in a newspaper or online news platform. In a daily newspaper, these editors participate in a story conference or editorial meeting, during which they decide the main headline of the day, select front-page photographs and stories, and allocate pages to the reports submitted by reporters and writers.

Although the central objective is the publication of news, this process is carried out through four distinct yet interrelated functions that follow a systematic sequence:

Story Gathering : This foundational stage involves reporters and correspondents working in the field to collect information by attending events, conducting interviews, tracking social media activity, and developing reliable sources.

Story Selection : Since not all events qualify as news, editors—especially the Chief Editor and News Editor—evaluate and choose stories based on established news values such as timeliness, impact, prominence, proximity, conflict, and human interest.

Story Editing : Selected stories are then subjected to careful review. Copy editors assess accuracy, clarity, grammar, style, and tone to ensure fairness, balance, and readability, and they often craft headlines and subheadings.

Page Designing and Production : In the final stage, designers, in coordination with the editing desk, arrange stories, images, and advertisements on print or digital pages using layout software, ensuring a balance between visual appeal, clarity, and news priority.

Adobe InDesign is widely regarded as the industry-standard software for professional page design, while QuarkXPress and CorelDRAW are also extensively used tools such as Canva and Affinity Publisher are popular, with Scribus serving as a free and open-source alternative.

Editorial Roles in a News Organisation

Members of the editorial team are responsible for collecting information and producing news content through writing, editing, and visual presentation. Major roles in a modern media organisation may include:

Editor-in-Chief : The senior-most editorial authority, who defines the editorial vision, leads and coordinates the team, supervises all content. A senior Associate Editor will be responsible for publishing the contents under the PRP Act 2023.

Managing Editor : Oversees the daily functioning of the newsroom, ensures adherence to deadlines, and manages editorial staff and workflow.

News Editor / Assignment Editor : Allocates reporting assignments to journalists, verifies factual accuracy, and maintains consistency in the quality and tone of news reports.

Reporters / Journalists : Field-based professionals who investigate events, conduct research, and write news stories based on firsthand observation or credible information sources.

Correspondents : Journalists with specialised responsibilities who report on specific areas, such as crime or education, or from specific geographic regions, including international locations.

Copy Editors : Examine articles for grammatical accuracy, spelling, factual correctness, and stylistic consistency, while also preparing headlines and ensuring compliance with editorial standards.

Feature Writers : Produce detailed and interpretative articles that explore issues, personalities, or themes beyond immediate or breaking news.

Columnists : Contribute regular opinion-based articles offering analysis and commentary from a personal viewpoint, often drawing on expertise or specialised knowledge in specific fields.

Photojournalists / Photographers : Document news events visually by capturing photographs that enhance and support written stories.

Beat Reporters : Journalists who consistently cover a specific subject or institution—such as health, education, courts, or the environment—develop strong source networks and deliver regular, detailed updates.

Stringers/Freelance Reporters : Independent or part-time contributors who supply news stories, frequently from remote or rural areas, and are typically paid on a per-story or assignment basis.

Layout Designers/Artists : Responsible for the visual presentation of the publication by organising text, images, and graphics to ensure clarity and aesthetic appeal.

The 24x7 News Cycle

Although the fundamental processes of news gathering, selection, and editing remain unchanged, digital newsrooms function with a different pace and set of priorities, largely influenced by the Internet's demand for immediacy and multimedia-rich content.

Unlike traditional print newsrooms that work toward a single daily deadline, online newsrooms operate continuously, publishing stories as soon as information is verified.

Digital journalists are required to produce content not only in typed form but also in video formats to be uploaded in social media channels such as Twitter, Instagram, and TikTok.

Another key responsibility of digital newsrooms is the real-time monitoring of audience metrics, including page views, shares, and user comments, in order to assess public interest and adapt coverage strategies accordingly.

Coordination within digital news operations is more complex, often involving a dedicated digital desk that works alongside the print desk to adapt the same core information into multiple formats suited to different platforms.

Conclusion

By combining visuals, dialogue, music, and editing, storytellers can create powerful messages that inform, entertain, and move audiences. This form of storytelling allows viewers to see events unfold, understand emotions, and connect with characters in ways that written or spoken words alone cannot achieve. In the next chapter Photography, you will learn how thoughts and emotions are conveyed through visual media. It will focus on photojournalism, providing learners with practical experience in visual storytelling.



Feature Writing

Write a 150-word human-interest feature focusing on a local person, event, or place. The story should be engaging, well-structured, and highlight the emotional or unique aspects of the subject to captivate the reader's interest.

Beat-Based Reporting

Practice news reporting for your school newspaper or school blog, by assigning students with specific beats. Beats could be like School Office, National Service Scheme, NCC/Student Police, Sports, Arts, PTA etc.

Personality Interview

Identify a personality in to locality and conduct short interview, and write a profile of the person based on the interview.

Vox Pop Activity

Conduct quick interviews to gather public opinion on a current local issue. Interview 5–7 people, asking them the same targeted questions. Compile their responses and organise them into a short, cohesive vox pop script or article.

Chapter 4

Photography

Photography and photojournalism serve as creative forms of visual storytelling that capture reality with meaning and purpose. This chapter explores how photographs go beyond simple recording to communicate ideas, emotions, and social contexts through visual language. By understanding the expressive and narrative qualities of images, students learn how photography functions as a powerful medium for presenting real-life situations in an engaging and responsible manner, with an insight into its professional applications.

Emergence of photography

Photography literally means 'drawing with light'. The word 'photo' means light and 'graphy' stands for drawing. From the first experiments with light-sensitive materials in early 19th century to today's digital cameras and smart phones, photography has undergone a remarkable transformation. Each stage of the evolution expanded creative possibilities and made capturing images more accessible. Today, almost everyone carries a camera embedded in their mobile phone. We now take photographs without hesitation, and the image quality is far superior to what was possible in the past. However, the camera we use today has undergone a long process of transformation to attain its present form. Photography emerged as an independent medium only about 200 years ago. Since then, development of camera was a continuous metamorphosis from mechanical light-tight boxes to sophisticated digital devices. Understanding how photography has changed over time helps us appreciate the technology and artistry behind every picture we take.

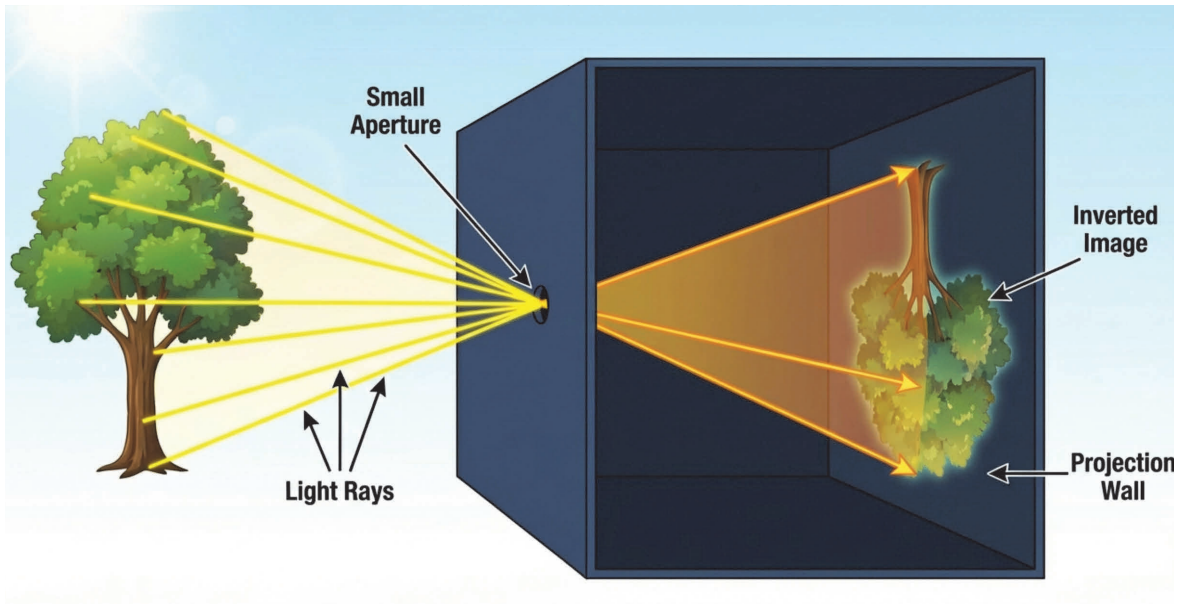


Fig. 2.4.1. Working of a Camera Obscura

Camera Obscura

The evolution of photography can be traced back to Camera Obscura, an ancient optical device used for centuries before the invention of modern cameras. It is a device involving a darkened room or box with a small hole or opening on one side. Light entering through this opening projected an inverted image of the outside scenery onto the opposite wall. Artists and scientists used this tool to study light, perspective, and to aid in drawing scenes accurately. Although the camera obscura could not capture or record images, it provided the foundational principles that eventually led to the development of photographic technology.

History of Permanent Images

The first known photograph “View from the Window at Le Gras” (French: *Point de vue du Gras*), was captured by French inventor Joseph Nicéphore Niépce in 1826 using heliography. He coated a pewter plate with bitumen and exposed it to light for nearly eight hours. The darker portions of the image blocked the light, while the lighter areas allowed it to react

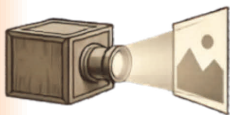


Fig. 2.4.2. View from the Window at Le Gras

INFO



Evolution of Photography



1520 *Camera Obscura*

Traditional devices that project an image onto a surface, laying the foundation for photography.



1826 *First Photograph*

Joseph Nicéphore Niépce captured the earliest surviving photograph using heliography.



1839 *Daguerreotype*

Invented by Louis Daguerre, the first practical photographic process widely used.



1841 *Calotype*

William Henry Fox Talbot's technique introducing paper negatives.



1888 *Roll-Film Camera*

George Eastman's portable camera popularized amateur photography with easy film loading.



1925 *35mm Format Camera*

Leica introduced compact 35mm cameras, revolutionizing portable photography.



1948 *Instant Camera*

Edwin Land's invention delivering self-developing photographs within minutes.



1959 *Modern SLR Camera*

A pioneer in professional 35mm SLR cameras, setting industry standards.



1975 *First Digital Camera*

Steven Sasson invented the first self-contained digital camera at Kodak.



1999 *First Professional DSLR*

Nikon launched, the first affordable and practical DSLR for professionals.

with the chemicals on the plate. Niépce then washed the plate with a solvent to reveal the image, which became known as a heliograph or sun print.

This was followed by Louis Daguerre's invention of the daguerreotype in 1839, a method that produced highly detailed images on silver-plated copper. Around the same time, William Henry Fox Talbot developed the calotype, which enabled negative-to-positive printing and allowed multiple copies of an image.

In the 19th century, when George Eastman's introduced the roll film and the Kodak camera, which made photography widely accessible. The early 20th century saw colour photography expand the medium's possibilities. Digital photography, marked by the invention of the CCD sensor in 1969 and mainstream adoption in the 1990s, replaced film with pixels. In the 21st century, smart phones and social media revolutionised the field further, allowing billions to create and share high-quality images instantly. This ongoing evolution reflects photography's significance as both an art form and a powerful tool for storytelling.

OVER TO YOU

Students, working in groups, will construct a functional pinhole camera using a cardboard box, chart paper, butter paper, and tape to demonstrate the fundamental principles of photography.

Photography as Form of Storytelling

Photography has long captured human imagination. While some argue that photography merely records reality, others believe it is a powerful medium of expression like painting or sculpture. A photograph can convey feelings, tell meaningful stories, and change the way we view the world. By intentionally choosing moments, subjects, and perspectives, a photographer express creativity and emotion. Photography has therefore grown into a strong form of visual storytelling and artistic expression. A single photograph can instantly expresses emotions like joy, pain, hope, or strength. Steve McCurry's famous Afghan refugee girl (see Fig. 2.2.3.) is a good example. The image shows struggle and resilience, while deeply touching the viewer's emotions. This ability to create emotional impact is a key feature of true art. The true value

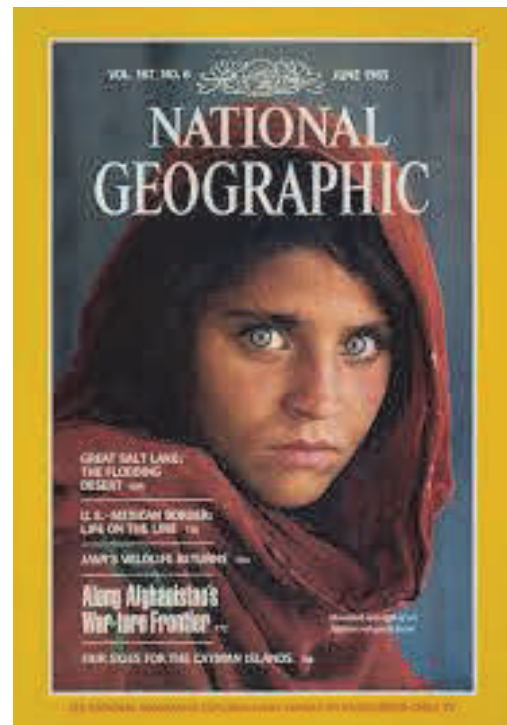


Fig. 2.4.3 Photo Courtesy- National Geographic

of photography lies in the photographer's vision, timing, and message. Technology is only a tool — it cannot replace creativity or emotion.

Understanding the Equipment

Photography is actually very complex process. We must understand how cameras record light and how human eyes work. Human eyes can move around a scene and adjust the focus continuously, while a camera records only a single still image. This gives our eyes many advantages over cameras. Our eyes can adjust to different brightness levels, see a wider field of view by moving, and focus on objects at various distances.

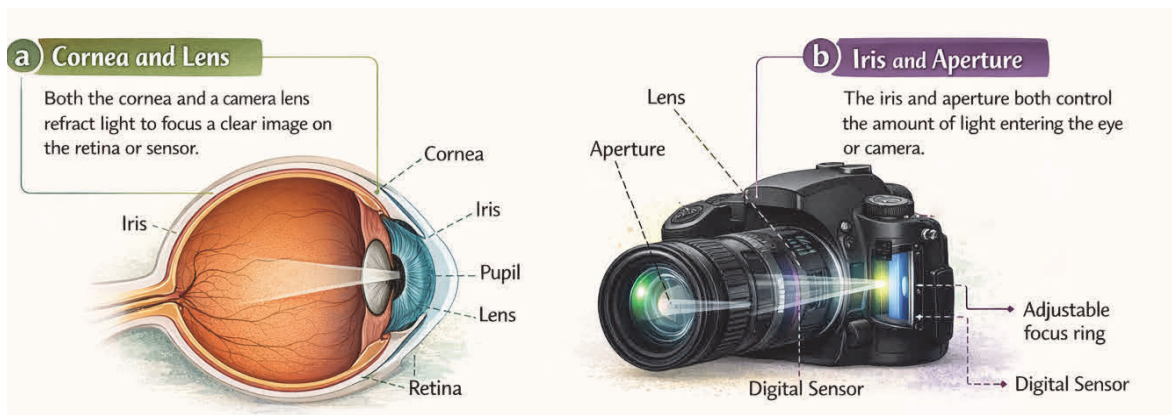


Fig. 2.4.4. Human Eye vs Camera

Also, our visual experience is shaped by the mind, making human vision fundamentally different from camera vision. However, human eye and a camera share several similar components, including lenses and light-sensitive surfaces. In the human eye, the iris regulates the amount of light that enters, while the lens focuses that light. The retina, a light-sensitive layer at the back of the eye, records the image being viewed and sends signals to the brain through the optic nerve. The brain then processes and interprets these signals to create what we see.

A camera follows a comparable process when forming an image. Light first passes through the camera's lens, and the aperture controls the light that enters. The light then reaches a light-sensitive surface. In the past, this surface was photographic film, but in modern digital cameras, it is an electronic image sensor.

The equipment of the photographer include— the camera body, lenses and accessories like flashes, lens filters, tripods, memory cards, batteries, and carrying cases. Let's look at them in detail:

The camera

Cameras come in various types for different needs and expertise. Photojournalists and commercial photographers often choose interchangeable lens cameras like Digital Single Lens Reflex (DSLR) or the now popular mirrorless models. DSLRs use a mirror and a pentaprism for optical viewing making it heavier than mirrorless cameras.



Fig. 2.4.5. Parts of a Camera Body

INFO



Parts of a Camera and their Functions

External Camera Body & Controls

Viewfinder: The viewfinder is a small window at the back of the camera used to frame and compose the photograph.

Display Screen: The display screen shows camera settings, menus, and image previews.

Dials: A mode dial is located on the top of the camera and is used to select different shooting modes. Other dials are used to change important settings like shutter speed, aperture, and exposure compensation quickly.

Shutter Button: The shutter button is pressed to take a photograph. When pressed halfway, it activates autofocus; when fully pressed, it captures the image.

Lens Mount: The lens mount is the part that attaches the lens securely to the camera body. Only lenses compatible with the camera's mount system can be used.

Internal Mechanisms & Electronics

Digital Sensor: The digital sensor is a sensitive electronic part that captures light and converts it into a digital image. Most cameras use CCD or CMOS sensors.

Image Processor: Once the digital sensor captures the light data, the image processor converts it into a digital image file.

Storage, Power, Connectivity & Accessories

Battery/ Battery Slot: The battery supplies power to all camera functions. A good battery life allows longer shooting time.

Memory Card Slot: The memory card slot holds the card where photos and videos are stored.

Connectivity Ports: These typically include ports for HDMI, USB, headphone and microphone connectivity..

Hot Shoe: The hot shoe is a metal slot on top of the camera used to attach external flash units and other accessories.

Pop-up Flash: A built-in flash that pops up from the top of the camera body to provide immediate artificial light in dark settings.

Tripod Mount: The tripod mount is a threaded hole at the bottom of the camera used to attach it to a tripod for stability.



Both cameras allow users to change lenses according to their needs and offer advanced manual controls. Medium format cameras, with larger sensors and higher resolution, are favoured for commercial and studio work. There are point-and-shoot cameras with fixed lenses and automatic settings. Smart phones now feature multiple lenses and powerful sensors, making high-quality photography widely accessible.

INFO**What is a pixel?**

A pixel is the smallest unit on a camera sensor, capturing light and colour to build the final image. Modern sensors contain millions of pixels, measured in megapixels (MP), where 1MP equals one million pixels. The megapixel count shows how large an image can be printed or displayed, but more megapixels do not always mean better quality. Cameras with fewer megapixels but larger sensors often produce superior photos. Lens quality and a camera's image processing also greatly affect image results.

The Lenses

A lens is an optical device used to focus light at a fixed point. In digital cameras such as DSLRs and mirrorless cameras, the lens directs light onto a digital sensor. Professional cameras are designed with interchangeable lenses, where the user can change the lenses according to the requirements.

Focal Length

Focal Length is a distance (measured in millimetres) from the optical centre of a lens to the camera's image sensor when the subject is

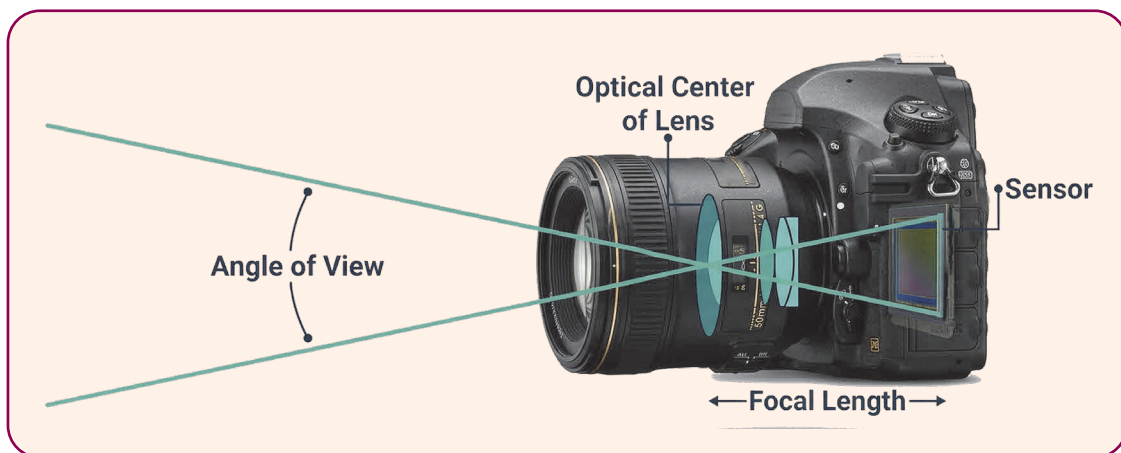


Fig. 2.4.6. Focal Length

in focus. It determines how much of the scene is captured and how large subjects appear in the frame, affecting both angle of view and magnification.

Based on focal length and angle of view the lenses can be classified as:

Standard/Normal Lens : A standard lens is one with a focal length—typically 50mm on full-frame cameras—that produces a natural perspective, closely mimicking human vision without magnification or distortion.



Wide-Angle Lenses: Wide-angle lenses are used to capture a large area within the frame. They are especially useful for landscape and street photography. These lenses usually keep most of the scene in focus, except when the subject is very close to the lens. The focal lengths usually range below 50 mm.

Telephoto Lenses: They are used to photograph distant subjects. They provide high magnification but have a narrow field of view. Like a telescope, these lenses allow photographers to focus on faraway objects. They are widely used in sports photography to capture subjects clearly from a distance. The focal lengths usually range above 50mm.

Fisheye Lens: They are ultra-wide-angle lenses that capture up to a 180-degree view. It produces strong image distortion, making scenes appear curved or bubble-like. It usually ranges between 4mm to 16mm.

Camera lenses can also be classified in terms of their range of focal lengths available two main categories:

Prime Lenses: They have a fixed focal length. They are known for producing sharp images and allowing faster performance. Although they offer less flexibility prime lenses are lightweight and easy to carry, making them suitable for travel photography.

Zoom Lenses: They contain multiple lens elements that allow a range of focal lengths within a single lens. This makes them more versatile than prime lenses. However, they are generally slower and heavier due to the additional glass elements used in their construction.

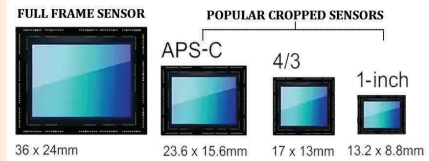
Other major types of lenses include:

Macro Lenses: They are designed for close-up photography. They can capture sharp images at very short distances and are ideal for photographing small subjects. These lenses are commonly used in nature photography to record fine details.

Accessories

A variety of accessories play crucial roles in enhancing the photographic experience. Tripods are required for stabilising the camera, especially in low-light conditions or when shooting long exposures. Filters, such as polarising and neutral density filters, can help manage reflections, balance light, and achieve creative effects. Other useful accessories include camera bags for safe transport, spare batteries for uninterrupted shooting, and flash units or portable lighting solutions for additional control over illumination. These accessories collectively support photographers in capturing high-quality images while protecting and maintaining their gear.

Full frame and cropped sensor



Camera sensors vary in size. Full-frame sensors match 35mm film and offer high quality and strong low-light performance, preferred by professionals. Most entry-level and smart phone cameras use smaller “cropped” sensors, which make full-frame lenses appear more zoomed in. Lens focal lengths are described as “35mm equivalent” for easy comparison across cameras.



Fig.2.4.8. A Macro Photograph

Working Principles of Camera

Professional interchangeable lens cameras, such as DSLRs and mirrorless models, operate based on a few fundamental principles that allow them to capture high-quality images. First, light from the scene enters through a selected lens. The lens focuses the light onto the camera's sensor. When the photographer presses the shutter button, the camera's shutter mechanism opens for a set period, allowing light to reach the sensor. The sensor, typically a CMOS (Complementary Metal-Oxide-Semiconductor) chip in modern digital cameras, records the incoming light and converts it into electrical signals. These signals are then processed by the camera's internal processor to create a digital image file.

Exposure Triangle: Aperture, Shutter Speed & ISO

Photography is all about capturing light. Every photograph begins when light from a scene passes through a lens and reaches the camera's sensor. The way this light is gathered, controlled, and recorded determines the final image. Since the amount and quality of light can vary in different situations, photographers must manage how much light enters the camera to achieve a proper photograph.

Exposure in photography refers to the amount of light that reaches the camera sensor, determining how bright or dark the final image appears. The three key settings that control exposure are aperture, shutter speed, and ISO. Each of them allows photographers to manage how much light reaches the camera sensor. Adjusting any one of these settings can also change the look and feel of a photograph. In most compact cameras and smart phones, these parameters are set automatically to ensure a properly exposed image.

INFO



Pressing the shutter button at the right moment!

The “decisive moment” is a term made famous by French photographer Henri Cartier-Bresson. It means taking a photo at the perfect instant when everything in the scene fits together—action, arrangement, or feeling. Pressing the shutter button at the right time helps the photo tell a story or show something special. This idea reminds photographers to watch carefully and react quickly to what's happening in front of them.

Professional cameras also provide automatic modes for convenience, but such modes can restrict creative possibilities and do not allow full control over the image-making process. Learning how to adjust these settings manually allows photographers to take better pictures in different situations.

Aperture

We have already seen that a camera has an opening called the aperture, which functions much like the iris of the human eye. The iris in our eye contracts to reduce the amount of light entering when it is bright, and expands to let in more light when it is dim. This is why, when we move from a dark room into bright sunlight, our eyes feel dazzled for a moment until the pupil contracts. Conversely, when we enter a dark room from outside, everything appears dim for a few seconds until our iris expands.

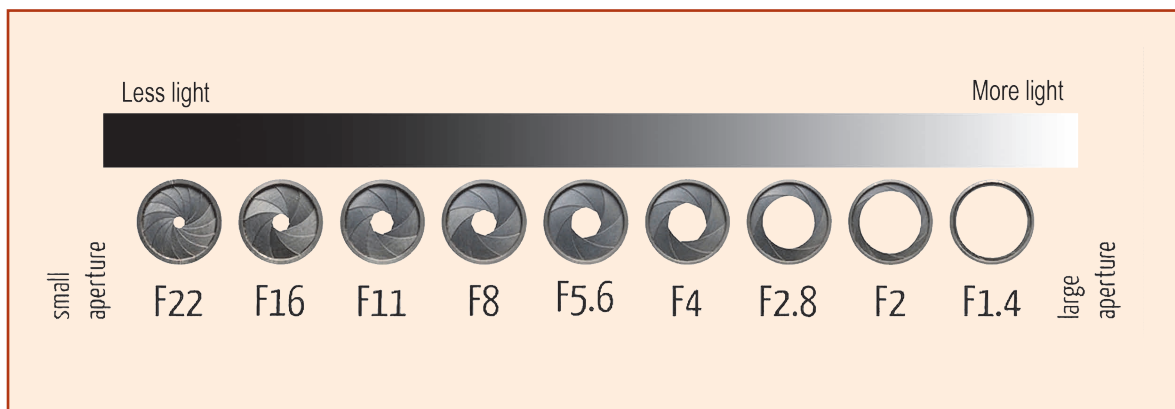


Fig. 2.4.9. Aperture sizes and amount of light entering the sensor

In a similar way, the aperture is an adjustable opening inside the camera lens that works like the iris in the human eye. It can be made larger or smaller to control the amount of light that passes through to the sensor. By changing the size of this opening, the photographer can manage the brightness of the image. A larger aperture lets in more light, resulting in a brighter image. The aperture size is indicated by an F-number, or f-stop. Smaller f-numbers, such as $f/1.4$, $f/2.8$, or $f/4$, represent a larger opening and allow more light to reach the sensor, while larger f-numbers, such as $f/7.1$, $f/11$, $f/18$, indicate a smaller opening and let in less light. The choice of aperture also affects the depth of the image. We shall look into it later.

OVER TO YOU

In groups, students experiment with school cameras by taking photos at various aperture settings and analyse how it affects exposure.

Shutter Speed

We know that the camera body has a shutter in front of the camera sensor that opens and closes when we press the button, known as shutter release button or shutter button, to take capture the photo. The camera setting which allows the photographer to control the length of time the camera's shutter remains open, allowing light to reach the sensor, is called shutter speed. It is measured in seconds or fractions of a second, such as 1/60s, 1/125s, or 1/500s. Longer shutter speeds means more light and shorter means less light. The choice of shutter speed is also a creative decision. A slow shutter speed can be used to capture movement as blur, known as motion blur. A fast shutter speed freezes motion, capturing sharp images of moving subjects.

OVER TO YOU

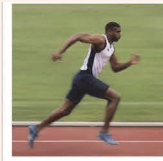
A group of volunteering students use school camera to capture action photographs using a range of shutter speeds. Selected photographs are presented to the class, prompting classmates to guess the shutter speed used for each shot.



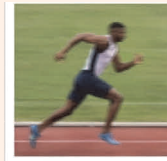
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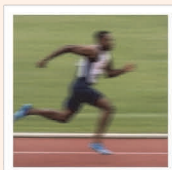
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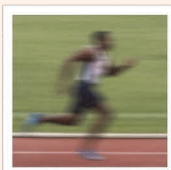
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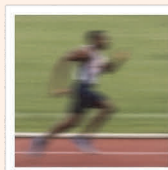
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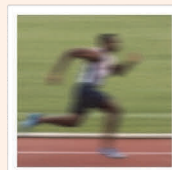
1/60



1/30



1/15



1/8

INFO



A rule of thumb for setting the shutter speed

As a general tip for handheld shooting, set your shutter speed to at least the reciprocal of your lens's focal length to help prevent camera shake and ensure sharp images. For example, if you're using a 100mm lens, aim for a shutter speed of 1/100 second or faster. A tripod is used for greater stability.



ISO

In certain situations, the available light may be too low for a correct exposure even with a wide aperture and slow shutter speed. That is when ISO setting comes useful. The ISO (International Organisation for Standardisation) refers to the sensitivity of the camera sensor towards light. (The name originates from the name of the organisation that established the standard for measuring film sensitivity). In digital cameras, ISO can be increased to allow the sensor to become more sensitive to light, making it possible to capture brighter images in low-light conditions without requiring a slower shutter speed or wider aperture. However, increasing ISO has a disadvantage. It adds visual noise or grains to the image. Hence photographers usually prefer to use a low ISO whenever possible.



The visual noise or grain shown is purely representational. Actual noise levels vary depending on the sensor's quality and size. High-end cameras retain low noise even at higher ISO settings, whereas entry-level cameras and smartphones are more prone to noise even at lower ISOs such as 800 or 1600.

Fig 2.4.10. ISO and visual noise

Exposure Modes: The mode dial of the camera (see Fig 2.2.13.) allows users to select different shooting modes. These help photographers control exposure based on their needs.

Manual Camera Mode: You choose all the main in-camera settings.

Program Camera mode: The camera automatically selects the shutter speed and aperture.

Aperture Priority Mode: You choose the aperture and the camera sets the shutter speed.

Shutter Priority Mode: You choose the shutter speed, and the camera sets the aperture.



Fig 2.4.11

Depth of Field (DoF)

When taking a photograph, it is essential to ensure that the subject is in proper focus before pressing the shutter button. Achieving accurate focus can be accomplished either by manually rotating the focus ring on the lens or by using the camera's autofocus system. In most entry-level and mid-range cameras focusing can be done by pressing the shutter button halfway. This allows the photographer to confirm that the subject is sharp before capturing the image. The point at which the image is perfectly sharp is known as the critical focus. Only at this exact plane does the subject appear crisp; everything in front of or behind it gradually loses sharpness.

This concept naturally leads to another fundamental concept— the depth of field, which describes the range in a photograph where objects appear acceptably sharp. Mastering depth of field allows photographers to creatively control which elements of a composition stand out, whether isolating a subject with a blurred background or keeping an entire landscape crisp and detailed. When only a small part of the image is sharp, it is called a shallow depth of field. When a large part of the image appears sharp, it is known as a deep or large depth of field. Understanding how to manipulate depth of field allows you to either isolate a subject from a busy background (shallow DoF) or ensure an entire landscape is in crisp focus (deep DoF).

Factors Affecting DoF

The DoF is determined by three primary factors:

Aperture (The f-number)

Changing the aperture is the most common way photographers control DoF.

- **Shallow DoF:** Using a large aperture (small f-number like f/1.8 or f/2.8) results in a narrow band of focus. This is ideal for portraits where you want the subject to stand out against a soft, blurred background (bokeh).
- **Deep DoF:** Using a small aperture (large f-number like f/11 or f/16) increases the area of sharpness, ensuring both the foreground and background are clear.

Subject Distance

The physical distance between the camera and the subject significantly impacts depth.

- The closer you are to your subject, the shallower the depth of field becomes. This is why macro photography (extreme close-ups) often has a paper-thin area of focus.
- As you move farther away from the subject, the depth of field deepens naturally.

Focal Length

The focal length of the lens is the third factor that affects DoF.

- **Telephoto lenses** like 85mm, 200mm, 500mm etc. compress the scene and produce a shallower perceived depth of field.
- **Wide-Angle lenses** like 14mm, 24mm, 35mm etc. inherently provide a much deeper depth of field, making them the standard choice for landscape photography.

OVER TO YOU

Students use the school camera to photograph objects at varying distances, adjusting aperture settings. They create images with both shallow and deep depth of field. They can share and discuss results in class.



Fig 2.4.12. Factors affecting depth of field

Composition Techniques

Good photography is not solely about mastering camera techniques or capturing scenes in perfect lighting conditions. The most crucial factor is composition, which refers to how the various elements are arranged within the frame. The arrangement of these elements determines the overall visual impact of a photograph. By learning and applying composition techniques, photographers are able to produce images that are well-balanced, meaningful, and visually appealing.

Composition in photography means the careful arrangement of visual elements within the frame to create a meaningful image. A photograph that is well composed naturally draws the viewer's attention. It ensures that the main subject stands out, tells a clear story, and evokes an emotional response. By focusing on composition, photographers can make their images more engaging and impactful.

There are several composition techniques that photographers commonly use to achieve good results. The Rule of Thirds, for example, is a popular method that helps in placing subjects in a balanced manner. Other techniques, such as the Leading Lines and Frame within the Frame, offer more creative possibilities and allow photographers to experiment with different approaches.

OVER TO YOU

Observe these two photographs of the same location. Sit in pairs, discuss, and note down the reasons why one photograph looks better.



Rule of Thirds

The Rule of Thirds is one of the most widely used composition techniques. This method involves dividing the frame into nine equal parts by overlaying two horizontal and two vertical lines. By positioning the main subject close to the intersections of these lines, photographers can achieve a more balanced and visually appealing image. Most modern cameras and smartphones offer a grid feature, which can be enabled to help photographers apply the Rule of Thirds as they capture photos.



*Fig.2.4.13
Placing the main subject or point of interest at the intersecting points (marked in yellow) will improve the balance and make it visually appealing.*

This approach discourages placing the subject directly in the centre of the frame, since such placement often results in images appearing flat. Remember, the Rule of Thirds is just a foundational technique for composition and is not a strict rule. While it can help you create images that are balanced and pleasing to the eye, it is also important to experiment and sometimes break away from this guideline to achieve more creative results.

Leading Lines

Leading lines in a photograph help create a feeling of depth and make the photograph more engaging. Roads, fences, rivers, bridges, and buildings in the scenes can be utilised to create strong leading

lines that naturally guide the viewer's gaze through the photograph towards the main subject. This will enhance depth and visual interest. Leading lines can be straight, curved, or diagonal. Each type of line creates a different mood in the image. Straight lines give a sense of balance and stability, curved lines add beauty and smoothness, and diagonal lines suggest movement, action, and energy.



Fig.2.4.14: Two examples for leading lines composition

Symmetry and Reflections

Symmetry creates visual balance by placing similar elements on both sides of the frame. Reflections seen in water, mirrors, or glass surfaces can strengthen symmetry and make the composition more attractive. Perfect symmetry gives a feeling of calm and order. Slightly breaking symmetry can add interest, tension, or surprise to the photograph.

Frame Within a Frame

This technique uses natural elements such as windows, doors, trees, or arches to frame the subject. Framing draws attention to the main subject and adds depth to the image. Shooting through



Fig.2.4.15: Symmetry and reflections (left) and frame within the frame (right)

objects like leaves or fences can create a layered effect and improve visual storytelling.

Fill the Frame

Filling the frame means moving closer to the subject so that it occupies most of the image. This removes unnecessary background details and helps capture fine details. Using a zoom or telephoto lens can help achieve this effect.

Photographic Lighting

Lighting is one of the most important aspects of photography. Different lighting techniques are used to shape the subject, create mood, and highlight textures and features. In professional photography, photographers use both directional lighting and creative setups to achieve specific effects.

Natural Light

Natural light photography relies on sunlight as the primary source. The intensity and quality of sunlight changes constantly depending on the time of day, the weather, and the season. Bright sunshine offers strong lighting, whereas cloudy conditions can create softer tones and textures. While a photographer cannot control the sun, they can control how they position their subject and camera relative to it. Each lighting scenario offers unique creative possibilities. .



Fig.2.4.16: Golden Hour (left) and Blue Hour (right)

The Golden Hour

The golden hour is widely regarded by landscape and portrait photographers as the optimal time for capturing images in natural light. Occurring twice each day—shortly after sunrise and just

before sunset—this period is characterized by the sun’s position low on the horizon. As a result light becomes highly diffused and soft, producing a warm, golden-yellow tone. Shadows during the golden hour are elongated and gentle, resulting in light that is soft on skin tones and imparts a magical, romantic quality to landscapes and architectural scenes.

OVER TO YOU

Students use the school camera in classroom to create window light portraits.

The Blue Hour

The blue hour occurs just before sunrise or after sunset, when the sun is below the horizon. This brief twilight bathes environments in cool blue or purple hues, providing soft, even, shadowless light. Cityscape and architectural photographers often use this time for its atmospheric effects.

Silhouettes

Silhouettes are created by placing the subject in front of a strong light source, exposing for the bright background. The subject appears as a dark, featureless shape against a vivid backdrop, often during sunrise or sunset. This technique emphasizes form and emotion, adding drama and mystery to photos.



Fig.2.4.17: A silhouette (left) and window light photograph (right)

Window Lighting

Window lighting uses natural daylight filtering through windows to create soft, diffused light. It is ideal for portraits, still life, and product photography. Adjusting the subject’s position and angle to the window allows control of light strength and direction. This results in gentle highlights and natural shadows, producing flattering, organic images without artificial lighting.



Fig.2.4.18: Slow shutter photography

Slow Shutter (Long Exposure) Photography

Slow shutter or long exposure photography uses slower shutter speeds to let more light reach the camera sensor over time. Perfect for scenes like flowing waterfalls and nighttime light trails, this technique requires a tripod to keep stationary elements sharp while moving subjects blur, creating a sense of motion and atmosphere unique to long exposures.



Different conditions such as sunlight, shade, or artificial sources have different colour temperatures, which may introduce a colour cast to our photographs. The colour temperature is measured in Kelvin (K). Lower values (around 2,000–3,000K) produce a warm tone and higher values (5,500–6,500K and above) produce a blue-toned. By adjusting the white balance setting to match the ambient light's Kelvin value, we can ensure that whites appear genuinely white and all other colours are rendered accurately. This adjustment avoids any unwanted colour changes, ensuring that the colours in the photograph look natural and true to life. Most digital cameras offer both automatic and manual white balance controls, allowing users to select a preset (such as daylight, cloudy, tungsten, or fluorescent) or input a specific Kelvin value for precise colour correction. White balance can also be used creatively to evoke a cosy atmosphere or a dramatic and ethereal effect.

White Balance

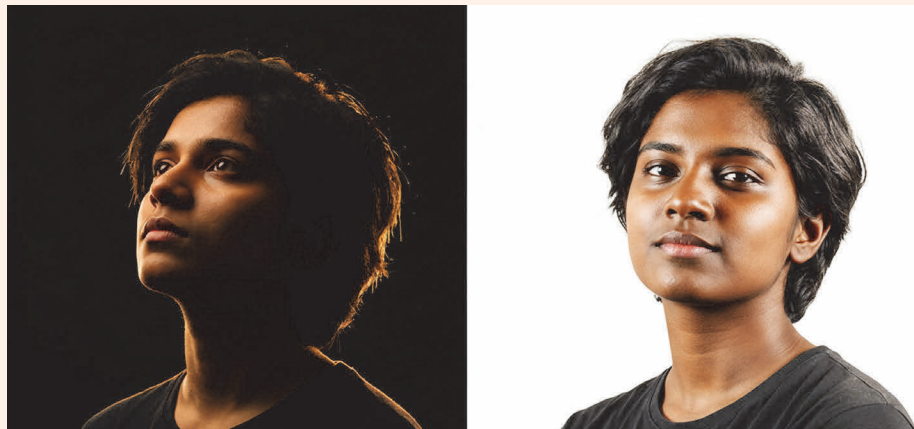


Artificial Light

Photographers rely on artificial lighting when natural light is unavailable, insufficient, or unpredictable—such as during indoor shoots, night-time sessions, or when precise creative control is required. Flash units and studio strobes are the most popular, as they deliver powerful bursts of light that freeze motion, eliminate unwanted shadows, and highlight intricate details. Unlike natural light, artificial light offers complete control over direction, intensity, and colour.

Fig. 2.4.19.

At the left- a low key portrait and at the right a high key portrait..



High Key Lighting

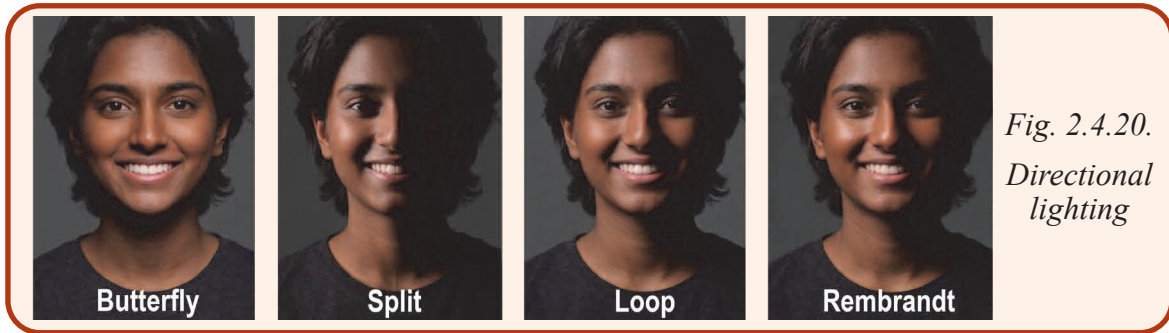
High key lighting is a style that results in brightly lit subjects with very little to no contrast or shadows. Historically, it was used to ensure high-quality prints, but today it is a deliberate stylistic choice. The image is dominated by light tones and whites. Multiple strong artificial lights are usually employed to remove shadows from both the subject and the background. It is commonly used in fashion, beauty, and product photography. It conveys an upbeat, clean, energetic, and positive mood.

Low Key Lighting

Low key lighting emphasises shadows, high contrast, and deep, dark tones. The image is mostly dark, often with a single, highly directional artificial light source (like a strobe) illuminating only specific parts of the subject. Low key lighting is intensely dramatic, moody, and intimate. It is heavily used in fine art portraiture, boudoir, and to highlight textures and shapes, creating a sense of mystery or tension.

OVER TO YOU

Students attempt photographing inanimate objects by placing a light source (a torch or a photo/ video light) at different angles. Analyse results by presenting the photographs in the class.



*Fig. 2.4.20.
Directional
lighting*

Directional Lighting

Directional lighting techniques shape the mood and appearance of a portrait by controlling where the light falls and how shadows are formed. Butterfly lighting uses a light placed directly in front and above the subject, producing a flattering butterfly-shaped shadow under the nose and highlighting cheekbones—perfect for glamour and beauty shots. Split lighting places the light to the side, dividing the face into equal halves of light and shadow, creating a dramatic, moody effect. Loop lighting positions the light slightly above and to one side, forming a gentle nose shadow and flattering most face shapes, commonly used in headshots. Rembrandt lighting moves the light further to the side and higher, resulting in a distinctive triangle of light on the shadowed cheek, lending a painterly, dramatic look ideal for artistic portraiture.



Emerging Technologies and Photography

Along with understanding the core principles and artistic techniques, it is also important to understand the influence of emerging technology in photography. Advances in artificial intelligence and machine learning are transforming how images are captured, edited, and shared. Modern AI-powered cameras and smart phones automatically adjust exposure, focus, and lighting, enabling photographers to achieve high-quality results. Features like face detection, scene recognition, and image stabilisation enhance accuracy, especially in fast-paced news settings. At the same time, AI-driven editing software streamlines post-processing by automating tasks such as sorting, noise reduction, colour correction, and object removal. This efficiency allows photojournalists to focus more on storytelling. AI also assists with organising image archives through tagging and facial recognition. However, it is essential to use these technologies responsibly, as excessive manipulation or AI-generated content may threaten the authenticity of news photographs.

Conclusion

Throughout this chapter, we have delved into the essential elements required to excel in photography. This includes a thorough understanding of the equipment, the exposure triangle, depth of field, lighting techniques, and composition. By mastering these technical skills, we are better equipped to craft photographs that tell meaningful and impactful stories.

The power of photography lies in its ability to evoke emotions, convey messages, and capture the essence of a particular moment or subject. Using these techniques, ordinary images can be transformed into compelling visual narratives. This enables every photographer to become a storyteller whose work resonates deeply with viewers and leaves a lasting impression.



Categorising News Photographs

Collect and exhibit news photographs in various categories such as Spot News, General News, Disaster, Crime, Political Events Documentary, War, Conflict, Terror, Climate/Environment Photo Feature, Photo Essay, and Photo Story. Organise the collection to highlight the diversity and significance of each category.

School Photography Exhibition

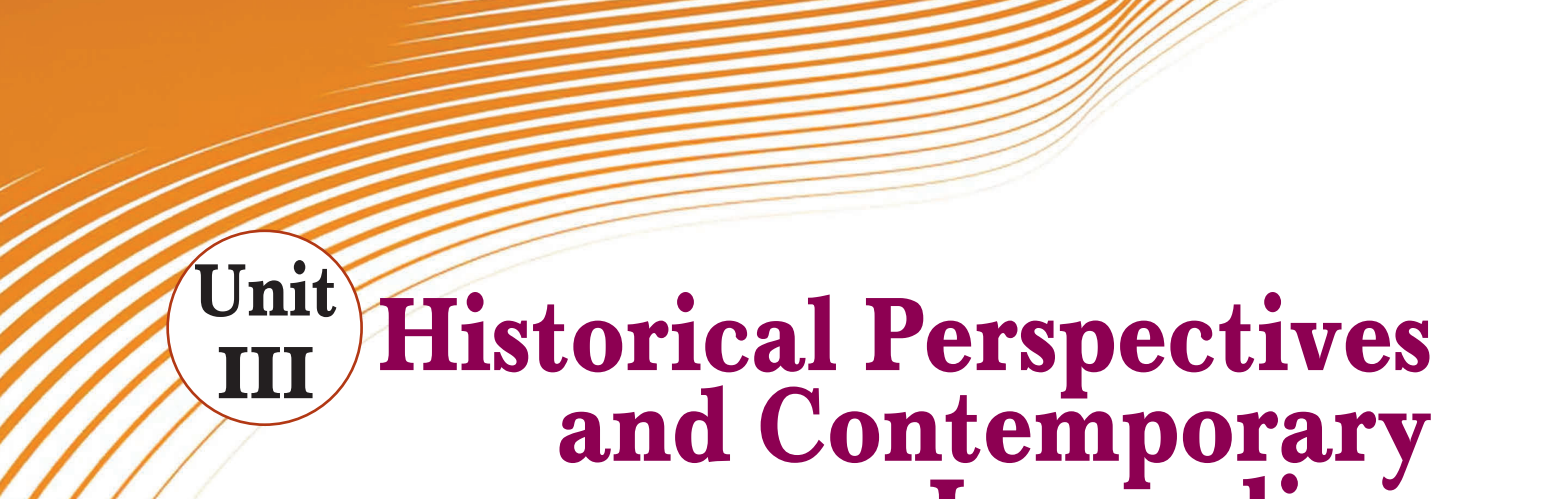
Conduct an exhibition showcasing photographs taken by students in your school. Include a range of genres, such as Nature, Wildlife, Landscape, Architecture, Portraiture, Travel, Sports, Candid, Street, and Food, to celebrate students' creativity and skills.

Social Issue Photo Feature

Prepare a photo feature or photo essay covering a social issue or depicting the life of an individual in your locality. Use photographs to convey a powerful narrative and raise awareness about the chosen topic.

Photojournalist Profile

Prepare a profile featuring major photographs and achievements of a renowned international or Indian photojournalist. Highlight their contributions to visual storytelling and discuss the impact of their work.



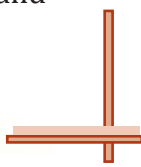
Unit III

Historical Perspectives and Contemporary Journalism



Pioneering attempts to inform news to the public can be traced back to various parts of the world. The earliest known journalistic venture is *Acta Diurna*, the first daily news report carved on metal or stone and displayed in the Forum, around 59 BCE in Rome. The sharing of information in different parts of the world had their roots in trade and commerce. Later, they evolved as a means to convey information about politics, military and economy. The invention of the printing press and telegraphy facilitated rapid developments in the production and circulation of newspapers. Even after the emergence of electronic media like radio and television, newspapers continued to be the primary source of information until the 21st century. However, the exponential growth of information technology paved the way for numerous digital media platforms, threatening this dominance.

This unit is divided into three chapters – Global Scenario, Indian Context and the Media in Kerala. The first chapter describes the evolution of journalism from *Acta Diurna* to the development of printing technology. The chapter also leads you to the origin and development of newspapers, magazines, radio and television in various parts of the world. The second chapter is based on the history of journalism in the Indian context. It discussed the restrictions imposed by the British on the Indian press and the various challenges faced by journalists during the pre-independent and post-independent period. It also describes the post-emergency press and the emerging trends in journalism. The third chapter describes the history of Malayalam journalism – from the printing presses and journals established by the missionaries, and the early newspapers that contributed towards the national movement and the social renaissance of Kerala, to the current media scenario.



Chapter 5

Global Scenario

Origin of Newspapers

The practice of sharing news and information with a small number of people started in various parts of the world centuries ago. As multiethnic nation-states developed after the feudal era, sharing information became vital, especially for the rulers. In the Stone Age, news was mainly spread by word of mouth. Merchants, sailors, and travellers carried news from one continent to another. Later, town criers moved through villages to announce important events like deaths, births, marriages, and to sell goods and services.

Even in ancient and early medieval times, bulletins, news pamphlets, and other messages were pasted on walls to inform the general public. Sometimes, official royal proclamations or edicts were also inscribed on stones or metals.

The ancient Roman Empire informed its public certain decrees and verdicts through bulletins carved on stone or metal tablets and displayed in busy places like the Roman Forum. Introduced by Julius Caesar around 59 BCE, these official announcements were called the *Acta Diurna* (Daily Acts). It is considered the predecessor of the modern newspaper.

INFO

The *Acta Diurna* was aimed at the literate elites of Rome. But its public display was meant for people who couldn't read but hear the news when someone reads aloud. It covered the wide range of the topics such as government decisions, military victories, legal ruling, public notices, and even entertainment news.

Acta Diurna (Daily Acts)



Fig. 3.5.1. Julius Caesar

In China, the government produced news sheets called *Tipao* in the 2nd and 3rd centuries, which were used mainly by court officials during the late Han dynasty. In the 8th century, the Tang dynasty's imperial court published the *Peking Gazette*. Later, in the 16th century, the Venetian government produced a small handwritten news sheet called *Notize Scritte*, which could be bought for a gazeta (a Venetian coin). These early handwritten publications were key to the development of the newspaper.

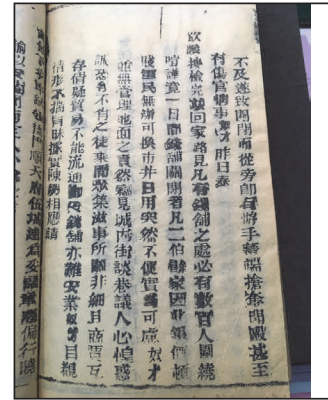


Fig. 3.5.2. Peking Gazette

The history of newspapers is deeply connected to trade and commerce. The first newspapers in Europe appeared as a way to share market and economic information among merchants and businessmen. During the 16th century in Venice, handwritten newsletters were circulated to convey political, military, and especially economic news. Newspapers in various languages soon became popular in major business centres worldwide. Publishers later realised the potential of advertisements for profit. By selling more space for advertisements, their revenue increased, making newspapers cheaper and more accessible to a wider audience.

Newspapers also played a role in reporting war stories. During the Crimean War (1854–56), journalists and artists were sent to battlefields to report on the conflict. They provided eyewitness accounts from the war front. Newspapers of this period often spread war propaganda by publishing one-sided stories, praising war heroes, and illustrating battle scenes.

Printing Press and Development of Newspapers

The first major impetus to the publication of newspaper was the invention of the printing press. The Chinese are credited with inventing the art of printing, using wooden blocks to print letters around 600 AD during the Tang Dynasty. The first printed book in China was the Buddhist text, the *Diamond Sutra*, by Wang Lie in 868 AD. It is believed that knowledge of printing spread to the West from China.



Fig. 3.5.3. Diamond Sutra

As we have discussed in Unit 1, Johannes Gutenberg, a German metallurgist invented the world's first mechanical printing press in

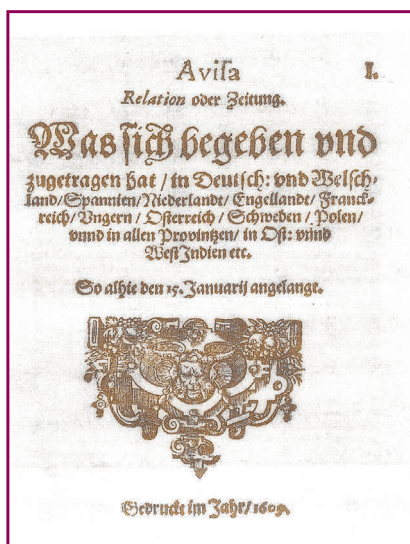


Fig. 3.5.4.
Avisa Relation oder Zeitung

1456 using movable types. This invention helped in democratising information by allowing the mass production of books and making knowledge accessible to a large part of the world.

In the mid-16th century, the concept of the morning newspaper emerged in Europe. Serial-numbered news sheets started appearing in some towns of Germany and Switzerland around 1560. In 1609, two news sheets—*Avisa Relations oder Zeitung* from Germany and *Relations* from Strasbourg (now in France) began to be published regularly. By 1618, weekly newspapers were being published in English, French, Dutch, and German.

Government Control and Freedom of the Press

In England, regular newspapers were not published until the 1600s. The ruling monarchs feared that allowing newspapers to report local events might spark political discussions and potentially lead to a revolution. The first English newspaper, *The Daily Courant*, appeared in 1702. Many early British newspapers did not report local news due to government control.

John Milton's famous essay *Areopagitica* (1644), which criticised the British Parliament's control over the newspapers, impacted on the movement for the freedom of press. Newspapers in England were eventually freed from government control, and people began to understand the power of a free press.

INFO

John Milton's *Areopagitica* is a prose pamphlet written in the style of a classical Athenian speech or oration rather than a conventional essay to oppose censorship. The title of the work derives from 'Areopagus' (Hill of Ares), the name of the site from which the high court of Athens administered its jurisdiction.

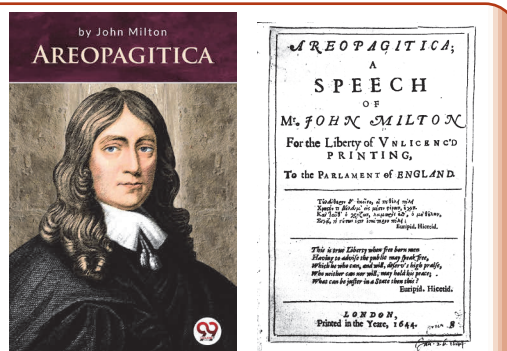


Fig. 3.5.5. *Areopagitica*

"Give me the liberty to know, to utter, and to argue freely according to conscience, above all liberties." – John Milton, *Areopagitica* (1644)

Newspapers took advantage of this freedom and started publishing more frequently. They also carried advertisements and market reports. This increased interest among business owners facilitated entry of more publishers to the journalism field.

The first newspaper in the USA was *Public Occurrences*, published in 1690 by British journalist Benjamin Harris. In 1704, the *Boston News-letter* was published as a weekly by James Franklin. Press freedom advanced further with a landmark case in which John Peter Zenger, a New York City publisher, was acquitted of libel (false accusation) because his political criticisms were proven to be based on facts. The First Amendment to the US Constitution in 1791 further strengthened press freedom in the United States.

Emergence of Penny Press

Newspaper circulation was low at the start of the 19th century. However, it steadily increased due to rising literacy rates, technological progress in printing and communication, and the development of surface transport and railways. Newspapers in Great Britain and the United States became more appealing by selling at a reduced price. In the United States, the first successful penny press newspaper, *The Sun*, was started by Benjamin H. Day in 1833. Two years later, the *New York Herald* published by James Gordon Bennett became popular by offering comprehensive news coverage and a focus on entertainment.

These newspapers were in tabloid format and sold for the lowest price, that is one penny per paper. They became popular with the American public, making newspapers accessible to all sections of people. Penny papers were also known for reporting of gossips and unethical practices. They also introduced a new journalistic style focusing on sensationalism and hyperlocalism. Human-interest stories, and out-of-the-box unusual stories dramatically increased *The Sun's* circulation. The *New York Herald* introduced more aggressive methods for gathering news, hiring more interviewers

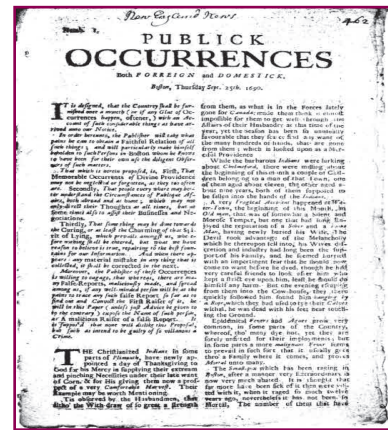


Fig. 3.5.6.
Public Occurrences



Students work in groups to research a specific historical era and collect feature articles, news reports, editorials, and advertisements of that period.



Fig. 3.5.7. *The Sun*

and correspondents. It was also the first newspaper to send a reporter to a crime scene to conduct an investigation.

In the 1850s, newspapers began to use bylines (which mention the writer of the story) and datelines (which mention the location and time of the report). Historians believe the American Civil War (1861–1865) had a major impact on the newspaper industry. During the war, reporters sent their stories from the battlefield using the telegraph. Fearing the wires might be cut mid-transmission, they developed a style of news writing that quickly summarised the facts, which became known as the ‘inverted pyramid’. This became the standard style of news writing in later years all over the world.

In the 1890s, newspapers adopted a new business model, becoming more reliant on advertisement revenue than circulation. During this period, yellow journalism practices became normal success formula in attracting more readers.

Yellow Journalism

Yellow journalism is a new style of journalism that has evolved as part of a circulation war between two New York City newspapers - Joseph Pulitzer’s *New York World* and William Randolph Hearst’s *New York Journal* in the 1890s. This style emphasized sensationalism, exaggeration, and scandals over facts to win more readers. This form of journalism is characterized by a mix of facts and figures, bold headlines, lavish illustrations, and fabricated news aimed at capturing more public attention and getting good sales of newspapers. Both these papers included features such as cartoons, women’s fashion, gossip columns, and extensive sports coverage. Eventually the term ‘yellow journalism’ became synonymous with the publication of the sensationally successful cartoon character ‘Yellow Kid’. The commercial appeal of this character proved to publishers that they could use comic strips to market their newspapers.



Fig. 3.5.8. Yellow Kid

INFO +

Pulitzer Prize

Journalism's most prestigious award, the Pulitzer Prize, was established by the provisions of a Hungarian - American newspaper owner Joseph Pulitzer's will documents. It has been awarded by Columbia University since 1917. It recognises excellence in newspaper journalism, literature, photography, and music composition. In the beginning only four awards were given in the field of American Journalism. Now every year, twenty three categories of awards are conferred to outstanding achievements in investigative reporting, breaking news reporting, commentary, explanatory reporting, audio reporting, public service, etc. The award winners are presented with certificates, cash prizes and in the case of a public service category, a gold medal.



Fig. 3.5.9.
Pulitzer Prize medal

Tabloid Newspapers

The late nineteenth century saw the rise of tabloid newspapers. The world's first modern tabloid newspaper, *The Daily Mirror*, was launched in England on 2nd November 1903 by Alfred Harmsworth. This trend was followed by other tabloids like *The Sun* and *The Daily Express* in England.

Tabloid newspapers are compact-sized, often half the size of broadsheet publications and are known for sensationalist journalism. They focused on celebrity gossip, crime, sports, and scandalous stories rather than in-depth news. They are characterised by large, bold headlines and striking photography. They emphasise entertainment and popular appeal. The standard size of a tabloid is 11 × 17 inches.



Fig. 3.5.10.
The Daily Mirror

Technological Developments

Before the 1840s, news travelled at the speed of horses or ships, often taking weeks to cross countries and continents. A significant historical technological breakthrough came when Samuel F. B. Morse invented the telegraph. Newspapers and news agencies turned to telegraph companies to receive up-to-date news briefs from cities across the globe.

As telegraphing was expensive, most individual newspapers often could not afford their own global networks. This led to the formation of collaborative agencies, which pooled resources to share telegraph expenses. These agencies became popularly known as wire services because they transmitted their reports literally over telegraph wires. Major agencies that pioneered this model during the period include: **Associated Press** (United States, founded in 1846) and **Reuters** (United Kingdom, founded in 1851). Before such collaborative ventures, French writer Charles-Louis Havas founded **Agence Havas**. It is recognised as the world's first news agency which pioneered the commercial collection and dissemination of news. It later evolved into the modern **Agence France-Presse** (AFP) after World War II.

The invention of the telephone by Alexander Graham Bell had revolutionized journalism by rapid and real-time news gathering and reporting. It enabled reporters in distant places to dictate news directly to newsrooms. Gradually telephone became an unavoidable tool for reporting, interviewing and fact-checking.

The invention of the typewriter replaced the slow process of handwriting with rapid legible text production, which was useful for journalists in reporting. It helped them to meet deadlines and facilitated the preparation of multiple copies. Later portable typewriters became popular among war correspondents and journalists.

The newspaper industry witnessed a transformation from high speed mechanical printing to digital printing during the late 19th century. Linotype machines, rotary presses, and offset printing machines revolutionised newspaper industry. Introduction of computers, internet and mobile phones also contributed to the growth of print media.

The invention of computers allowed journalists to move from typewriters to electronic newsrooms. Stories are now filed instantly, edited on the screen, and published within minutes. The digital newsrooms enable reporters to submit stories digitally and deliver directly to the editors. They can in turn check the stories and route them to sub editors. The computers also helped in the design and layout of the pages. This has led to the development of Desk Top Publishing (DTP). It has enabled the newsroom operations to be faster, easier and cost effective.

The arrival of the internet and the developments in mobile technology have revolutionized the way newsrooms connect and engage with their audiences. Now journalists are armed with smart phones and they can report news from any part of the globe as it unfolds. This has given the audience a real life experience on news events. The mobile devices have opened new avenues of innovative story telling formats such as interactive graphics, augmented reality (AR) and virtual reality (VR). These technologies enable the audience to get into the heart of the story and gain deeper understanding of news stories.

OVER TO YOU

Ask students to keep a log of their daily media consumption (social media, mobile apps, TV).

INFO

Watergate scandal

The Watergate scandal was a major moment in American political history in the early 1970s. It all began with the arrest of five men from the Democratic National Committee headquarters located in the Watergate complex in Washington, D.C., on June 17, 1972. The five men arrested were linked to President Richard Nixon's re-election campaign, which led to allegations of a broader conspiracy involving high-ranking officials in the government. After a series of investigations, it was revealed that President Nixon himself attempted to cover up the administration's involvement and it finally led to his resignation.

The *Washington Post* reporters, Carl Bernstein and Bob Woodward wrote a series of investigative reports on the Watergate incident. They finally found out that it was an attempt to re-elect President Nixon. These stories were later published as a book, *All the President's Men* in June 1974. *Washington Post* was awarded the Pulitzer Prize in 1973 for its investigative reporting of the Watergate scandal.

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Panama Papers

Panama papers is a media investigation project about the massive leakage of financial files of 11.5 million documents, which contained about 2.6 terabyte data, from the database of Panamanian law firm Mossack Fonseca that exposed how world leaders, politicians and other well-known personalities, invested in offshore business to escape from paying taxes. The documents were released on April 3, 2016 by the German newspaper, *Suddeutsche Zeitung* (SZ), which contained personal financial information about wealthy individuals and public officials that had been previously kept as secret. Among those named are the current and former world leaders, public officials, politicians, hundreds of celebrities and business people. This investigation was carried out by International Consortium of Investigative Journalists (ICIJ) in collaboration with *Suddeutsche Zeitung* (SZ) and over 100 media partners.

The Indian Express was the only Indian newspaper included in the investigation team. A team of twenty five reporters from The Indian Express led by Ritu Sarin, P. Vaidyanathan Iyer, and Jay Mazoomdaar, investigated thousands of files by revealing the offshore holdings of over 500 Indians, including celebrities, industrialists and politicians.

History of Magazines

The word magazine comes from an Arabic word *makhazin* which means *store house*. Magazine contains a collection of materials such as essays, stories, poems, novels, advertisements, interviews, features, columns, photographs, cartoons, illustrations, etc.

Early Magazines

The forerunners of the magazines during the 17th century were in the form of brochures, pamphlets and almanacs. Later publishers realized the power of these irregular publications to attract the audience. There were regular readers for magazines with specific interest. Gradually magazines became a material for knowledge acquisition and pleasure reading.

Edifying Monthly Discussions is considered as the first magazine published between 1663 and 1668 by the German theologian and poet Johann Rist. Soon such publications began to appear across Europe, mainly in France, The Netherlands and Italy. Inspired by him many others published literary journals: Denis de Sallo's French *Journal des Scavan*



(1665), and the Royal Society's *Philosophical Transactions* (1665), were two prominent magazines. During the 18th century, with the rise of literacy rates, more women writers published novels in magazines. This led to the influx of more female readers who sought magazines as a source of knowledge and entertainment. The *Anthenian Mercury*, was the first women's magazine published in 1693.

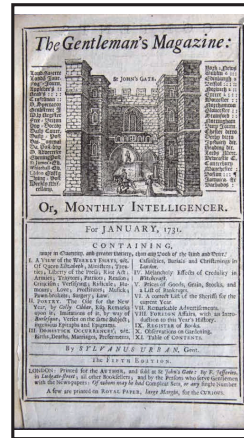


Fig.3.5.11. Gentleman's Magazine

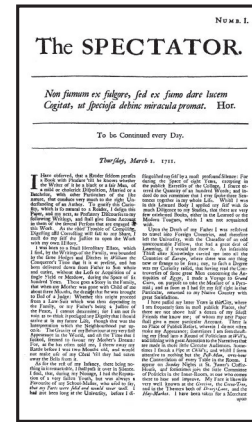


Fig. 3.5.12. Spectator

During the early 18th century in Britain, several magazines sprouted. Some of the magazines during this period were *The Review*, *The Tatler* and *The Spectator*. Edward Cave who published *Gentleman's Magazine* in 1731 is credited with coining the word 'magazine'.

Later magazines began to be published for the special interest of the readers. This was the beginning of the age of special interest magazines such as news magazines, sports magazines, children's magazines, health magazines, family magazines, women's magazines, science magazines, and a lot of other specialised magazines. As photography grew in popularity, so did picture magazines. The most successful picture magazine was Henry Luce's *Life*, which was regularly published between 1936 and 1972.



Fig. 3.5.13. Life

The arrival of the 20th century brought with it new types of magazines, including news, business, and picture magazines. *Forbes*, one of the most popular financial magazines, began printing in 1917. In 1923, *Time* became the first news magazine that focussed on world news. This magazine hit the industry with



Fig. 3.5.14. Business Week



Fig. 3.5.15. Time



Fig. 3.5.16. Forbes

its signature style of well researched news presentation. *Business Week* was founded in 1929 with a focus on the global market. Another popular news magazine, *Newsweek* began in 1933. Today, the *Newsweek* and *Time* compete with each other for circulation and readership all over the world.

With the advent of online digital technologies many magazines are delivering their content through digital platforms in the form of e-zines.

Radio, TV and Digital Media

Radio

The history of radio began with the experiments during the 1800-1900. The invention is facilitated by two other discoveries – telephone and telegraph. Radio technology was started in 1864, when a German physicist James Clark Maxwell theorized that when electricity passes through a wire, it gives off invisible waves under certain conditions. He forecasted the presence of radio waves. The development of radio began in 1893 with Nikolai Tesla's demonstration of wireless radio communication in the US.

Italian scientist Guglielmo Marconi's experiments with wireless telegraphy laid the foundation of radio broadcasting. In 1895, he successfully transmitted radio signals across a distance and demonstrated the potential for long-distance communication. He transmitted radio signals across the Atlantic Ocean from England to Canada without wires. In 1896, he was awarded a patent for radio by the British government. In 1907, American inventor Lee De Forest, patented the Audion which made live radio broadcasting possible. It was capable of more sensitive reception of wireless signals.

During the early days, radio was primarily used for maritime communication. Ships could now send distress messages through Morse code. This development has played a crucial role in saving a lot of lives during disasters like the Titanic sinking in 1912. Later in the early 20th century radio was mostly used for point to point communication. Then broadcasters began experimenting with the transmission of audio to a mass audience.

In the 1920s KDKA in Pittsburg, Pennsylvania became the first commercial radio station in the United States. It broadcast election results to eager listeners. Soon radio became a dominant form of entertainment and a medium for news distribution. In the mid-1920s, people gathered around their radios to listen to music, news and live-performances. During this period of time, people also depended on radio for listening to dramas, variety shows and sports commentaries.



Fig. 3.5.17. KDKA Logo

Early 1930s to 1940s is often referred to as the Golden Age of Radio since the medium became the primary source of mass communication. During this period, broadcasters introduced legendary radio programmes like *The War of the Worlds* by Orson Welles. Broadcast of this radio drama caused panic among listeners who believed they were hearing the real alien invasion. Radio also played a crucial role in World War II by keeping citizens informed about war updates and boosting their morale through powerful speeches.

Later different radio programme formats emerged. Entertainment programmes like comedy shows, detective dramas and serialized storytelling became widespread. Advertisers began to recognize the potential and influence of radio. This led to the introduction of sponsored programmes in radio, known as soap operas.

The Rise of FM and Transistor Radio

For many years, people were listening to the AM (Amplitude Modulation) radio transmission. Poor audio quality, noise and interference, limited bandwidth, fading and distortion are some of the limitations faced by AM radio stations. In 1933, Edwin Armstrong introduced the FM radio (Frequency Modulation). The FM radio stations offered superior quality sound making it the most preferred choice for music lovers.

Another major breakthrough is the development of transistor radio sets. Unlike its bulky predecessors, these small, portable radio sets allow people to carry their favourite radio stations with them wherever they go. These radio sets also contributed to a more

personalized listening experience to people. Portable radio allowed people to tune into favourite programmes without interruption. This marked the development of radio as an intimate and personal medium.

In the late 20th century, the introduction of digital technology transformed the radio. This technology has improved the quality of sound. The reach of radio stations were expanded with the assistance of satellites. The early 21st century witnessed the rise of internet radio which breaks all the geographical barriers and gives anyone with an internet connection to access radio around the world. Platforms like Spotify and Apple Music introduced the use of personalized playlist and on-demand listening.

With the advancement of technology, the radio has evolved accordingly to meet the new audience. Today, artificial intelligence technology gauges the preferences of the listeners in planning the content. Hybrid radios enabled the blending of AM/FM radio with internet streaming. Faster mobile networks will also enhance radio streaming much faster by reducing buffering time.

Television

Constantin Perskyi coined the term ‘television’, in a paper presented at the International Electricity Congress in 1900. Television has evolved from a series of scientific experiments in the early 1900s. One of the big breakthroughs in the development of television came in 1926. The Scottish inventor John Logie Baird presented the world’s first working TV system in London. His system was a mechanical device. He sent moving images of people’s faces using his device.

By 1928, television was beginning to move from experiment to public demonstration. In the United States, the experimental station W2XBS, operated by RCA (which later became NBC), began broadcasting test transmissions. Meanwhile John Logie Baird achieved a historic milestone by transmitting the first transatlantic television signal from London to New York. The transmission of signals proved that television could bridge continents.

During the 1930s, in the UK the British Broadcasting Corporation (BBC) had begun showing experimental broadcasts with plays, music and news bulletins and other performances. In 1936, it

launched the world's first regular public television service from Alexandra Palace in London.

After the Second World War television became a mass produced and affordable medium in households. It quickly became the primary form of home entertainment by overtaking radio. The period from late 1940s to the early 1950s is often called the Golden Age of Television. Meanwhile in the UK the BBC continued to expand its programming by experimenting with news, drama and sports coverage in its broadcast.

During the 1960s, television had become global with networks in Europe, Asia and America. In 1967, BBC introduced regular colour programming. Television was now no longer just a medium for entertainment but it is a window to the world. In the 1970s, cable and satellite brought more channels into homes by providing options to the viewers. HBO began in 1972 in the US by offering movies and special programmes to subscribers. The technology advancements lead to popularity of satellite dishes which give multi channel experience to the viewers. In 1980 television became a 24 hour medium. The Cable News Network (CNN) was launched in 1980 in the US and it became the world's first 24 hour news channel. Viewers could follow breaking news any time. It also offered live and continuous reporting of major events. The MTV, launched in 1981 started broadcast of non - stop music videos. This channel has made a great impact in the culture of societies all over the world.

The 1990s witnessed rapid growth of satellite and cable networks which facilitated access to hundreds of channels. The emergence of specialised channels happened during this period. The TV channels dedicated to children, sports, news, music, films, fashion, health, spirituality, cartoons travel and tourism, flora and fauna and cookery began to operate. In the 2000s TV as a device has undergone many changes. High definition televisions, Dolby sound, technical upgrades and variety in models gave the viewers an opportunity to select TV sets affordable to their pocket. TV has become smarter, simpler and more flexible. Hundreds of digital channels offering new features like on-demand viewing, and Over-the-Top (OTT) services convert homes into theatres.

In the 2010s with the rise of the streaming TV many services like Netflix, Amazon Prime, Disney+, and HBO Max and Hulu became very popular all over the world.

Digital Media

Today the digital media has become one of the main obsessions of modern man. Getting online is the order of the day. We share likes on social media networks, download apps, update profiles, exchange emails and text messages, and change WhatsApp status more frequently. The digital world also contributed to the formation of new communities that were earlier unable to interact with one another.

The evolution of digital media has redefined our way of communicating, sharing information and connecting with the world around us. Charles Babbage is often referred to as the father of the computer due to his design of the Analytical Engine in the 1830s. This mechanical device was the first concept of a programmable computer. The digital media began to emerge with the introduction of the internet. It transformed every traditional media of communication into digital forms.

In the late 1960s, the idea of a global network of interconnected computers began to take shape. In the United States, the Department of Defence launched ARPANET (Advanced Research Projects Agency Network) in 1969.

In the initial stage, the internet was primarily used by academics and researchers to send text based information using emails and bulletin boards. In 1986, the National Science Foundation developed a high speed communication network named NSFNET. Later the Net was used to transmit pictures, video and audio in addition to text. The digital media is now known as new media which includes all digital based media forms such as websites, social media, internet radio, IPTV, blogs, podcasts, e books, e magazines, etc.

From the beginning itself, the internet was a mass medium. Most of its contents were user generated. The programs needed to create and navigate in cyberspace were in the public domain. A major share of revenue generated by the internet goes to Internet Service Providers (ISP) who charge customers for access to the internet.

Tim Berners Lee was responsible for making the internet accessible the masses. In 1989, he created new programming codes which faced some limitations. The very first problem was that there

wasn't a common language that all computers could recognise and use to communicate and connect. He solved this problem by the creation of the Hyper Text Transfer Protocol (HTTP). He also invented Hyper Text Markup Language (HTML), which gave users a common language by which they can create and design online content. Berners Lee also invented the first web browser, which allowed people to search information and navigate through the web. Berners Lee named this new network as 'World Wide Web'. The WWW made the internet accessible to the general public and enabled the creation of websites and digital content. It has created new possibilities for communication, business, entertainment, and social interaction.

The digitisation of media has become a reality during the 1990s. Later in 1995, search engines like Yahoo were launched. Larry Page and Sergey Brin built a search engine called Backrub in 1998. Soon it was renamed Google. The original meaning of Google comes from the mathematical term 'googol', which is the number 1 followed by 100 zeros. The name reflects the massive scale of data the search engine aimed to handle.

Social Media

Social media is now deeply integrated into our personal, social and cultural life. It serves as the primary source of news, views, trends, and social interaction. They are internet based applications and platforms that facilitate the creation, sharing, and aggregation of content. The early 2000s marked the social media revolution. Social media is a possibility of on-demand access to content anytime, anywhere, and on any digital device. Social media platforms like MySpace and LinkedIn allow people to create online profiles, connect with friends and share content. Facebook, launched by Mark Zuckerberg in 2004 transformed the digital media landscape. The facilities such as simple interface, powerful networking features and ability to



Fig. 3.5.18. Social media

share photos and videos made Facebook the dominant social media platform in the world. Later X, YouTube and Instagram emerged.

The emergence of social media has made a great impact on journalism and news dissemination. The traditional news outlets are forced to adopt online platforms and social media channels to reach audiences. This has led to the development of new forms of journalism. Today anyone can break the news with the help of smartphones and social media platforms.

Conclusion

The technological revolutions have really transformed the media landscape. With the development of Artificial Intelligence (AI) the processing and delivery of news has become quicker than ever before. AI is used in newsrooms for processing hundreds of thousands of documents within seconds. It also helps to convert news into a more accessible and readable format.

The future of journalism is believed to be mobile first. People of all ages prefer to search information first on the smart phone. It has become a trend in today's world. Journalists too use mobile phones for real time reporting. Now audiences show interest in hyperlocal content. They want to be informed about community issues, local politics and businesses and regional events.



1. Create a timeline of the evolution of global history of journalism.
2. Conduct an exhibition displaying photos of early newspapers in chronological order.

Chapter 6

Indian Context

The origin of the Indian press dates back to the 18th century during the British colonial period. Initially, the press served as a tool in favour of British colonial administration. However, very soon the Indian nationalists realised the power of the press in mobilizing the public opinion to spread nationalist ideas. The Indian Press was then turned into a powerful organ of India's national awakening and independence struggle.

A large number of nationalist newspapers began to be published during the second half of the 19th century. The press was used as a weapon by various leaders for social reform movements, spreading nationalistic ideas and exposing the repressive British policies.

Pioneering Newspapers in India

The first attempt to start a newspaper was made by a Dutch born East India Company employee, William Bolts. He was immediately arrested and was forcefully deported to England from Calcutta. The second attempt was made by an Irish citizen James Augustus Hickey, also an employee of the British East India Company.

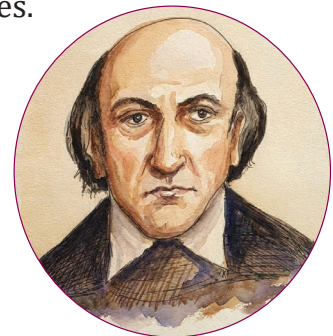


Fig.3.6.1
James Augustus Hickey

Hickey's Gazette or Bengal Gazette

India's first newspaper, *Hickey's Gazette* or *Bengal Gazette*, was started by James Augustus Hickey on January 29, 1780, from Calcutta (now Kolkata). It was also known as the *Calcutta General Advertiser* and was famous for its bold criticism of British authorities, particularly Governor-General Warren Hastings and Chief Justice Elijah Impey. The newspaper was eventually suppressed by the British in 1782, and Hickey was deported.

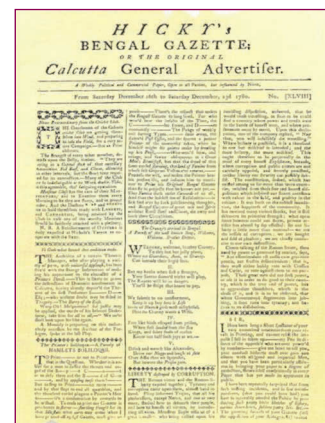


Fig.3.6.2
Bengal Gazette

The other earlier newspapers published in India :

The Calcutta Gazette

Founded by Francis Gladwin, an East India Company officer in 1784, it published government actions that included legal notices and rules.

The Madras Courier

It was the first newspaper published from the Madras Presidency by Richard Johnston in 1784. It ceased publication in 1818. The newspaper was revived in 2016 as a digital only newspaper.

The Bombay Herald

It was the first English newspaper published from Bombay. It was founded in 1789 by William Ashburner. This newspaper published trade news, shipping updates, and advertisements. It was later renamed as Bombay Gazette in 1791 and continued to operate until the early 1900s.

Calcutta Journal

A highly influential English-language newspaper was founded by James Silk Buckingham in 1818. It was known for its strong criticism of government policies, especially corruption and inefficiency in the East India Company. Furthermore, the paper's outspoken criticism against the East India Company ultimately led to the expulsion of Buckingham from India in 1823.

Indian Language Press

Raja Rammohun Roy : The Father of Indian Language Press

In the early years of the 19th century, Raja Rammohun Roy used the press as a tool for social reform, political awareness and freedom of expression. His journalistic ventures laid the groundwork for future social reform movements in India. He addressed several critical issues of the time such as the abolition of Sati, women's rights, modern education, caste equality and religious reforms through his journals. At the same time, he challenged British colonial policies and advocated for the freedom of the press for shaping public opinion. Raja Rammohun Roy's journalistic contributions are the following :

Brahminical Magazine

The English journal, launched by Raja Rammohun Roy in 1818, focused on religious and philosophical discussions, promoting monotheism and rational thought. It was one of the first attempts by an Indian to use English journalism as a tool for religious and social reform.

Sambad Kaumudi (Moon of Intelligence)

A Bengali weekly started by Raja Rammohun Roy in 1821, it was aimed at promoting social reform, rational thinking, and freedom of expression. Its main focus was on social reform, modern education, women's rights, and the abolition of Sati. It became the main vehicle for Roy's campaign against Sati.



Fig.3.6.3.
Raja Rammohun Roy

Mirat-ul-Akhbar (Mirror of News)

Another significant journalistic venture launched by Raja Rammohun Roy in 1822 was *Mirat-ul-Akhbar*, India's first Persian weekly. This newspaper was specifically aimed at the Persian-speaking Indian scholars and officials. Its stated objective was to promote truth, foster discussion on social evils, advocate for rights, and raise awareness regarding governance and justice. James Silk Buckingham was also closely associated with the running of this newspaper. In 1823, Raja Rammohun Roy proactively ceased its publication in protest against the new British Government's Press Ordinance, which had introduced a system of strict licensing for all journals.

Other Major Publications of the Era

Bombay Times and Journal of Commerce

The *Bombay Times and Journal of Commerce* was established in 1838 with the sole purpose of serving the British residents of western India. Its first editor was J.E. Brennan. Initially, the newspaper's content reflected the specific concerns of the early colonial urban elite, but over time, it gradually evolved to become a part of the wider national discourse. This evolution culminated in 1861, when the *Bombay Times* merged with other publications and became the *Times of India*, which is today recognised as the oldest existing English newspaper in India.

National Movement and Press

The press in India became a vital tool during the national movement (1857-1947) as a potent weapon for spreading nationalism, education and social reform. The press acted as a force to spread the spirit of national movement beyond the urban elites and reach remote areas. They mobilized public opinion against the British colonial policies, fostering unity and national consciousness across India. Leaders of the freedom movement used their newspapers to propagate nationalist ideology. These newspapers highlighted British economic exploitation, social issues, democratic values and advocated for civil rights. The British Government imposed strict restrictions on the Indian press such as the Vernacular Press Act to suppress the nationalist sentiments among the common man. But the press became more powerful and an influential tool for the freedom struggle of the country.

Let's look at some of the newspapers of the period:

Bal Gangadhar Tilak's Contribution to Indian Press

Bal Gangadhar Tilak, a fearless journalist and a prolific writer, revolutionized the Indian Press by transforming newspapers into powerful political weapons. As a part of this mission to create awareness among the people, he used journalism as a medium to educate the masses on their rights and criticize British policies. Recognizing the power of the press as a tool for political awakening, he started two newspapers simultaneously in 1881- *Kesari* in Marathi and *Mahratta* in English.

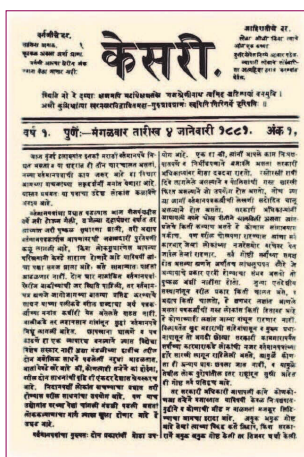


Fig.3.6.4 *Kesari*

Kesari

Kesari was published in Marathi, to reach the common people. The 4-point programme put forth by Tilak - 'Swaraj, Swadeshi, Boycott, and National Education' was strongly propagated by *Kesari*. The bold and fiery writings of Tilak inspired many young Indians to join the freedom movement.

Mahratta

Mahratta was published in English, to reach the educated elite of the country. The aim of the paper was to spread nationalist ideas to both English-educated Indians and

a wider audience. Tilak used the *Mahratta* to articulate political demands and explain nationalist ideology. Soon it became an important platform for debate and discussion about India's future.

Amrita Bazar Patrika

Amrita Bazar Patrika was established in 1868 as a Bengali weekly by Shishir Kumar Ghosh and Motilal Ghosh. It quickly gained prominence for its strong criticism of British rule, particularly its exposés on corruption and exploitation. The paper played a significant role in fostering the growth of Indian nationalism during the late 19th and early 20th centuries. The newspaper ceased publication in 1986, due to financial problems and government controls.

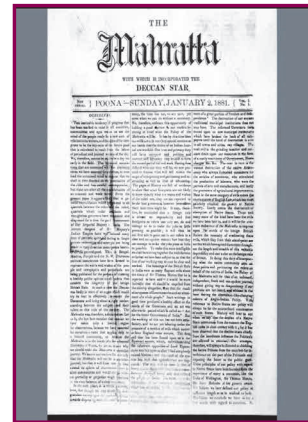


Fig. 3.6.5. *Mahratta*



Fig. 3.6.6
Amrita Bazar Pathrika

The Hindu

The Hindu was first published as a weekly newspaper on 20 September 1878 in Madras (now Chennai). It was started by a group of young lawyers and nationalists, with G. Subramania Iyer serving as its founder editor. The paper was known for its criticism of British policies, focusing on issues like unfair taxation, discrimination in administration, and repressive laws. Due to its bold stance, *The Hindu* frequently faced censorship issues. It successfully created awareness among the educated middle class through its thought-provoking editorials and factual reporting, playing a great role in building support for the national movement in South India.

Gandhiji as a Journalist

Gandhiji became one of India's most influential journalists because he used newspapers as powerful weapons for public service, social reform and nation building. For him, journalism was a mission he undertook for the expression of his views on truth and non-violence. He used the press as a moral and political instrument during India's freedom struggle mobilizing public opinion which arouses mass awakening among the common man.

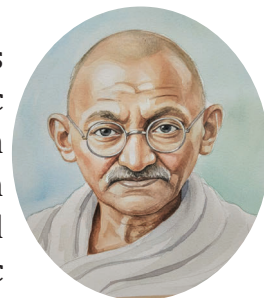


Fig. 3.6.7.
Mahatma Gandhi

“The sole aim of journalism is service.” - Mahatma Gandhi

He started his journalistic career with the launch of *Indian Opinion* in South Africa on June 4, 1903. It was published in four languages- English, Gujarathi, Hindi and Tamil. It was started with a view to voice effectively the feelings of the Indians who were facing discrimination under colonial rule in South Africa. It supported their fight for civil rights under the worst form of apartheid in South Africa.



Fig. 3.6..8
Indian Opinion

After returning to India in 1915, Gandhiji continued to awaken nationalistic feelings and shaped major reform movements through his journals such as *Young India*, *Navjivan*, and *Harijan*.

INFO



While *Indian Opinion* was launched by Gandhiji it involved other key individuals such as Mansukhlal Hiralal Nazar, who served as the first editor and Madanjit Vyavaharik, who owned the printing press from where it was originally produced.

Let us examine the journalistic contributions of Gandhiji in detail :

Young India

Young India was first published by freedom fighter Lala Lajpat Rai in 1916 as a weekly journal to advocate Indian self-rule. This journal in English was taken over by Gandhiji in 1919 to spread his message of non-violence. He utilised it as a crucial tool to reach educated Indians and the international community, explaining the principles of Satyagraha and mobilising public opinion for the freedom struggle. Through this journal, he successfully spread the message and philosophy of swaraj, truth, and non-violence. In 1922, Gandhiji was prosecuted for sedition for the articles published in the paper, which led to his famous trial. The publication of the paper ceased in 1932.

Navjivan

Navjivan was a Gujarati-language weekly newspaper started by Gandhiji in 1919. It turned out to be one of Gandhiji's most important platforms to communicate directly with the common people. Gandhiji tried to awaken the common masses through the articles in *Navjivan*. He continued his campaign to popularise satyagraha, swaraj and swadeshi movements through *Navjivan*.

Harijan

Harijan was a weekly newspaper founded in 1933 by Mahatma Gandhi to promote his campaign against untouchability. The newspaper played a key role in the fight for social reform and independence. Through this paper, Gandhiji advocated for the rights of the marginalized communities whom he called 'Harijans', which means 'Children of God'. It's aim was to promote social equality, abolition of untouchability and promotion of national unity along with the freedom struggle. Harijan spread Gandhiji's message to a broader audience, especially the rural and marginalized sections. It was also accompanied by Hindi version – *Harijan Sevak* and Gujarati version – *Harijan Bandu*.

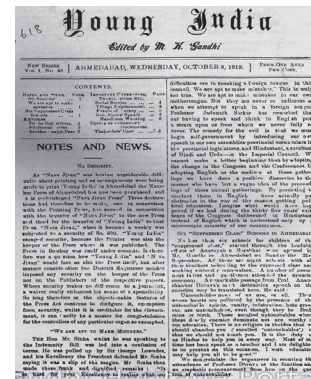


Fig. 3.6.9. Young India



Fig. 3.6.10 Harijan

Dr. B R Ambedkar's Journalistic Ventures

Dr. B R Ambedkar, the architect of Indian Constitution, was a brilliant writer and a successful journalist. He offered a platform for social revolution through his papers. He believed that the newspapers could bring about change in the lives of millions of oppressed people in the country. In 1920, he launched a Marathi fortnightly *Mooknayak* (The Hero of the Voiceless). This magazine survived just for one and a half years. He himself wrote articles for this magazine. In April 1927, Dr. Ambedkar started another magazine *Bahishkrit Bharat* (Ostracised India). This magazine continued publication for about 2 years. In 1930, he started a third journal named *Janata*



Fig. 3.6.11.
Dr. B R Ambedkar

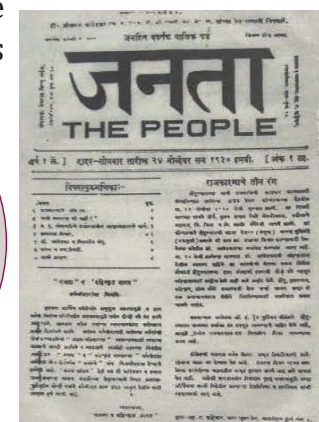


Fig. 3.6.12. Janata

(The People). This magazine was active for 26 years. Later the magazine's name was changed to *Prabuddha Bharat* (Enlightened India).

Other prominent nationalist newspapers are :

Al-Hilal

Al-Hilal was an Urdu weekly newspaper started by Maulana Abul Kalam Azad in 1912 in Calcutta (Kolkata). He propagated his rationalist ideas through the paper and at the same time he combined religious values with nationalist ideals. He encouraged the participation of youths in the freedom struggle. The paper was banned by the British in 1914 for its strong anti-British tone.

New India

This daily newspaper was founded by British socialist, theosophist, and Indian independence activist Annie Besant in June 1914. The newspaper became a key mouth-piece for her Home Rule movement, promoting self-government for India. She also launched another weekly newspaper *Commonweal* in January 1914.

The Independent

The Independent was an English-language daily founded by Motilal Nehru on 5 th February 1919 from Allahabad. It served as a radical voice against British colonial rule. It provided a platform for nationalist perspectives and opposed moderate viewpoints. Its first editor was Syed Hussain.

National Herald

National Herald was an English-language nationalist newspaper founded by Pandit Jawaharlal Nehru in 1938 at Lucknow. It served as a critical mouthpiece for the Indian National Congress, promoting the ideals of freedom during the Indian freedom struggle. The paper faced state suppression and was banned by the government in 1942 during the Quit India Movement. It was re-opened in 1945. Following India's independence, it remained a major English-language newspaper. The print edition ceased operations in 2008 due to financial reasons, but it was relaunched in 2016 as a digital newspaper.



Fig. 3.6.13.
Jawaharlal Nehru

Restrictions on Indian Press by the British Government

The British government did not have a uniform policy for controlling the Indian Press. They controlled the press on the basis of the then existing political situations. Hence, they imposed several strict laws and measures to control and suppress the Indian press when newspapers began to criticize colonial rule and promote nationalism. The British government restricted the Indian press through various Acts which led to censorship, seizure of printing press, fines and imprisonment. These restrictions were aimed to silence nationalist voices and maintain their political control in the Indian sub-continent. Ironically these restrictions strengthened the nationalist movement and led to the rise of underground and nationalist press.

Let us analyse the key restrictions and Acts prevailed during this period:

Licensing Regulations Act, 1823

This Act was introduced by the then Governor General John Adams. This Act states that it was illegal to start or operate a press in India without a licence from the British government. That means every publisher (newspapers, journals, books, pamphlets etc) in India is required to obtain a license from the government. Raja Rammohun Roy vehemently opposed this Act.

Vernacular Press Act, 1878

This Act proposed by Lord Lytton was specifically targeted against the Indian-language (vernacular) newspapers. It gave District Magistrates broad powers to monitor and censor vernacular newspapers. It also empowered the government to confiscate printing presses and ban publications that criticized British policies.

Similar restrictions were not imposed on the English language newspapers. The Act was met with strong opposition from the language newspapers in India. Papers like *Amrita Bazar Patrika* switched to English overnight to escape from the censorship rules. The Act was repelled later by Lord Ripon.

Official Secrets Act – 1923

The Official Secrets Act of 1923 was a repressive law passed by the British Government in India to control the flow of information and suppress nationalist activities. This Act restricted the publication of government information. According to this Act, the government can punish anyone who tried to collect, share, or publish information that are harmful to the British government. Severe punishments, including imprisonment, were included in this Act.

Post Independent Press and the Development of Professional Journalism

After India gained independence in 1947, the press entered into a new era. The press supported the government to propagate the message of development, and tried to strengthen democracy in the country. Newspaper circulation increased and new publications emerged in various languages. The press started acting as a genuine watchdog of democracy, keeping a check on government actions.

Freedom of the Press

With the adoption of the Constitution in 1950, the freedom of speech and expression became a fundamental right as per Article 19(1)(a) of the Indian Constitution.

Although there is no specific provision for “press freedom” in the constitution, it is implied in the fundamental rights.

First Press Commission – 1952

The First Press Commission was appointed in 1952 under the chairmanship of Justice G S Rajadhyaksha. It was established to examine freedom of the press in India, and to suggest measures for its development and regulation.

It submitted its report in 1954 which became a foundational document for India’s press policy.

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Actions taken on the recommendations of the first press commission are:

- Press Council of India was established in 1966.
- Registrar of Newspapers for India (RNI) was appointed in July 1956.
- Press Consultative Committee was constituted on 22 September 1962.
- Working Journalists Act was accepted in 1955.
- A Fact-finding Committee was set up on 14th April 1972, and it submitted its report on 14th January 1975.

Press During National Emergency Period – 1975 -1977

The Emergency period in India (1975–1977) is often described as the darkest chapter in the history of the Indian press. During the 21-month period press freedom was severely curtailed by the government.

Press censorship was enforced under the Defence of India Rules and special orders. Newspapers were required to submit all news and editorials for prior approval (pre-censorship) before publishing. Criticism of government policies is strictly banned.

The Parliamentary Proceedings (Protection of Publications) Act 1956 was suspended during emergency.

Many newspapers acted as government mouthpieces. However, some newspapers protested against this censorship. The notable resistances were from:

- *The Indian Express*, which published a blank editorial column to protest censorship.
- *The Statesman*, which subtly criticized the government through creative headlines and reporting.
- Abu Abraham published cartoons in *The Indian Express* criticising the government

The national emergency ended on 21 March 1977. The press regained its freedom, and many journalists who had resisted censorship were hailed.

OVER TO YOU

Divide the class into groups and ask each group to analyse the actions taken by the Indian editors against imposition of press censorship during the British rule. Each group may be asked to present seminar papers.

Second Press Commission – 1978

The Government of India constituted the Second Press Commission on 29 May 1978, under the chairmanship of Justice PC Goswami. This commission has resigned in January 1980 with the formation of the new government. The commission was reconstituted in April 1980 under the chairmanship of Justice K K Mathew. The Second Press Commission was appointed to review developments in the press after the First Press Commission (1952–54) and to examine the state of the press after the Emergency period. The commission submitted its report in 1982.

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The main recommendations of the second press commission include :

- Appointment of the Board of Trustees between editors and proprietors of the newspaper.
- There should be a fixed proportion of news and advertisements in small, medium and big newspapers.
- Newspaper industry should be relieved from the impact of foreign capital.
- No election predictions should be published in newspapers and magazines.
- The government should prepare a stable advertisement policy.
- The Press Information Bureau should be re-constituted.
- Press laws should be amended.

Rise of Professional Journalism

India saw the rise of professional journalism after independence. The press grew as a powerful "fourth estate" that influences society and politics. The Indian press moved away from nationalist activism to modern, trained reporting. Journalism became a distinct profession, with an emphasis on accuracy, objectivity, and ethics.

Formal training programme in journalism was initiated as early as 1920s by Dr. Annie Besant at the National University of Adayar under the aegis of the Theosophical Society. The second journalism education programme was introduced in Aligarh Muslim University. The first full fledged journalism department was established at Punjab University in 1941.

The union government has established Indian Institute of Mass Communication in 1965. Asia's first journalism university Makhnallal Chaturvedi University of Journalism and Communication was started in Bhopal in 1990. Many media organisations and press clubs in the country are also offering journalism courses. Almost all media organisations select only qualified candidates as journalists. Journalism became a major discipline at various universities, colleges, and national institutes after independence.

Mass Communication and Journalism courses are included the higher secondary courses in Kerala.

Prominent Professional Journalists in Post-Independent India

M Chalapathi Rau

M Chalapathi Rau served as the Editor – in – Chief of the English daily *National Herald* from 1946 to 1978. Under his leadership, the paper grew into a credible voice of post-independent India. He was known for his independent and liberal editorial voice. His editorials were known for their lucidity, wit and political insight. Rau believed that a free and responsible press was essential for democracy to flourish. He often criticized government policies, when he felt that those were a threat to the democratic values.

B G Verghese

He was editor of India's two leading newspapers - The Hindustan Times (1969–75) and The Indian Express (1982–86). Verghese refused to compromise editorial independence even during the Emergency in 1975. Verghese paid great attention to rural India, tribal rights, water resources, and planning. He was a development journalist who focused on the issues that really affect ordinary people.

Some of his notable works include *Warrior of the Fourth Estate* (a memoir), *Waters of Hope* and *First Draft : Witness to the Making of Modern India*.

Kuldip Nayar

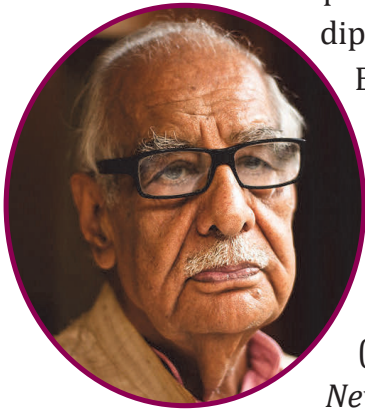


Fig. 3.6.14.
Kuldip Nayar

Kuldip Nayar was a renowned journalist, syndicated columnist, diplomat and parliamentarian. He was arrested during the Emergency (1975-77) for his vocal opposition to the government's suppression of the press freedom. His journalism was intrinsically linked with his work as a human rights and peace activist. Kuldip Nayar headed many prominent national newspapers for more than two decades. He was editor of *United News of India* (1964-1967), *Statesman* (1967-1975) and *Express News Service* (1975-1981). Kuldip Nayar wrote widely popular syndicated columns in Indian and international newspapers for decades such as *Deccan Herald*, *Sunday Guardian* and *Dawn*. He often broke important political stories and set an example of watchdog journalism.

He authored over 15 books, including *Beyond the Lines : An Autobiography*.

Pothan Joseph



Fig. 3.6.15.
Pothan Joseph

Pothan Joseph was a prominent journalist and editor known for his powerful editorials. Pothan Joseph was at the peak of his creative genius when he worked with and edited several influential Indian papers such as *Hindustan Times*, *The Indian Express* and *Deccan Herald* giving them a solid grounding of professionalism.

"Over a Cup of Tea", his most thought-provoking and daily political column in the *Indian Express* was started in the 1920s and he continued the column for over 40 years. A reader could learn history, geography, physics, philosophy and literature from his column writings. It was a column known for its classical references, irony, worldly wisdom and sharp observations of politics and society. Pothan Joseph's position in Indian journalism will always be marked as a fearlessly independent editor and a masterful columnist with profound scholarship and sense of humour.

Political Cartooning in India

Cartoons became an integral and essential part of Indian journalism as a form of editorial voice and critique. India has a number of famous cartoonists who have contributed a lot to the political cartooning. The prominent among them are :

K Shankar Pillai

Keshav Shankar Pillai, popularly known as Shankar is considered as the father of political cartooning in India. He was India's most celebrated cartoonist before and after independence. His career began with *The Hindustan Times* in 1932 and continued as its staff cartoonist till 1946. His illustrations in the paper contributed very much to the development of Indian journalism.



Fig. 3.6.16.
K Shankar Pillai



Fig. 3.6.16.
K Shankar Pillai

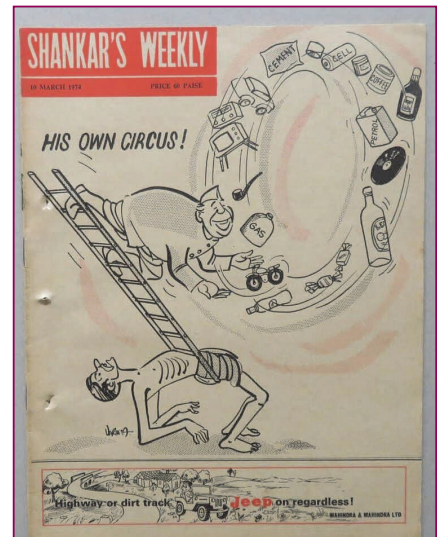


Fig. 3.6.17.
Shankar's Weekly

His cartoons critiqued colonial and nationalist political leaders. Shankar began publishing the 'Shankar's Weekly', a satirical magazine in 1948. It became the central platform for political cartooning in India for nearly three decades abounded with healthy, sparkling humour, focusing the high and mighty in Indian political scenario. Shankar closed down the Weekly in August 1975. Then he concentrated on developing the Children's Book Trust (CBT), which he had founded in 1957.

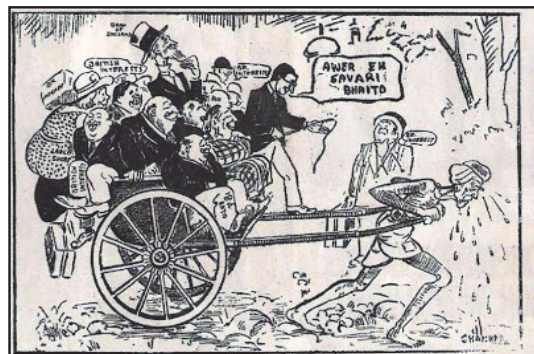


Fig. 3.6.1.8. Shankar's Cartoon

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Shankar's International Dolls Museum, New Delhi

It was founded by Shankar in 1965 at New Delhi. The museum possesses over 6500 dolls collected from over 85 countries. The museum transcends borders, celebrates the diverse cultures and traditions of our planet through meticulously crafted dolls.

Shankar Memorial National Cartoon Museum and Art Gallery, Kayamkulam

Shankar was born in Kayamkulam in Kerala on 31 July 1902. The Kerala Lalithakala Academy established the Shankar Memorial National Cartoon Museum and Art Gallery at Krishnapuram near Kayamkulam in 2014 to commemorate his contributions to Indian Political Cartooning. It features approximately 120 original cartoons by Shankar, depicting prominent figures like Mahatma Gandhi, Jawaharlal Nehru and Indira Gandhi along with caricatures of icons. The collection of cartoons extend beyond Shankar by including the works of other notable Indian cartoonists such as Abu Abraham, O.V. Vijayan, Kutty, Yesudasan, and B.M. Gafoor.

R K Laxman



Fig. 3.6.20.
Common Man by R K Laxman

Laxman is India's most iconic cartoonist, known for his creation of "The Common Man" and the daily cartoon strip "You Said It" in *The Times of India*. His cartoons gave voice to the ordinary citizens and captured the everyday struggles and ironies of urban Indian life and politics.



Fig. 3.6.19.
R K Laxman

The era also saw the rise of other influential cartoonists such as Abu Abraham, O.V. Vijayan, Rajinder Puri, and Mario Miranda.

Post Emergency Press and Emerging Trends in Journalism

Following the lifting of the emergency, the censorship on media was lifted and the press freedom was restored. The Indian media broke

the silence and began to report freely on the abuses of power by the government during emergency. Journalists began to reinvent their role as watchdogs of democracy.

The post-emergency era also witnessed the emergence of various media trends such as investigative journalism and development reporting. Let us analyse them briefly:

Investigative Journalism

There were no major investigative projects taken up by the press from 1947 to early 1970. The press focused more on the agitations than the official versions of news. Investigative journalism gained prominence in the country particularly during post emergency period. Some major investigative journalism initiatives around the world inspired media persons in India to do similar projects. It was also a period of public debates following the release of *All the President's Men*, a definitive movie about Watergate scandal.

Following the restoration of press freedom in India, by the newly elected government in 1977, a new breed of journalists started investigation of emergency excesses. The media underwent a period of self-reflection and resurgence.

This new phase of Indian journalism was spearheaded by a few determined journalists who have often acted as influential change makers of the society. The mainstream newspapers such as Indian Express and The Hindu began publishing hard-hitting investigative reports. Many such stories uncovered by them established investigative journalism as a powerful democratic force. Arun Shourie, transformed investigative journalism into a powerful tool of democracy. He exposed corruption in public life, including scams involving politicians and bureaucrats.

Chitra Subramaniam is best known for her ground breaking work in exposing the Bofors scandal in the 1980s with the support of *The Hindu* newspaper and its editor N.Ram.

OVER TO YOU

Discuss the plight of political cartooning in India today and conduct an exhibition of cartoons (during the national emergency period) from different newspapers.



Photo courtesy: The Indian Express.

Fig. 3.6.21. Kamla's story published in Indian Express

Sucheta Dalal is a pioneer of financial investigative journalism in India. As a journalist in *The Times of India*, Sucheta Dalal broke the story of Indian stock market scam in April 1992. Ashwini Sarin is best known for his daring investigative report exposing human trafficking racket in India. In the 1980s, while working as a reporter of *The Indian Express* he “bought” a 15-year-old girl named ‘Kamla’ from a village in Madhya Pradesh. His work is considered as one of the boldest acts of investigative journalism in Indian media history. Rana Ayyub is another prominent Indian investigative journalist known

for her fearless reporting on political corruption, communal violence and human rights issues. Josy Joseph, the founder of Confluence Media, an independent journalism and documentary production house, is involved in long-form investigative storytelling. He exposed several high-profile corruption scandals, including Adarsh Housing Scam and Commonwealth Games Scam.

Paranjoy Guha Thakurta is widely recognized for his fearless investigative reporting on financial corruption and corporate influence, including gas theft in the Krishna Godavari Valley. He has been associated with leading media outlets such as *Business India*, *Business World*, *The Telegraph*, *India Today* and *The Pioneer*. He anchored a daily discussion programme called “India Talks” on the CNBC-India television channel and also, he anchored two one-hour-long weekly programmes for Lok Sabha Television.

Prannoy Roy is a prominent Indian journalist, economist and media pioneer best known as the co-founder of NDTV (New Delhi Television), which initially was a television news production house and later turned into India's first independent 24×7 news network. He is credited with introducing psephology (the study of elections) in Indian television. His ability to break down complex political data and explain trends, blending rigorous analysis made him a respected anchor and analyst during election seasons. NDTV's early programmes like *The World This Week* and *The News Tonight* — produced for Doordarshan — were widely acclaimed, and helped define modern news broadcasting in India.

Ravish Kumar is best known for his long career with NDTV India. For over two decades, he was the Senior Executive Editor at NDTV India, where he hosted flagship programmes like *Prime Time*, *Hum Log*, and *Ravish Ki Report* which was marked for his outspoken, people-focused style of journalism. Now he operates independently through his official YouTube channel, *Ravish Kumar Official*. He also launched a channel, Ravish Kumar Nai Sadak, in May 2025 to ensure continued outreach.

Twenty four - hour television news channels such as NDTV, Zee News and Aaj Tak introduced televised investigative reports. Tehelka.com also revolutionized the field with its sting operations using hidden cameras to expose corruption.

The rise of the internet facilitated many collaborative investigations. The power shift from big media houses to independent digital platforms and global collaborations paved the way for more investigative stories. Platforms like *The Wire*, *Scroll.in*, *Alt News*, *Newslaundry* and *The Quint* publish in-depth investigations focussing on data-driven ground reporting without corporate or political control. Indian journalists also partnered with ICIJ (International Consortium of Investigative Journalists) for conducting investigations about the Panama Papers, Pandora Papers, and Pegasus Project. These investigative journalism projects reveal India's integration into global investigative networks.

Investigative journalism in India still continues its important work through independent web portals. But it often faces several pushbacks in the form of legal actions, economic constraints, ownership issues and safety concerns. Despite all these factors the quality of investigative journalism in India remains at its peak since this new wave is supported by digital tools and a growing number of news outlets fuelled by the digital age.

Development Journalism

Development journalism in India gained prominence in the mid-20th century to focus on national development after independence. Its focus is on long-term development issues emphasising on rural and marginalized communities. Development journalism is used as a media tool for nation-building, social awareness and change. It has forced us to re-think our development goals and strategies

from a national perspective. It covers a wide range of topics related to public needs.

Social activists and writers like Sunder Lal Bahuguna and Bharat Dogra had written articles like 'Worms in Breakfast Basket' through which they brought to light the plight of the people displaced due to construction of various dams. These articles attracted the attention of the authorities and the environmentalists.

'Hamara Gaon Chatera' (Our Village Chatera) is a landmark project by the Hindustan Times, led by B.G. Verghese which took place in an extremely underdeveloped village Chatera, in the outskirts of Delhi. The natives of this village were given training to adapt new techniques of agriculture under the guidance of scientists and agricultural experts, including M.S. Swaminathan. A team of journalists kept evaluating every stage of the project continuously.

P. Sainath is a developmental journalist in India who focuses on rural India - its poverty, agrarian distress, marginalised communities and the challenges faced by them. He is considered as a pioneer in rural journalism. He was the Rural Affairs Editor for The Hindu. He dedicated his career to documenting and advocating for the rural poor, which helped to bring rural issues to national consciousness. His book *Everybody Loves a Good Drought* (1996) is a landmark work which exposed various aspects of agrarian crisis and rural poverty.

PARI (People's Archive of Rural India) is a digital journalism platform and archive founded by P. Sainath in December 2014. It demonstrates how journalism practices can be re-oriented to focus on under-served communities in rural India and issues faced by them such as agrarian crisis, migration and labour problems.

Emergence of Radio as a Medium of Development Journalism

Even though several transformations have taken place in mass media; radio remains the most widely used and trusted medium. Recent studies show that radio was the most credible source of news compared to newspapers, TV networks, and digital media (Research : Radio Found to Be Trustworthy Among Fans of All Media, 2021). Its accessibility and reach make it a key state tool for hosting diverse opinions, empowerment and a catalyst for social change.

Public service broadcaster *Akashvani* continues to deliver educational and informative content reaching remote areas and covering diverse topics. The privatization of radio began in the 2000s with FM stations which expanded listenership but largely restricted to entertainment. Several continuous efforts are being made in Indian radio broadcasting to bring in development and social change. Unlike other mainstream media, radio prioritises local issues like agriculture, health, education, sanitation, women's empowerment, and disaster management.

Now development radio broadcasting in India through state-owned and private channels, focus is on reaching urban and rural audiences alike. They emphasise on local needs and grassroots information dissemination, especially through Community Radio and AIR's vast network.

Television and Development Journalism

Television transmission was started in India on an experimental basis on 15th September 1959, in Delhi with a small transmitter and a makeshift studio. From its very inception its aim was to see what TV could achieve in community development and formal education. Today television has a broad reach nationwide offering a variety of programmes through several international, national and local channels. Even today we can see that TV broadcasters still broadcast programmes with an eye on social responsibility which includes serials that incorporate socially relevant themes, interactive talk shows and open forums with government representatives responding to audience queries.

In 1967, Delhi Television Centre launched *Krishi Darshan* Programme under the guidance of Dr. Vikram Sarabhai and Prof M. S. Swaminathan. The object of this programme was popularisation of modern methods of agriculture through the television.

SITE (Satellite Instructional Television Experiment) was one of the most important development communication programmes in India, carried out by Doordarshan in 1975–76. This is a joint NASA-ISRO project using the ATS-6 satellite to deliver educational TV directly to over 2,400 remote Indian villages of 20 districts spread over six states—Andhra Pradesh, Karnataka, Orissa, Madhya Pradesh, Rajasthan and Gujarat. This one-year project was primarily undertaken to develop special development programmes for social development

in health, agriculture, hygiene, nutritional practices and education. Doordarshan produced and broadcast the SITE programmes. This was a great success and it laid the foundation for educational television in India.

Hum Log was India's first television soap opera and a landmark programme in development communication. It was aired on the national channel Doordarshan from 1984 to 1985. The series centered on the everyday struggles and aspirations of a middle-class Indian family living in Delhi. It focused on social realities rather than glamour or fantasy in tackling various social issues like women's empowerment, dowry, alcoholism and family planning. A unique aspect of the show was the philosophical punchline presented by the legendary actor Ashok Kumar at the end of each episode, summarizing the moral of the story.

Thus, we can see that in television, development stories merge with TV's visual story telling mode. It aims to inform, educate, and motivate positive change by covering and discussing developmental issues like health, poverty, environment governance etc. It was a bridge between people and policymakers to foster development.

New Media for Development Communication

The actual transition in Indian media scenario to new media technologies happened after 1996 when several independent media houses launched news websites. Today, new media has become an active tool in development communication. This takes various forms like E-Governance, E-Choupal and Telecentres.

Today, podcasting is a valuable way to reach the target audience as a powerful and flexible communication medium. It plays a growing role in educating and entertaining people. Podcasting is the creation and distribution of episodic digital audio or video content, often focused on specific topics. Podcasts are typically available as a series of pre-recorded radio show episodes that users can listen to on demand from a mobile device.

Podcasters often publish episodes on a regular schedule. Listeners can subscribe to and enjoy on-demand via apps like Spotify or Apple. There are various types of podcasts concentrating on news and current affairs, educational podcasts, interview-based

podcasts, storytelling and narrative podcasts, culture, lifestyle, and entertainment podcasts. These provide in-depth reporting and allows long-form discussions. As it gives voice to diverse perspectives, it can now serve as a very useful tool for development and community journalism.

Recent trends in development journalism in India include a greater focus on digital platforms and mobile journalism (Mojo). It also highlights the need for ethical and responsible journalism, especially in a world where social media is a primary news source. Development journalism is now transformed into a more democratic, tech-enabled and locally grounded reporting, and a stronger force for social change in the country.

Growth of Radio in India

Amateur radio clubs were the first to start radio broadcasting in India. In June 1923 the Radio Club of Bombay made the first ever broadcast in the country. This was followed by the setting up of the Calcutta Radio Club five months later. The Indian Broadcasting Company (IBC) came into being on July 23, 1927. In 1930, the government took over the transmitters and formed the Indian State Broadcasting Service (ISBS). Lionel Fielden was appointed the first Controller of Broadcasting in August 1935. On June 8, 1936, the Indian State Broadcasting Service was renamed as *All India Radio*. In 1956 the name *Akashvani* was adopted for the National Broadcaster. The Vividh Bharati Service was launched in 1957 with popular film music as its main component. In 1977, FM broadcasting was introduced in India on an experimental basis in Madras. With a network of 262 radio stations, AIR today is accessible to almost the entire population of the country and it broadcasts programmes in 23 languages and 146 dialects.

Private radio emerged in India after the liberalization policy in 1990s. In 1993, All India Radio sold time slots to private operators, who started producing programmes for FM. These programmes were very different in style and content from the traditional AIR broadcast. In 2001, full privatization began with auctions for licenses in 40 cities. Radio City in Bangalore which started on July 3, 2001 is India's first private FM radio station. The



Fig. 3.6.22.
All India Radio

second phase of private licensing in 2005 brought more private FM to many more cities which significantly increased the reach and revenue. This led to the expansion of private FM channels in most of the major cities in India.

Emergence of community radio led to the participatory and development phase of radio initiatives. Today radio is available on mobile apps and digital platforms. Podcasting and internet radio have also become popular among listeners.

History of Television in India

Television transmission began in India on September 15, 1959 with an experimental transmission from Delhi with a make shift studio and a low power transmitter. It was then part of All India Radio services. A regular transmission of a daily one-hour service with a news bulletins was started in 1965. In 1972 television services were extended to the second city, Bombay. By 1975 television stations came up in Calcutta, Chennai, Amritsar and Lucknow. Television services were officially separated from All India Radio in 1976 forming *Doordarshan* as the national broadcaster. In 1982, colour transmission started with the live telecast of the Asian Games held in Delhi.



Fig. 3.6.23.
Doordarshan

Doordarshan's soap operas like *Hum Log* (1984), *Buniyaad* (1986-87) and mythological dramas like *Ramayana* (1987-88) and *Mahabharata* (1988-89) drastically increased the viewership, making Doordarshan a household name in 1980s.

The decade of 1990s brought a big challenge for Doordarshan with the coverage of Gulf War by CNN through satellite and telecast it on national channels. This opened India's skies to private satellite channels like Zee TV and Star TV which ended Doordarshan's monopoly.

The advent of Satellite television was a boon for cable operators. It motivated them to receive the programmes of Star TV, CNN, Aaj Tak, ZEE TV, SONY, etc. They also started producing programmes for their subscribers. The growth of cable networks brought diverse contents and regional language programming.

The early 2000s witnessed the growth of specialised channels such as news channels, sports channels and education channels. The introduction of digital broadcasting and Direct to Home (DTH) services further transformed the viewing habits offering viewers better picture quality, more choices and the facility to subscribe to specific packages.

The rise of OTT (Over-the-Top) streaming platforms like Disney+, Hotstar, Netflix, Amazon Prime Video, and SonyLIV marked the beginning of OTT revolution in India. The streaming revolution still continues and remains highly competitive with the entry of so many players to the scene. The journey of Indian television is a perfect reflection of a journey of constant evolution and adaptation. It begins from education-oriented beginnings to a diverse, competitive and digital media environment.

Rise of News Channels in India

TV journalism in India had a varied history witnessed by many instances of rises and falls. The emergence of news channels in India began in 1991 marking the end of Doordarshan's monopoly. The rise of news channels in India is closely linked to the developments in technology, economic liberalization policies and media deregulation. India has transitioned from a state-controlled broadcast system to a vibrant, competitive news media environment, especially with the rise of 24x7 news channels.

India has over 400 television news channels, including national and regional players. Indian news channels today are likely to be driven by technological advancements and audience-centric strategies. Artificial intelligence, augmented reality and data analytics started shaping the content production and distribution. Many channels are now experimenting with AI-powered news anchors and immersive storytelling formats to keep viewers engaged.

The Digital Era

Digital journalism refers to the production, distribution and sharing of news through internet-based platforms such as news websites, mobile Apps, social media, podcasts and video platforms. They offer real-time updates, interactivity and multimedia storytelling and share news instantly with a global audience. In India, the 21st Century witnessed a rapid evolution of new media, driven by advancements in digital technology and the internet.

Early Phase of New Media Development

The initial internet adoption laid the groundwork for online news. News dissemination during 1990s was dominated by the giants in print media and the 24-hour news cycles of television channels. Traditional newspapers like The Hindu, The Times of India and Indian Express launched online editions. The Hindu becomes India's first newspaper to start an online edition in 1995. By 2006, over 100 Indian newspapers had online editions, though the content often mirrored print. Since internet access was limited, the reach was initially small. So minimal attention was paid to them due to lack of audience support.

Growth Phase (By the mid-2000s to mid-2010)

Digital Journalism developed its own identity in this phase with broadband and mobile internet access. News portals started updating news regularly but the growth remained comparatively low. Social networking sites transformed journalism with the early emergence of citizen journalism through its various media outlets. Social media platforms like Facebook (2004), YouTube (2005), Twitter (2006), and Tumblr (2007) provided new avenues for news reporting, audience engagement and citizen journalism. Comment sections in these platforms allow instant audience interaction also. The emergence of digital-native startups like The Quint, focusing on youth, pioneered mobile-first digital journalism in India. This led to the rise of social media platforms as news sources with breaking news shared first through online. Thus, it witnessed a shift from print first trend to digitally first trend.

Modern Phase (2015 – Present)

Digital media becomes the largest revenue segment in Indian media sector as mobile data becomes affordable to common man boosting the online news consumption. Digital journalism becomes the mainstream journalism owing to the growth of digital news only platforms, video journalism (You Tube), podcasting and the rise in regional language digital news platforms. COVID-19 pandemic accelerated the dependence on digital news with online press briefings and live blogs. Netizens are experimenting new styles of digital story telling methods through AI assisted reporting, data analytics and AR/VR for immersive experiences.

The growth of digital journalism in India came all way from the simple online replicas of newspapers in the 1990s to today's interactive, multimedia, and mobile-driven platforms. Digital journalism is currently a core part of India's media system reshaping how news is produced and consumed.

Changes in Media Ownership in the Contemporary Media Environment

With the introduction of economic liberalization policies and technological advancements in media sector there was a significant shift in media ownership. This new trend has deeply impacted the nature, independence and diversity of media content.

The key trends of media ownership are :

1. Cross Media Ownership

Cross-media ownership refers to the situation where a single entity (individual, group or company) owns or controls multiple types of media platforms such as television channels, radio stations, newspapers, online platforms and cable distribution networks. Cross-media ownership has advantages in terms of expanding the reach of content and maximizing profits.

But the risk factor is that it may lead to concentration of power in a few hands. This poses serious risks to media plurality, democracy, and press freedom. This may also cause less diversity of opinion across media platforms, as the same ownership often dictates editorial lines.

Examples :

- Reliance Industries owns Network18, which includes CNN-News18, CNBC-TV18, News18 India, and several regional channels.
- Times Group owns Times of India, Economic Times, Times Now, ET Now, and Radio Mirchi.
- India Today Group owns Aaj Tak, India Today TV, Business Today, and magazines like Cosmopolitan India.
- Sun Group – controls newspapers (Dinakaran), a large bouquet of TV channels (Sun TV network), and FM radio stations.
- Zee Group – operates TV channels, digital platforms, and print interests.
- In Kerala, Malayala Manorama group, Mathrubhumi group, Asianet News Network are the key players in this area.

2. Media Conglomerates

Earlier, most media houses were family-owned or independent. In the contemporary media scenario, large business conglomerates and corporate groups have taken over or invested heavily in media companies. These conglomerates often operate through mergers, acquisitions, or subsidiaries. Thus, they could shape public opinion due to their wide reach. This may lead to biased reporting to protect business or political interests.

Examples :

Large industrial and business houses, such as Reliance Industries and the Adani Group, have acquired major media companies, including NDTV and Network 18.

3. Political Influence and Ownership

Many media outlets are directly or indirectly owned or influenced by political parties or individuals with political affiliations particularly at the regional level. This arises concerns relating to media bias, agenda setting, and decline in editorial independence. News narratives may go in line with the interests of these political entities.

4. Digital Platforms and Tech Companies

The shift towards digital media, online gaming, and over-the-top (OTT) platforms is creating new opportunities and business models. Global tech giants like Google, Meta (Facebook), and YouTube, and Indian platforms now dominate the information flow. Independent digital platforms like The Wire, Scroll, The Print, and Alt News have emerged, but they face competition from corporate-backed portals.

5. Foreign Direct Investment

Foreign Direct Investment (FDI) in media refers to foreign companies or individuals investing money in Indian media organizations such as newspapers, TV channels, radio or digital platforms.

The Government of India allows FDI in the media sector with certain limits and regulations, depending on the type of media. Foreign direct investment (FDI) has increased in certain media sectors which helps to modernise media and to expand their reach. FDI raises concerns about foreign influence on national media and public opinion.

6. Media Takeovers

A media takeover happens when:

- One company buys a majority stake in another media organization
- Two media companies merge
- A large corporate group acquires control of media outlets.

A social media takeover is a marketing tactic where a brand temporarily gives control of its social media accounts (or sometimes website ad space) to another entity to post content, engage followers, and offer fresh perspectives.

While these takeovers strategy has strengthened the industry economically it raises serious concerns about media freedom, diversity, and ethical journalism.

Conclusion

We have studied in this chapter about the history of journalism in India beginning from James Augustus Hickey's *Bengal Gazette* to the most modern digital age media productions. The early newspapers contained information about the British residents in India. Later, newspapers and other periodicals evolved into a powerful tool against the British administration, and to actively participate in the Indian independence movement. Many nationalist leaders propagated their ideas about independence and resistance through various media. Meanwhile the British administration has imposed stringent rules to curtail the growth of Indian press. The post independent period witnessed the growth of professional journalism in India. Many journalists took their part in developing the media in the country into a powerful medium for supporting democracy. Soon we have seen the gradual growth of radio and television. At present, the digital media plays a major role in our daily life. Contemporary media environment is also discussed in this chapter.



1. Museum/Library Visit : Visit local archives, museums, or libraries that store microfilm or physical copies of historical newspapers.
2. Guest Lecture Series : Invite veteran journalists to discuss the “Golden Era” of print media in India and its transition to the current digital, fast-paced media environment.
3. Digital Archive Exploration : Use digital tools to explore online archives of historical documents and papers.
4. Arrange field visits to places having historical importance to media.

Chapter 7

The Media in Kerala

Church Mission Society and Basel Mission Society contributed to the development of printing of newspapers and books. Benjamin Bailey established the first printing press in Kottayam in 1821. He designed and cast the first modern Malayalam types, which facilitated printing of books in Malayalam. The first Malayalam newspaper *Rajyasamacharam* was brought out from Illikkunnu in Thalassery by Dr. Hermann Gundert of the Basel Mission in 1847.

The growth of media in the last two centuries had impacted on the literacy movement, universal education standards, and social reforms. Kerala is in an enviable position in the overall development of print media, online platforms, radio, television and digital media platforms.

Early Beginnings

Contributions of Dr. Hermann Gundert (1814–1893)

Hermann Gundert is regarded as the father of Malayalam journalism. He was a German scholar and missionary and one of the most influential figures in the early development of Malayalam journalism. His contributions had a lasting impact on the language, literature, and press in Kerala.

Rajyasamacharam

In June 1847, Hermann Gundert started publishing *Rajyasamacharam*, the first newspaper in Malayalam. The name of the editor was not printed in the newspaper. It was primarily a religious journal, intended to spread the Christian messages. It was distributed free of cost to promote the activities of Basel Mission. The journal ceased publication in December 1850 after 42 issues were released. It can be considered as a forerunner of modern journalism in Malayalam.



Fig. 3.7.1.
Dr. Hermann Gundert

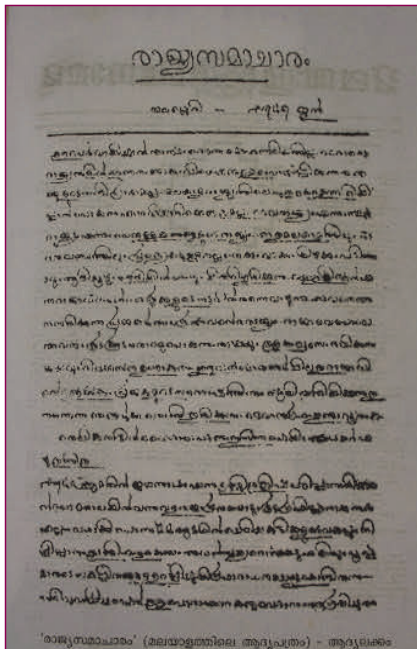


Fig. 3.7.2.
Rajyasamacharam



Fig. 3.7.3.
Paschimodayam

Paschimodayam

In the same year (1847), Gundert launched *Paschimodayam*, the second Malayalam periodical. This was launched in October 1847 by the Basel Mission Society. Frederic Muller was the editor of the paper. The journal contained more secular content compared to *Rajyasamacharam*. It featured articles on science, history, astronomy and geography in addition to religious content. It is considered as the first science magazine in Malayalam. The annual subscription was one rupee. It ceased publication in August 1851.

Contributions to Malayalam Language

Hermann Gundert is noted for his outstanding contributions to Malayalam language. Gundert compiled a Malayalam grammar book – *Malayala Bhasha Vyakaranam* in 1859. He compiled and published the first Malayalam-English dictionary in 1872. He also translated *The Bible* into Malayalam language. His other publications include *Keralolpathi* (1843), *Pazhancholmala* (1845), and *Kerala Pazhama* (1868).

Hermann Gundert's introduction of *Rajyasamacharam* and *Paschimodayam* in 1847 marked the birth of Malayalam journalism. He combined missionary zeal with educational vision with an aim to create a reading culture. His linguistic and printing innovations laid the foundation for the vibrant Malayalam media landscape we see today.

Other Missionary Publications

Njananikshepam

Njananikshepam published from November 1848, was the third among the publications in Malayalam. It was considered as the first printed magazine in Malayalam. This monthly magazine

was published by the Church Mission Society (CMS) in Kottayam. Arch Deacon Koshy and Rev. George Mathen were behind this new publication. It was also the first illustrated Malayalam magazine printed in the letter press developed by Rev Benjamin Bailey. *Njananikshepam* is published even today as a church periodical of the Church of South India (CSI).

Vidyasamgraham

It was the fourth journal in Malayalam and the first college magazine in Kerala. This Kottayam based College Quarterly Magazine was started by Church Mission Society (CMS) College in 1864. It laid the foundation for educational journalism in Malayalam, setting the pace for knowledge dissemination and modern rational thinking. This quarterly had a variety of articles in English and Malayalam written by scholars. It ceased publication in 1867.

Satyanadakahalam

Satyanandakahalam began publication in October 1876 from Kunammavu (Kerala) as a fortnightly. This periodical was published by Italian Carmelite Missionaries. Though the objective of the paper was the material and spiritual wellbeing of the Catholics, it also contributed its share to the general progress of the people of Kerala. Apart from mission news, it also covered a wide range of topics ranging from international affairs, local news and government proclamations. It became a weekly in 1904. The publishing centre was shifted to Varappuzha and later to Ernakulam. In 1926 the name of the periodical was changed to *Sathyanadam*.

Pre – Independent Malayalam Press

Gradually Malayalam publications started addressing a broader range of subjects. Newspapers transitioned from missionary organs to powerful voices for social reform and political change. During this period, journalism became a key weapon in the fight against colonial rule and social injustice.

Brief notes on the leading newspapers during this period is given below :

Kerala Mitram

This weekly newspaper began publication on 1881 from Kochi. Devji Bhimji, a Gujarati entrepreneur launched *Keralamitram*. Kandathil Varghese Mappilai was its first editor. The paper professed a secular outlook in its content. This publication is considered as the first modern, systematic newspaper in Malayalam with a full-time editor.



Fig.3.7.5.
Chengulath
Kunhirama Menon

Kerala Patrika

Kerala Patrika started publication in 1884 as a weekly from Kozhikode. Its founder editor Chengulath Kunhirama Menon is known for his crusading spirit against corruption and his emphasis on freedom of the press. He promoted nationalist feelings and opposed the autocratic functioning of the government.

Kerala Sanchari

Kerala Sanchari started publication from Kozhikode. It was established by Poovadan Raman Vakil in 1886 and printed at his Spectator Press. Vengayil Kunhiraman Nayanar was the editor for the first six months. In 1897, Moorkoth Kumaran became the editor. *Kerala Sanchari* finally merged with Mithavadi which was started by Moorkoth Kumaran in 1907.

Nasrani Deepika

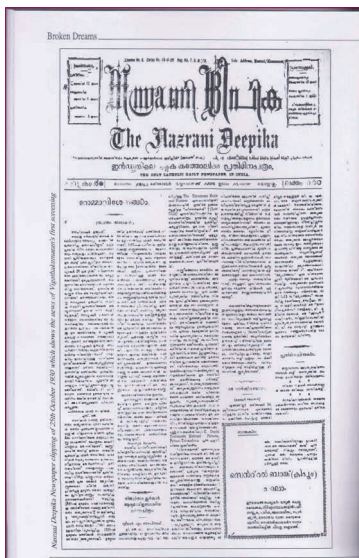


Fig. 3.7.6. Nasrani Deepika

Nasrani Deepika was started as a fortnightly publication on 1887 from Mannanam in Kottayam under the editorship of Nidheerikkal Mani Kathanar. The main aim of this newspaper was the social and cultural



Fig. 3.7.7. Nidheerikkal
Mani Kathanar

upliftment of Christians. From 1895, it was published thrice a month. It became a weekly in 1899 and in 1927 it became a daily. In 1938, the paper's name was changed to *Deepika* and the place of publication was shifted from Mannanam to Kottayam. Later, its ownership changed from the CMI congregation to Rashtra Deepika Ltd., a public limited company.

Deepika is the oldest surviving newspaper in Malayalam and the first newspaper in Malayalam to start an online edition (deepika.com). Mobile apps and e-paper versions are also available.

Sister publications of *Deepika* include : *Rashtra Deepika*, *Business Deepika*, *Kuttikalude Deepika*, *Karshakan*, *Sthreedhanam*, and *Children's Digest*.

Malayala Manorama

The first issue of Malayala Manorama newspaper was rolled out of its press in Kottayam on March 22, 1890 as a weekly with Kandathil Varghese Mappilai as its founder-editor. In 1888, Kandathil Varghese Mappilai registered a joint stock company named the Malayala Manorama Company Limited at Kottayam with the purpose of starting the newspaper. It became a daily in 1928. Malayala Manorama gave prominence to social issues.



Fig. 3.7.8.
Kandathil Varghese
Mappilai

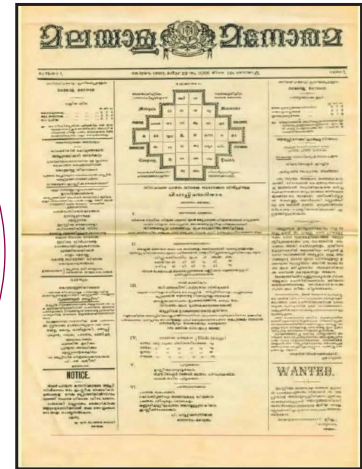


Fig. 3.7.9.
Malayala Manorama

After the death of Varghese Mappila in 1904, K.C. Mammen Mappila took the editorship of the paper and guided the paper for the next half a century. His dedication and hard work resulted in making the *Malayala Manorama* what it is today. In 1938, the paper was banned and the editor was sent to jail by the Travancore government under Diwan C. P. Ramaswami Iyer because of its strong support for the cause of responsible government in Travancore. It resumed publication on November 29, 1947 only after independence.

Malayala Manorama is presently the largest circulated newspaper in Malayalam. It has diversified into so many sister concerns. Today the parent group is a large media conglomerate covering print, digital, broadcasting, and other media formats.

Its sister publications are *The Week*, *Vanitha*, *Manorama Weekly*, *Balarama*, *Bhashaposhini*, *Tell Me Why*, *Karshakasree*, *Arogyam*, *Sambadyam*, *Fast Track*, *Traveller*, *Magic Pot*, *Thozhil Veedhi*, *Manorama Yearbook*, *Manorama News* (Television News Channel), *Mazhavil Manorama* (Television Channel), *Manorama Online* and *Radio Mango* (FM Radio).



Fig. 3.7.10.
Vakkom Abdul Khader Maulavi

Swadeshabhimani

The *Swadeshabhimani* newspaper was founded by the social reformer and journalist, Vakkom Abdul Khader Moulavi in 1905 from Anjuthengu. Vakkom Moulavi wanted to use the press as a tool to awaken political consciousness among the people. He started the paper with the aim to expose injustices and fight for the rights of the people in the princely state of Travancore. C.P. Govinda Pillai was the first editor.

The newspaper is hailed as one of the brave and bold newspapers in Kerala which reflected the emerging socio-political changes in the state. It's editor K.Ramakrishna Pillai's fight against the bureaucracy of Travancore princely state ended with the arrest of Pillai.



Fig. 3.7.11.
K. Ramakrishna Pillai

K Ramakrishna Pillai

Ramakrishna Pillai was born on 25 May 1878 at Neyyattinkara in Thiruvananthapuram. Earlier he was the editor of the newspapers *Kerala Darpanam*, *Kerala Panchika* and *Malayali*. He started a magazine, *Keralan* in 1905, but it couldn't survive long due to various reasons.

In 1906, Vakkom Moulavi appointed K. Ramakrishna Pillai as the editor of the newspaper *Swadeshabhimani*. His intimate association with this newspaper gave him the title 'Swadeshabhimani Ramakrishna Pillai'. Under his editorship, *Swadeshabhimani* became bold and fearless and began exposing corruption and misuse of power in the administration of Travancore. The fearless editor also openly criticized the autocratic practices of the Diwan of Travancore, P. Rajagopalachari through his columns in *Swadeshabhimani*. His relentless criticism against the Diwan and the Maharaja of Travancore led to the government banning the newspaper and confiscating the press in September 1910. Its editor Ramakrishna Pillai was exiled from Travancore. He died on 28 March 1916 while in exile.



Fig. 3.7.12.
Swadeshabhimani

Vrithantha Pathra Pravarthanam (1912) the first book on journalism in the Malayalam language was written by Pillai. *Karl Marx* (1912) the first biography of Karl Marx ever published in any Indian language was also authored by him.

Mathrubhumi

Mathrubhumi was founded in 1923 by the freedom fighter K. P. Kesava Menon. The first issue of *Mathrubhumi* was published on March 18, 1923 from Kozhikode. It began as a weekly publication and became a daily newspaper in 1930. The newspaper's founding was motivated by the need to provide a platform for the national movement and to spread the message of freedom. Under the editorial guidance of K.P. Kesava Menon *Mathrubhumi* devoted its pages for spreading the message of the great national movement. The very first edition of the paper carried a strong message of support for the national movement and a pledge to unify the un-organized Malayalees. Eminent personalities like P. Ramunni Menon, K. Kelappan, P. Narayanan Nair, C.H. Kunjappa, V.M Nair, and K. A Damodara Menon served as editors of the newspaper.



Fig. 3.7.13.
KP Kesava Menon

Mathrubhumi has also been deeply involved in the cultural and literary development of Kerala. It published works by famous Malayalam writers such as Vaikom Muhammad Basheer, Thakazhi Sivasankara Pillai, M. T. Vasudevan Nair, and O. V. Vijayan. The *Mathrubhumi* is the second most widely circulated daily in Kerala.

Sister publications of *Mathrubhumi* include :

Mathrubhumi Weekly, *Grihalakshmi*, *Balabhumi*, *Thozhilvartha*, *Arogyamasika*, *Yathra*, *Sports Masika*, *Minnaminni*, *GK and Current Affairs*, *Mathrubhumi News* (24-hour Malayalam news channel), *Kappa TV* (Music and youth-oriented channel), *Club FM* (FM radio), and *Mathrubhumi.com* (online news portal).

Kerala Kaumudi

Kerala Kaumudi was founded in 1911 by C. V. Kunhiraman as a weekly newspaper. Kunhiraman who used journalism as a tool for social change acted as the proprietor, editor, printer and publisher of the newspaper. Through its pages the paper advocated for social justice and equality and became a key part of Kerala's social renaissance. It played a major role in Kerala's social, political, and economic development.



Fig. 3.7.14.
K. Sukumaran

Kerala Kaumudi became a daily newspaper on November 1, 1940, under the leadership of K. Sukumaran. It is one of the leading “big three” dailies of Kerala. Over time, the *Kerala Kaumudi* Group diversified into multiple media and publishing platforms.

Sahodaran



Fig. 3.7.15.
K. Ayyappan

K Ayyappan, a prominent social reformer founded the *Sahodaran* newspaper in 1917 from Cherai near Ernakulam. The news paper was started with the aim to fight against the caste discrimination in Kerala. Sahodaran Ayyappan (as he was then known) and his newspaper *Sahodaran* played a crucial role in Kerala’s social reform and renaissance movements. It became the voice of the “Sahodara Sangham” which Ayyappan founded to spread his message of social justice and brotherhood.

Al - Ameen



Fig. 3.7.16. Al - Ameen

Al - Ameen was a tri -weekly newspaper started by the freedom fighter Mohammed Abdul Rahman Sahib on 1924 from Kozhikodu. It was started to strengthen the national movement in Malabar. It fostered a spirit of nationalism among the people of Malabar and became the mouthpiece of nationalist and reformist Muslims in Malabar. *Al - Ameen* can be regarded as the first Malayalam newspaper owned and edited by a Muslim reformer with a nationalist and secular outlook. It was banned in 1939 and ceased publication permanently after the ban.

Recently the paper re-entered into the media scenario with the launching of the newsportal *alameennews.in* on November 23, 2024 in memory of its founder.

Prabhatham



Fig. 3.7.17. E.M.S.
Namboodiripad

Prabhatham was launched in 1935 with the emergence of a socialist group in the Indian National Congress. E. M. S. Namboodiripad served as its chief editor and guiding force. The aim of the paper was to raise awareness among workers, peasants, and students regarding colonial exploitation and social oppression (like casteism and feudalism). In 1939, the British government banned the newspaper owing to its seditious articles. The ban marked the end of the paper.

Chandrika

Chandrika was established in Thalassery by a group of reformist Muslim intellectuals in 1934. Its first editor was K. M. Seethi Sahib. In 1939, *Chandrika* moved its base from Thalassery to Kozhikode. It was converted into a daily newspaper in 1938. Over the years, *Chandrika* has been evolved as the mouthpiece of the Indian Union Muslim League.

Deshabhimani

Deshabhimani, was founded as a weekly in Kozhikode on September 6, 1942 led by early communist intellectuals. It became a daily in 1946. It has played a crucial role in Kerala's labour, agrarian, and political movements. It is the official organ of the Communist Party of India (Marxist). It also publishes a weekly magazine named *Deshabhimani Weekly*. In 2008, *deshabhimani.com*, the internet edition of the newspaper was launched.

Post Independent Media in Kerala

After independence, Kerala's media scene matured significantly. The highest literacy rate and a politically conscious population created a fertile ground for a dynamic and influential media landscape.

After independence, older newspapers like *Malayala Manorama* (1888), *Mathrubhumi* (1923), *Kerala Kaumudi* (1911), *Chandrika* (1934) & *Deshabhimani* (1942) resumed publication and expanded their reach. They modernized printing technology, opened regional bureaus and began publishing several editions across Kerala and also from abroad. Several newspapers such as *Janmabhumi*, *Veekshanam*, *Madhyamam* and *Mangalam* started publication in this phase.

This era also witnessed the commercial and literary growth of newspapers. *Malayala Manorama* and *Mathrubhumi* evolved into large multimedia houses, publishing magazines and other periodicals. As a result, magazine journalism flourished in Kerala.

Magazine journalism in Kerala has been hailed as one of the prominent sectors of mass media in India. It is characterised by a strong literary and political culture and specialised interests in areas like cinema, fashion, agriculture, health and wellness, tourisms, finance, IT and business. Literary and general weeklies such as *Mathrubhumi*,

OVER TO YOU

Assign students to compare the early newspapers with the present ones in terms of their content, design and readability. Students should present the study with a comparative article.

Kalakaumudi, Madhyamam, Malayalamanorama, Samakalika Malayalam, Deshabhimani and *Chintha* are popular among the Malayalis. The specialised magazines include *Vanitha, Yatra, Dhanam, Vellinakshathram, Balarama, Fast Track* and *Karshakasree*.

Rise of Political Party Press

By the mid-20th century especially following India's independence, major political and social organizations began to publicise their policies and programmes. The transition from nationalist sentiments to distinct party ideologies facilitated the rise of partisan papers in Kerala. These papers did not just cover general news but actively propagated a party's viewpoints and influenced public opinion towards their ideological path. This "party-press system" indicates strong political convictions among Keralites.

Major party newspapers in Kerala include :

- *Deshabhimani* - CPI (M)
- *Chandrika* - IUML
- *Janmabhumi* - BJP
- *Veekshanam* - INC (I)
- *Janayugam* - CPI

Emergence of Broadcast Media

The history of radio in Kerala starts with the inauguration of Travancore Radio Station on 12 March 1943 by the Maharaja of Travancore Sree Chithira Tirunal Balarama Varma. The radio studio was in Palayam, where now the MLA quarters is situated. It was later merged into All India Radio (AIR) on April 1, 1950, enabling it to reach a wider audience across Kerala. The All India Radio stations were also launched in Kozhikode, Alappuzha, Thrissur, Kochi, Kannur, Devikulam and Manjeri. The AIR enriched our culture, art, literature, cinema, music and drama through its diverse programmes. From 2023, the name Akashvani, is used instead of All India Radio.

All India Radio began the first FM station in Kochi on 1st November, 1989. The radio transmission in Kerala was a monopoly of the government of India till December 2007. Kerala's first private FM radio station, Radio Mango was launched by *Malayala Manorama* on 29th November 2007 in Kozhikode. Sensing the influence of FM radios, the All India Radio itself started FM radio stations in many prominent cities in the state. The major FM radio stations in Kerala are Radio Mirchi, Big FM, Rainbow FM, Red FM, Club FM, Hello FM and Radio Gyan Vani.

INFO



Radio Ceylon

It was the first radio station in Asia. This station was established in 1925 by the British Empire in Sri Lanka as Colombo Radio. It broadcast programmes in Hindi, Tamil, Telugu and Malayalam languages. It was a highly popular radio station among the Malayali audience during the 1950s to 1980s. Radio Ceylon was primarily an entertainment radio station. It was popular among people who love to listen to different types of music. This radio station has an array of iconic news readers, announcers and presenters, who drew the audience towards its programmes. It had the largest collection of gramophone records of Hindi, Punjabi, Pakistan, Nepalese songs and instrumental and English songs in the South Asia. It was now known as the Sri Lanka Broadcasting Corporation (SLBC).



Fig: 3.8.19. Radio Ceylon

Emergence of Television

Doordarshan (DD) established a full-fledged centre in Thiruvananthapuram in the 1980s. Doordarshan Kendra Thiruvananthapuram started Malayalam broadcasts on 1st January 1985 at Kudappanakkunnu. The first ever news bulletin in Malayalam was telecast on 2nd January 1985.

The entry of private channels in the 1990s marked a significant turning point in the TV broadcasting history of Kerala. Asianet is the first private television channel in Kerala. It was founded by Dr. Reji Menon in 1993. Initially, it was started as an entertainment television company. It's first broadcast was done on 30th September 1995, which marked the beginning of live television news broadcasting in India. Later it started Asianet News, a 24 hour Malayalam news channel in 2009.

Surya TV is a general entertainment television channel owned by Sun TV Network, one of the renowned broadcasting groups in South India. It was launched in 1998. Later it started a bunch of television channels to the Malayali audience such as Surya Movies, Surya Music, Kochu TV and Surya Comedy.

Indiavision is the first 24 hour news channel in Malayalam. It was founded in 2003 by Indiavision Satellite Communications Ltd. It was really a new experience to the Malayali TV audience. They broadcast news as and when it happened. The new generation reporters of Indiavision reached every nook and corner of the state to report news. They produced many creative news based programmes. This channel actually proved the potential market of news in a small state like Kerala

Yes Indiavision is the entertainment channel started by Indiavision. It produced innovative programmes on travel, lifestyle, fashion, social networking, music, cinema, etc. As a result of many internal crises the channel was closed down on March 31, 2015.

Major TV channels in Malayalam

Now we have many news channels, entertainment channels, educational channels, infotainment channels, children's channels, religious channels and general entertainment channels. Let us look at some of these specialized channels.

News channels : Asianet News, Manorama News, Mathrubhoomi News, Media One, 24 News, Reporter TV, Janam TV, Kairali News, News 18 Kerala, News Malayalam, ACV News, Kerala Vision News, Big TV Malayalam etc.

Entertainment channels : Asianet Plus, Soorya Movies, Asianet Movies, Kairali We, Soorya Comedy, and Kappa TV

Infotainment channels : Safari TV

Children's channel : Kochu TV

Religious channels : Shalom TV, Power vision, Goodness TV, Harvest

General entertainment channels : Jaihind TV, Kaumudi TV, Amrita TV

State owned channels

Prasar Bharathi owned Television : Doordarshan Malayalam

Legislative channel : Sabha TV

Educational channel : VICTERS

Unique Experiments and Experiences in Kerala

The rate of news consumption of the people in Kerala are better than those in other parts of the country. In the print media sector many innovative formats of content creation are introduced to increase circulation. Typography and designing of the newspapers are made more attractive to sustain readership. Hyperlocalism has become a predominant saleable proposition of major newspapers.

The emergence of 24x7 news channels and digital media have threatened the print media sector. The television witnessed development of many news experiments since 1990s. There are more than 50 Malayalam TV channels in Kerala. They satisfy the needs of diversified audiences. The different categories of TV channels include general entertainment, educational, movies, music, comedy, kids, infotainment, devotion, shopping, news, etc.

In the field of radio, Kerala witnessed the rise of FM channels, community radio and internet radio. Some of the key developments are:

- 1. Digitization of Newsrooms :** There is a complete shift in every field of news production for the last two decades. The newsrooms are completely digitized. The news reporting, editing, photography, page setting, production, packaging process are fully digitized.
- 2. Online Editions :** Since the introduction of the internet many newspapers in Malayalam introduced online editions which are updated every hour.
- 3. Social media Integration :** Print media publications now extensively use social media for content delivery. Social media platforms like facebook, X and Instagram distribute news contents from major newspapers and television channels. This allows faster breaking of news and real-time feedback. This permits newspapers to expand their reach beyond the limits of traditional print media.
- 4. QR Codes :** The use of QR codes in Malayalam newspapers is an emerging trend. It bridges the gap between the print and digital media. It provides instant access to online content like videos, audios, articles and websites. Just by the scan of a QR code, the readers could access the video version of the story.

5. Obit pages : Multipage obituary stories are now common among Malayalam newspapers. As the demand from the community increased more newspapers began to devote more space for obituaries. It has been considered as a marketing strategy.

6. Educational supplements : Many newspapers in Kerala publish educational and career news in one page of the paper on a particular week day. These exclusive pages or supplements are beneficial to the students. *Padippura* of *Malayala Manorama*, *Vidya* of *Mathrubhumi*, *Aksharamuttam* of *Deshabhimani* and *Velicham* of *Madhyamam* are some of the examples of educational contents in print media.

7. Environmental initiatives : The major newspapers in Kerala have started environmental conservation campaigns in association with the eco clubs in schools. It creates awareness among student community on environmental protection. Various programmes are organised with the participation of students to make them more environment friendly. The SEED (Student Empowerment for Environmental Development) of *Mathrubhumi*, *Palathulli* and *Nallapadam* of *Malayala Manorama* are examples of environmental initiatives of the Malayalam newspapers.

8. Community Radio : It is a non-commercial local broadcasting service owned either by an NGO or public service broadcaster, All India Radio. Local development issues are discussed and debated in these radio stations. Local participation is given priority in programme production and presentation. The community radio stations give voice to the voiceless and also to marginalised sections of the society, such as women, students, youth, fishermen, tribals and other minorities. They play a key role in the preservation of local dialects, folk music and cultural practices.

The first community radio in Kerala is Radio DC launched in 2006 by DC School of Management and Technology, located in Kinfra Film and Video Park in Thiruvananthapuram.

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Fig. 3.8.20. Radio Mattoli

Radio Mattoli

Radio Mattoli is a community radio service based at Mananthavadi in Wayanad for the tribals. It was established in 2009 and is dedicated to the social, economic and cultural development of marginalised communities.

Contemporary Media Ecosystem in Kerala

Recent trends in Kerala media eco system are :

- 1. Growing focus on data journalism** – Media in Kerala give emphasis on data driven storytelling. Here, journalists depend on data to uncover a news story. It makes use of visualizations like maps, charts and infographics to deliver complex information to more understandable ones.
- 2. Rise of independent media outlets** – Recently independent media outlets are emerging in our state using the windows opened by social media. They focus on alternative perspectives on news and current affairs.
- 3. Increased use of social media** – Journalists in Kerala use social media platforms to engage their audience, share news and promote some brands.
- 4. Collaborative journalism initiatives** – It become a common scene in which media persons from different media outlets work together on in-depth stories.
- 5. Growing importance of Malayalam language journalism** – Malayalam language media is gaining prominence in recent years as people are more interested to read or listen to stories in their mother tongue.
- 6. Experimentation with new formats** – Journalists in Kerala are experimenting with new formats of delivering contents such as podcasts, videos, reels, shorts, memes, etc.
- 7. Use of Augmented Reality (AR)** – Malayalam news channels are more interested in using technology to enhance viewer experience and to provide more immersive storytelling techniques. It allows interactive news presentation and also enable the viewer to visualize complex news stories in a more immersive way.
- 8. Artificial Intelligence (AI)** – Ever since the launch of Generative AI (GenAI) services in late 2022, Malayalam media too have experimented with the AI in many ways from AI-assisted tools for speech-to-text, quick translation, automated captions, image and video verification cues, and data-driven story discovery,

etc. It has also opened new creative possibilities for Malayalam filmmakers, for him AI technology has become a means to tell bolder stories like Sci-Fi trillers with limited budget. Social media content creators also rely on AI video generation applications to create short films, political satires and entertainment content.

9. OTT Revolution – The emergence of OTT (Over-the-Top) platforms marks a major turning point in the recent history of Malayalam media, extending audience habits beyond cinema halls and scheduled television into on-demand, mobile-first viewing. The Covid induced lockdown was a pivotal movement for Malayalam film industry as they were able to reach new audience during the period. Today, Malayalam films, web series and documentaries are commissioned by top OTT platforms in the country and abroad. It has encouraged filmmakers and content creators in Malayalam to think in terms of pan-Indian and diaspora audiences. Thus, OTT has become a significant driver of cultural circulation and media modernisation in Kerala. In 2024, Government of Kerala launched CSpace, an OTT platform promoting independent films, documentaries and short films in Malayalam. It is India's first government-owned digital streaming service.

Conclusion

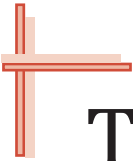
From its humble beginnings in the form of missionary publications, the media in Kerala has evolved into a vibrant and high-consumption industry. Over the years, it has shaped Keralite society by promoting social reforms, nationalist fervour, and intense political consciousness. Kerala remains a distinct, news-driven landscape where the growth of media—from print to digital—has consistently stayed ahead of the rest of the country.



1. Organize historical walking tours to places having significant journalistic landmarks in Kerala.
2. Preparation of a practice newspaper having news, articles and styles of earlier newspapers.
3. Prepare documentaries on people, places and significant events of Kerala media.

Unit IV

Media Practice : Power, Rights & Responsibilities



The media acts as a bridge between the government and society. It has a crucial role to play as a watchdog of democracy by disseminating information and by constantly reflecting public opinion. The media power is the outcome of rights and responsibilities of ethical, fair and accountable journalism. The media can influence public perceptions and make it an unavoidable force in society. Journalism should be committed to truth and transparency. When the media fails to follow these principles, it will lose the credibility and trust of the public. This will lead to social harm. Responsible media practices are not a choice but a necessity to ensure credibility and accountability of the profession.

The mutual influence between power, rights, and responsibilities determine the nature of modern communication. Power influences the media and provides the potential for change; rights grant the ability to operate and give legal protection; responsibilities sets ethical standards. Analysing these processes is essential for media students in the age of information overload and a rapidly changing digital media world. Future media personalities must adopt ethical practices, ensure media rights and promote responsible journalism. These interconnections help us to understand the role of the media in society. It enables critical thinking, develops an ethical framework and constructs a reflective study.



Chapter 8

Media Laws and Ethics

The right to freedom of expression is at the core of journalistic practice. It gives journalists the ability to gather, analyse and disseminate information without obstacles. Certainly, this freedom has limits. Every journalist should work within the legal framework of their respective nations and must respect the rights of the citizens. Therefore, awareness of media law is very important. This awareness protects journalists from legal troubles and makes them safe. Moreover, media ethics helps them to do journalism truthfully and without partiality. In the modern media world, news spreads too fast, making accuracy in the information more vital than ever before.

Media laws are basically led by values that balance freedom with responsibility, public interest, transparency, and accountability. Ideally, the fundamental purpose of media laws are to ensure that journalism strengthens the democratic system, thereby protecting people from false, harmful or misleading information.

Media - The Fourth Pillar of Democracy

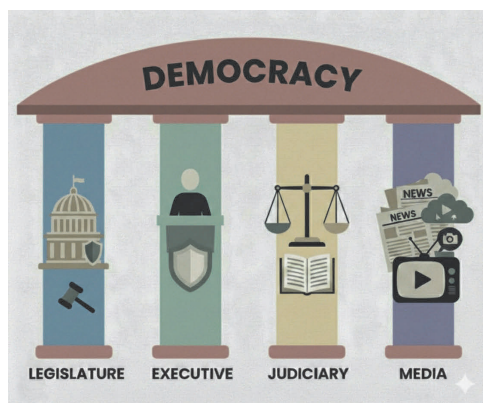


Fig.4.8.1 Pillars of Democracy

Edmund Burke, the British statesman and philosopher, is believed to have coined the term Fourth Estate in the 18th century. While participating in a debate in British Parliament, he pointed to the Reporters' Gallery and said while there were three Estates in Parliament, "in the Reporters' Gallery yonder, there sat a fourth Estate more important than they all". At the time, European society was divided into three distinct estates. The first estate comprised the clergy, who were responsible for religious matters. The second estate consisted

of the nobility, who held power and land. The third estate consisted of commoners, including farmers, workers, and merchants. Thus, Burke meant that the role of the press is a powerful force in society, a tool for influencing public opinion and holding those in power accountable.

In the modern democratic system of governance, these concepts evolved as the three pillars of government: the Legislature (the body that makes laws, like the parliament), the Executive (administrators and law enforcers, like bureaucrats and police), and the Judiciary (the system of courts that interprets the law). Press/journalists become the fourth pillar, acting as watchdogs of these three democratic institutions.

American statesman and philosopher Thomas Jefferson wrote in 1787, “Were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter.” His views embodied the democratic philosophy that a free press is essential to accountability and progress.

In his book *Hind Swaraj* Mahatma Gandhi wrote, “One of the objects of a newspaper is to understand popular feeling and to give expression to it; another is to arouse among the people certain desirable sentiments; and the third is fearlessly to expose popular defects.” He believed that the sole aim of journalism should be to serve the people.

Repressive Measures in the Pre-Independence Era

The first official repressive law came in India through Lord Wellesley’s Regulations of 1799. This Act demanded the printer and editor’s name to be printed, banned Sunday publications, and imposed compulsory pre-censorship. As you have studied earlier in Chapter 6, John Adam’s Licensing Act, Vernacular Press Act and Official Secrets Act were introduced by the British government to regulate and suppress the Indian language press.

These developments clearly show that throughout the pre-independent era, the British tried continuously to restrict and control the Indian press through various legal and administrative repressive measures, as they believed a free press could influence political awakening and the spirit of freedom among Indians.

Indian Constitution and Media Freedom

The Indian Constitution confers every citizen certain basic rights known as fundamental rights. In India, freedom of the press is contained within **Article 19 (1) (a) - the Right to Freedom of Speech and Expression**. This means people are free to express their thoughts and ideas openly, either through speech, writing, art or media, and they can share their opinions on public platforms like newspapers, television, digital media or any emerging new media.

This freedom also permits journalists and media houses to report news, share opinions and question those in power. Courts have confirmed that freedom of speech and expression also shelters press freedom, but this freedom is not absolute.

Article 19 (2) permits the government to enforce reasonable restrictions on the right to freedom of speech and expression on the following grounds:

- (a) sovereignty and integrity of India
- (b) security of the state
- (c) friendly relations with foreign states
- (d) public order
- (e) decency or morality
- (f) contempt of court
- (g) defamation or
- (h) incitement to an offence

These restrictions help to stabilize individual freedom with social responsibility. Media persons should realise that one's freedom of expression should not be at the expense of others' rights.

INFO



Some Supreme Court Verdicts on Media Rights

Secretary, Ministry of Information and Broadcasting vs. Cricket Association Bengal (1995): This case is about the government's claim of exclusive control over electronic media and broadcasting rights. The Cricket Association of Bengal wanted to telecast cricket matches through private broadcasters. This movement was opposed by the government because only Doordarshan could broadcast such events. The Supreme Court disallowed this monopoly and held that airwaves are public property, not government property. The court stated that the government does not have domination over Television or Radio. Individuals have the right to telecast and broadcast their opinions through electronic media, if they follow the reasonable restrictions under Article 19(2). The judgement contributed to media liberalisation in India.

Indian Express newspapers vs. Union of India (1985): This case is related to the Government's attempt to impose customs duty on imported newsprint and increase excise duty on newspapers. The petitioners argued that it would affect their circulation and viability. The court said the government cannot use heavy taxes or indirect controls to limit the growth or independence of newspapers. Any direct or indirect restriction on the functioning of newspapers leads to the violation of press freedom.

Press Commissions: Guardians of Indian Journalism

The **First Press Commission** was established in 1952, after India became a republic. It was constituted by the Ministry of Information and Broadcasting. The primary objective of this move was to inquire about the state of the press in India during the early years of independence. The eleven member working group chaired by Justice G. S. Rajadhyaksha examined the factors that influenced the media and tried to maintain a high standard of journalism in the country. After a detailed analysis, the press commission submitted the report in 1954. It laid the foundation for future Indian media regulation and development.

The **Second Press Commission** formed in May 1978 was chaired by Justice P.C. Goswami. This commission resigned in 1980. It was reconstituted in April of the same year under the chair of Justice K.K. Mathew. The second press commission report submitted in 1982, examined the role of the press in Indian society and recommended necessary actions to strengthen the contribution

of the press to democracy and national development. The press commission's observations and recommendations played a vital role in creating media policy and journalistic standards in the years that followed.

Key Media Laws and Governing Bodies

Print Media

Press Council Act, 1978

The Press Council of India (PCI) was established in 1965 as a self-regulatory body to maintain the standard of Indian journalism. Its first president was Justice N. Rajagopala Iyengar. In January 1976, during the emergency period, the Press Council Act was repealed, abolishing the PCI. Later, the PCI was reconstituted under the Press Council Act, 1978.

Under the Press Council Act, 1978, the Press Council was established for the purpose of preserving the freedom of the press and for maintaining and improving the standards of newspapers and news agencies in India. PCI is an independent and statutory body which acts as a watchdog for the press. It ensures that newspapers and journalists report truthfully, fairly, and responsibly, taking into account the public interest and ethics.

The PCI has a chairperson and 28 members. The Chairperson must be an eminent person, a sitting or retired judge of the Supreme Court, and is selected by a committee consisting of the Speaker of the Lok Sabha, the Chairperson of the Rajya Sabha, and a member chosen by the PCI itself.

Among the total members, twenty members are from various segments of the press. They are nominated by press organisations or news agencies. Five members are from the two houses of the parliament, three members from the field of culture, literature, and law (such as the Sahitya Akademi, University Grants Commission and Bar Council of India) respectively. The PCI deals only with print media and not television or digital media platforms.

Under Section 13(2) (b) of the Press Council Act, PCI is permitted to frame a code of conduct for newspapers, news agencies and journalists to ensure ethical standards. The latest version– Norms

of Journalistic Conduct (2022) is an update on past models and previous decisions. Major norms include:

Accuracy and Fairness: Every news report must be based on verified facts. Journalists should avoid publishing incorrect, baseless or misleading news.

Objectivity and Balance: News reports should present all sides of an incident fairly without partiality or personal opinion, influencing the facts.

Avoiding Sensationalism: News headlines and stories should not be exaggerated just to attract attention. Sensational or dramatic language must be avoided.

Communal and Caste reporting: The press must manage issues related to religion, caste or community carefully and avoid spreading hatred or tension among groups or the public.

Privacy and Dignity: Every citizen has the right to keep their privacy. Media persons should avoid intrusion to the private lives of the citizens except when it is a matter of public interest.

Respect for Law and Court: Journalists must be careful not to influence ongoing court proceedings.

Public Figure and Criticism: Political leaders or public officials can be criticised for their public actions. They should not be blackmailed, and their privacy and legality should be respected.

Election Reporting: Election news coverage should be impartial and truthful. The media should not publicise paid news or false claims about the candidates.

Advertisements and Paid News : Advertisements must be clearly marked and divided from news content. Publishing paid content as news is wrong.

Obscenity and Violence: News reports or photos that express vulgarity, obscenity and graphic violence should be avoided, particularly when minors are involved.

Correction and Right of Reply: When an error is made, the journalist or newspaper must correct it immediately and must give the affected person a chance to reply.



Norms of
Journalistic
Conduct (2022)



Plagiarism : Plagiarism is the act of using another person's creative works, writings, or ideas and presenting them as one's own without giving proper credit. In journalism, plagiarism can happen when a reporter copies parts of an article, rewrites someone's report without acknowledgement or takes quotes and information without mentioning the source.

Parliamentary Proceedings (Protection of Publication) Act, 1977

The Act protects media organisations from civil and criminal liability, while reporting parliamentary proceedings. It not only upholds freedom of speech and expression, but also seeks to prevent malicious or offensive reporting. The law facilitates the public in gathering information about legislative proceedings. It was implemented in India on March 25, 1977.

The Press and Registration of Periodicals Act, 2023

The Press and Registration of Periodicals Act, 2023 (PRP Act) was passed by the Indian Parliament to make the process of registering newspapers and magazines faster, simpler and more transparent. It came into effect in March 2024. Under this Act, the Press Registrar General of India (PRGI), a new central authority replacing the former Registrar of Newspapers for India (RNI), was established. PRGI regulates and manages the registration and keeps proper records of all newspapers and periodicals in India. Publishers have to apply online through The Press Sewa Portal to get their periodical registered. PRGI publishes the Press in India Report annually, showing the state of print media in the country.

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The Ombudsman in Media

The newspaper ombudsman is a self-regulation mechanism in a newspaper organisation, and is often called the readers' editor or public editor. They listen to complaints and suggestions, investigate ethical issues, explain newsroom decisions, and work to secure corrections when it is necessary. Nowadays, they respond to digital and social media complaints, address misinformation, comment on newsroom practices, write public columns and act as independent accountability agents.

The Times of India appointed a former chief justice as an external ombudsman in the 1980s as a short-lived experiment. The Hindu was the first Indian newspaper to institutionalise the role of an independent, full-time Readers' Editor in 2006. Later, digital news platforms like Scroll.in and The Wire brought back this role and adapted it for online journalism. However, Ombudsman is now very rare in media houses, and some of them have backtracked.



Television Broadcasting and Visual Media

Ministry of Information and Broadcasting (MIB) and the Telecom Regulatory Authority of India (TRAI)

The broadcasting sector in India is mainly regulated by two key authorities: the Ministry of Information and Broadcasting (MIB) and the Telecom Regulatory Authority of India (TRAI). The MIB oversees television channels, broadcasters, and cable service providers. It also controls the contents to be broadcast, grants permission to start TV channels (uplinking and downlinking), and checks whether companies with foreign investment comply with all the rules.

The TRAI focuses on the technical and business side of broadcasting. It ensures good quality of service for viewers, fair sharing of revenue between broadcasters and cable/DTH companies, and proper agreements between them.

The Cable Television Networks (Regulation) Act, 1995

Key provisions of the Cable TV Act:

- All cable operators must register with the designated authority before they can operate.
- The Act prohibits material considered harmful or inappropriate to protect cultural values and public standards.
- The law promotes the use of Digital Addressable System (DAS), which give subscribers more secure access to channels and allow regulators better control over transmissions.

The Cable Television Network Rules, 1994 and the Policy Guidelines for Uplinking and Downlinking of Satellite Television Channels in India 2022 (Uplinking and Downlinking Guidelines 2022) are the main rules for running TV channels and cable networks in India. The Cable Television Network Rules include the Programme Code and the Advertising Code, which make sure that what we watch on TV is decent, legal and socially responsible.

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Programme Code (Rules for TV Programmes)

Under this Code, no TV programme can be narrowcast on cable services if it :

- offends good taste or decency;
- criticises friendly foreign countries;
- attacks religious or promotes communal hatred;
- contains anything obscene, defamatory, false or insulting;
- encourages or glorifies violence or harms law and order;
- shows contempt of Court;
- insults the President, the Judiciary, or the integrity of India.
- promotes superstition;
- shows women in a degrading way or corrupts public morality;
- shows visuals that insult or mock certain social groups.
- violates the Cinematograph Act, 1952;
- is not suitable for unrestricted public viewing.



Programme and
Advertising Codes



Advertising Code (Rules for TV Advertisements)

The advertising code sets ethical limits for advertisements on TV. Ads must not:

- make fun of any race, caste, colour, creed or nationality;
- go against the Constitution of India;
- promote crime, violence or disobedience to the law;
- misuse the national anthem, national symbols or famous leaders;
- show women in an inferior role;
- take advantage of social evils;
- promote alcohol, drugs or other intoxicants (except genuine brand extensions);
- be religious or political in nature; and
- break the rules of the Consumer Protection Act, 2019 or the Advertising Standards Council of India (ASCI) Code.

Uplinking and Downlinking Guidelines, 2022

These rules clarify how TV Channels can send (uplink) and receive (downlink) their signals from satellites both inside and outside India. The guidelines make a clear difference between news channels and non-news channels, giving each specific registration requirements. Penalties for breaking the programme or advertising codes, such as:

- an advisory or warning to the broadcaster;
- making the channel an apology scroll;



- asking the director or CEO to read an apology on air;
- ordering the channel to go off-air for a few hours or days; and
- suspending or cancelling the channel's permission.

Cinematograph Act 1952

The Cinematograph Act, 1952, is the first law that implements the regulation for film and certification for public exhibition in India. Under this act, the Central Board of Film Certification (CBFC) was created to examine films before granting permission for exhibition. The given certificates are based on the content of the movie and the age suitability of the viewer. Under this Act, releasing a film without certification is a punishable offence. In 2023, the Act was amended to include strict anti-piracy rules. These rules allow punishment for recording or disseminating films without permission.

Film Certifications Provided under the Act		
Certificate	Suitable for	Notes
U	All ages	Universal viewing. Suitable for all age groups. The content is clean and safe for children, families and the general audience.
UA	UA 7+	Age 7 and above Children above 7 can watch with parental guidance. May include mild action, fantasy or emotional scenes.
	UA 13+	Age 13 Teens above 13 can watch with parental guidance. May include stronger themes like teenage issues, mild violence or romance.
	UA 16+	Age 16 Suitable for older teens with parental guidance. May include intense drama, complex emotions or mature topics.
A	Adults only 18+	Only for viewing by those aged 18 and above. May contain strong language, violence or adult themes.
S	Special audience	Not for the general public. Meant for professionals audience like doctors, scientists or researchers. Usually includes educational or technical content.

Radio Broadcasting

Indian radio broadcasting is regulated by laws like the Indian Telegraph Act of 1888 and the Indian Wireless Telegraph Act of 1933. As per the FM Phase -III policy, private FM Radio stations are not allowed to broadcast news or current affairs, the permission for

which is exclusively granted to Akashvani (All India Radio). However, they can broadcast programmes like sports, traffic updates, weather reports, cultural events, festivals and public announcements about civic services or natural disasters as long as they are provided by local authorities.

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AIR Broadcasting Code

The present broadcasting policy in India is mainly based on the AIR Code, 1970. According to this code, broadcasting on Akashvani by individuals will not permit the following:

- criticism of friendly countries;
- attack on religion or communities;
- anything obscene or defamatory;
- incitement to violence or anything against maintenance of law and order;
- anything amounting to contempt of court;
- aspersion against the integrity of the President, Governors and the Judiciary;
- attack on a political party by name;
- hostile criticism of any state or the centre; and
- anything showing disrespect to the constitution or advocating change in the Constitution by violent means (but advocating changes in a constitutional way should not be debarred).

Advertising Code of Prasar Bharati

Private FM stations must follow the 'Advertising Code of Prasar Bharati' when airing advertisements. This code makes sure that advertisements do not include illegal content, do not pretend to be news and are not misleading. These rules help to maintain fairness and protect listeners from false or harmful information.

Online Media

The Information Technology Act, 2000 (IT Act)

The Information Technology Act 2000 regulates activities on the internet in India. It is implemented by the Ministry of Electronics and Information Technology (MEITY) and the Ministry of Information and Broadcasting (MIB). The Act also applies to people or activities outside India if they involve a person or a computer resource located in India. It is India's primary law governing digital activities, cyber crime and electronic commerce. The IT Act, 2000, provides the legal support to control such crimes in India.



Major cyber crimes include:

Hacking: Breaking into someone's computer or online account without the owner's permission.

Phishing: Sending fake e-mails or messages to trick people into giving personal information like passwords or bank details.

Publishing Obscene Content: Sharing inappropriate or illegal images or videos on the internet.

Cyber Stalking: Using the internet to follow, threaten or harass someone repeatedly through online platforms.

Doxing (Doxxing): The act of publicly sharing or exposing a person's private information online without their consent. This may include details such as their physical address, phone number, sensitive identification records, financial information, or personal photos and videos.

Cyber Defamation: Spreading false or harmful statements about a person online, such as posting defamatory content on websites or through emails.

Spreading Viruses or Malware: Creating and sharing harmful software (Virus) that damages computers or steals important data.

Cyber Terrorism : Threatens the security of a country or causes harm to its citizens by using computers or digital networks.

Child Pornography: Child Pornography involves creating, sharing or viewing sexually explicit content that features children.

The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 and Amendments

The IT Rules, 2021 (The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021) provide detailed guidelines for intermediaries such as social media platforms, online gaming services and OTT content providers.

Key features of the Information Technology (IT) Amendment Rule, 2025 are:

- it prevents any chance for content removal and ensure high-level oversight, the latest amendment introduces a three-tiered safeguard;

- only senior government officials can give content takedown directions;
- it needs logical and specific orders for content removal; and
- it ensures a monthly review mechanism for all takedown directions.

Other Key Legislations

The Right to Information (RTI) Act, 2005

The Right to Information (RTI) Act, 2005, is a revolutionary movement in our country's law that ensures every Indian citizen the right to ask for information from any public authority. This includes data like official records, documents, emails, reports and samples. People can use this law to know how the Government works and how decisions are made.

A 'public authority' under the RTI Act means any government office or body that is created by the constitution, by a law made by Parliament or a state legislature or by a government order. It also includes any organisation that is owned, controlled or mostly funded by the government, even if it is not a government office. This means even some private organisations that receive government funds must share information when it is asked. Under RTI Act, the time limit for providing information is 30 days from the date of receipt of application.

Information will not be made available in the following cases:

1. Information that threatens India's safety, unity or important national interests cannot be shared.
2. If the law declares the information must stay private or it could lead to contempt of court, it won't be given.
3. Anything that breaks the special rights of Parliament members can be refused.
4. Business secrets or copyrighted material are kept confidential.
5. If the information is shared in trust between two parties, it may not be disclosed.

6. Details received secretly from another country are not shared.
7. If sharing the information puts someone's life or police sources in danger, it will be denied.
8. Information that affects police investigations can be kept private.
9. Discussions and decisions made by the cabinet are confidential
10. Personal data protected by India's privacy law cannot be shared.

Defamation

Defamation means damaging someone's reputation. It is both a crime and a civil offence in India. Civil defamation is not written in one law, but it is based on past court decisions. It involves providing monetary compensation for harm to reputation. Section 356 of Bharatiya Nyaya Samhita (BNS), 2024, governs criminal defamation in India and replaces the earlier Section 499 of the Indian Penal Code (IPC). This section defines defamation as making or publishing any imputation, whether spoken, written, visual or symbolic, about another person with the intent to harm their reputation or with knowledge or reason to believe that it will do so. The punishment for criminal defamation under section 356 includes imprisonment for up to two years, a fine, or both.

Whistleblower Protection Act 2014

Whistleblowers are individuals who expose illegal, unethical or unsafe activities within private or public organisations. The Whistleblower Protection Act protects whistleblowers from being harmed or punished, keeps their identity secret and offers safety to witnesses. According to the Norms of Journalistic Conduct, journalists may have to reveal their sources only in serious cases that involve national interest or security.

OVER TO YOU

Drafting an RTI Application

Draft a Right to Information (RTI) application as per the RTI Act, 2005. The application should clearly mention the information requested from a public authority and follow the formal structure of an RTI application.

INFO**London Borough of Harrow V. Knight Case**

The London Borough of Harrow v. Knight case helped to implement the whistleblower law of Britain, the Public Interest Disclosure Act 1998 (PIDA). Mr. Knight, who was an employee of the London Borough of Harrow, revealed managerial wrongdoings and mismanagement of public funds within the local authority. He revealed there has been a serious administrative failure. He faced many disciplinary actions after his disclosure.

In the trial, the Court observed that this disclosure was based on good faith and for the public interest. So, there was no need to consider the embarrassment of the employer. This case has paved the way for great debates on employment law, public interest and the whistleblowing act.

The Copyright Act 1957

The Copyright Act of 1957 is a law that protects the rights of creators over their original works. These works can include literature, music, films, paintings, photographs, computer software and even digital content like blogs and YouTube videos.

The most recent update was implemented in 2023 through the Copyright (Amendment) Act, 2023. It focuses on online piracy and strengthening digital applications. It increased the fine for copyright violation from 2 lakh to 10 lakh. If someone repeats the offence, he/she will get three years of imprisonment. This amendment strictly requires internet platforms to remove pirated content from their sites when notified by copyright holders. This amendment also helps societies and performing groups register themselves.

The Drugs and Magical Remedies (Objectionable Advertisements) Act, 1954

This Act protects people from unethical or false claims, superstition, and all kinds of exploitation related to health. The Act prohibits advertisements that contain false promises of a magical cure related to cancer, diabetes, epilepsy or sexual disorders. The Act also prevents miraculous or guaranteed results in the treatment of chronic diseases.



Unethical Practices in Journalism

Unethical practices are the actions or behaviours by journalists or media organisations that violate the ethical principles. Some of the unethical practices are :

Sting Journalism

Sting operation or sting journalism is defined as the practice of collecting information secretly by recording with a camera or by any audio devices, under a false identity to expose corruption, wrongdoing or anything that stands against ethical behaviour. Stings frequently cross privacy boundaries and sometimes manufacture situations; therefore, the authenticity of truth becomes compromised.

Reverse Sting

A reverse sting is a manipulation technique. In this situation, instead of the media trapping a subject, the PR agencies, pressure groups, or corporations trap the journalist/media house itself. They deliberately create fake situations to mislead journalists and later use this to blame the media for partiality or false reporting. Reverse sting is extremely unethical because it intentionally corrupts the process of journalism and weakens public trust in the entire media system.

Chequebook Journalism

It is the practice of journalists or media organisations paying money to sources, witnesses, criminals, celebrities or victims to get exclusive news stories, footage, photos or interviews. In chequebook journalism, money influences the nature of information and testimony.

Embedded Journalism

Journalist are invited by armed forces or corporate teams to travel with them to directly access information. The ethical problem is that the journalist gradually becomes influenced by the values, emotions and ideology of the group they are accompanying. This results in biased reporting, loss of critical independence, selective narrative framing, and reduced objectivity.

Sensationalism

Sensationalism is the alteration of news into entertainment by exaggeration, distortion and emotional hyper-framing. Instead of balanced facts, the 'shock value' becomes important. Sensationalism may create panic in society. For example, exaggerated news about crime, diseases or wars can lead to the spread of misinformation.

Paid News

Political parties or vested interest groups fund the journalists and media organisations to create positive content for publicity, especially during elections to influence voters. Citizens quite often fail to distinguish propaganda from information. Paid news is a violation of the democratic principle and it destroys public trust in the media.

Fake News

Fake news is not just "wrong information." It is manufacturing of false narratives, hoaxes, manipulated visuals, fabricated statements, and the distortion of facts with the intention to mislead. Fake news becomes a geopolitical weapon, an electoral engineering tool, and a market manipulation technology. Journalists have an ethical responsibility to verify facts before publishing it.

Invasion of Privacy

Privacy is a basic human right. Journalism becomes unethical when private lives are exposed simply for increasing readership and viewership. Victims of trauma, rape survivors, minors, grieving families, and personal relationships must not be used as news for public consumption. Privacy violation can cause secondary trauma, stigma, career damage, social punishment and emotional exploitation.

Trial by Media

Trial by media happens when the media pre-judges a suspect before a legal judgment. Media frames guilt, creates public conviction, influences juries/judges indirectly, and often permanently damages reputation of individuals even if they are proved innocent later.

Responsible Journalism

Responsible journalism refers to the ethical and accurate reporting of news that serves the public interest. It involves truthfulness, fairness, accountability and respect for privacy and dignity. In India, responsible journalism plays a vital role in shaping public opinion and supporting good governance.

Key Principles of Responsible Journalism

1. Accuracy

Facts and figures must be correct in the news. The headlines should match the news stories and articles. News stories should give a clear picture to readers. This develops trust between readers and journalists.

2. Impartiality

A journalist should avoid partiality and present news with multiple perspectives.

3. Accountability

Media persons must take responsibility for their work. If they commit any mistake that happens to them, they should correct it, be honest and explain how the mistake happened.

4. Respect for privacy

The public has the right to protect its privacy. A media person should not peep into someone's personal life unless it serves a clear public interest.

5. Social responsibility

A journalist should aim for public welfare, not just economic benefits or personal popularity.

6. Truth

Truth is the mantra of a journalist. He/she always tells the truth. They should check if all the information is true and honest. As for the news, transparency is very important. If the sources are hidden, we can't check facts.

OVER TO YOU

Classroom Debate

Organise a debate on the topic "Is media freedom in India absolute or conditional?" Students should argue for or against the topic by discussing the scope of media freedom, legal restrictions, and ethical duties of the press, supported with examples.

7. Decency

Decency has a crucial role in a society. News stories should not encourage bad behaviour among the public. Media persons should avoid content that encourages a negative impact.

8. Human Rights

Religion, caste, race and colour should not affect a journalist's work. They should respect human rights. When faced with tragic news stories, they should avoid misleading ways and avoid any violations.

9. Balance

Journalists must maintain the balance in their stories. Every aspect of the news should be revealed. Do not include personal or emotional views on general news stories. All sides of the story should be shown. If more than one source is involved in a news report, everyone's side should be included.

10. Independence

Journalists should work with great freedom. They must avoid pressure from outside. Keep a distance from the influence of government, advertisers, owners, and the public. Independent reporting makes honest news.

11. Transparency

News reports should be clear and understandable. If there is any personal opinion in the news, journalists should be clear about it.

12. Fairness

Journalists must follow fair reporting. News stories must be acceptable to everyone and must consider the feedback of the common people. Fair reporting helps the public to get real information.

13. Minimising Harm

Media persons should avoid triggering harm in society. They must take care of the protection of people and handle sensitive topics like communal conflicts with restraint.

Conclusion

Indian media is often described as the fourth pillar of democracy, and rightly so. From the colonial era, when the press functioned under strict control, to the present digital age, media laws in India have continuously tried to strike a balance between freedom and regulation. The Constitution guarantees freedom of speech and expression, while press commissions and statutory bodies ensure that this freedom is exercised responsibly, strengthening journalism without letting it go unchecked. Indian laws address practical concerns like defamation, plagiarism, fake news, and the right to privacy.

At the core of journalism lies ethics, which gives the profession its credibility. Practices like sensationalism, paid news, and trial by media may attract attention, but they ultimately damage public trust. What truly sustains journalism is a commitment to accuracy, fairness, and accountability. As India's media environment becomes more complex, the close link between law and ethics becomes increasingly important.



1. Classroom Quiz on Media Laws

Conduct a classroom quiz to test students' knowledge of media laws, including Article 19(1)(a), Article 19(2), the Press Council of India (PCI), the Information Technology Act, the Right to Information Act (RTI), and TRAI.

2. Critical Essay Writing

Write an essay on the topic "The Freedom of Press in India". Analyse the issue from three perspectives: legal provisions, ethical responsibilities, and practical challenges faced by the media in India. Use suitable examples and conclude with your own opinion.

3. Short Video on Cyber crime Awareness

Prepare a short video to post in social media to create awareness on cyber crimes. Include legal remedies available in India and practical safety tips.

4. Poster Making

Create a poster on either Right to Information (RTI) or media ethics. Use attractive visuals, short slogans, and a clear message. Present the poster to the class and explain your ideas.

5. Podcast on Media Ethics

Prepare a podcast on Media Ethics. Highlight why maintaining ethical standards is important for media and society.



Chapter 9

Digital Media Literacy and Fact Checking

The digital age has transformed our media landscape. While, legacy media like newspapers, radio and television are on the downside the online media, websites and mobile applications are gaining popularity. Social media platforms such as Facebook, Instagram and X allow individuals to become both consumers and makers of content. This offers great opportunities for self-expression and public participation. Social media, blogs, podcasts, and AI-generated content have erased the lines between fact and opinion, and between journalism and propaganda.

The Digital Media

Digital media refers to any content that is created, stored and shared using electronic devices. It is transmitted through digital signals-binary code made up of 0s and 1s. It can be accessed through devices like smart phones, tablets and computers.

The digital technology and internet have resulted in a convergence of media, i.e. the merging of various types of media content—such as print, audio and video, and—into unified digital platforms. It allows users to consume, make, and share information on devices like smart phones and computers. While the old media rely on a one-way flow of communication, digital media relies on dynamism, accessibility,



Fig.4.9.1
Media consumption in the digital age

and high levels of participation. It is necessary to examine the types or nature of digital media content to understand the current media environment.

Types of Digital Media Content

1. User Generated Content

All messages published through social media platforms including audio, video and text are user generated content. The content is uploaded by the users of the social media platforms such as X, Facebook, Instagram, LinkedIn, and Snapchat which have millions of users. The users interact through these platforms, by sharing posts, liking them and conveying feedback through comments. These sites disseminate news, entertainment, sports and much more. Apart from social media platforms, other collaborative web-based platforms like wikis also allow users to easily create, edit, and structure content directly. Popular wiki platforms include Wikipedia (general knowledge), Wiktionary (dictionary) and wikiHow (tutorials).

2. Audio Content

Audio content includes things we listen to, such as programmes in digital radio stations, podcasts and audiobooks. Apple Music, Spotify, Tidal, Pandora and Sirius are popular audio services, and millions enjoy these platforms. They offer a large collection of audio content and songs that are available anywhere, anytime.

3. Video Content

Video is perhaps the most popular form of digital media. It is available in streaming and non-streaming formats. YouTube, which was started in 2005, is the most popular video platform where users can upload videos and watch content shared by others. We also depend on OTT (Over-the-Top) platforms for watching feature films, web series, documentary films and live streaming of news channels, sporting events and music shows.

4. Text and Written Content

While audio and video are highly engaging, text remains the foundational pillar of digital media. This category encompasses e-books, blogs, digital news portals, online magazines, and email newsletters. With the shift from print to digital, readers now consume daily news through mobile applications and e-papers. Moreover, blogs and e-journals allow writers to share in-depth articles, opinion pieces, and educational tutorials with a global audience.

5. Interactive Media and Gaming

Interactive content requires active participation from the user, making it highly engaging. This includes online multiplayer video games, interactive quizzes, polls, and augmented reality (AR) or virtual reality (VR) experiences.

6. Visual Content and Graphics

This category includes infographics, digital illustrations, photographs, and memes. Infographics are extensively used by educational portals and news agencies to break down complex data into easy-to-understand visual formats. Similarly, memes and digital art have become a universal language for humour and social commentary across digital platforms.

7. Digital Advertising

Advertising plays a crucial role in digital media. There are many different types of advertisements available online today. Old-style pop-up and autoplay ads were annoying to users. Nowadays, advertisers present smarter methods like native content ads. This type of ad blends with regular posts to make people interested without being too pushy. They also form partnerships to promote products creatively.

Digital Media Literacy

Media literacy refers to the ability to access the media, to understand and analyse different aspects of media and media content, and create communications in various ways. Digital media skills and critical thinking are prerequisites of digital media literacy. These skills enable users to consume, create and evaluate information before sharing. Digital Media literacy is an indispensable skill for everyone—from the

youth and elders to parents, teachers, and media professionals. It is the ability to use digital tools, platforms, and technology effectively and safely.

A digital media literate person can analyse digital content, distinguish between credible and misleading information and engage with technologies through learning, communicating, and problem-solving, and by minimizing risks related to digital environments.

Importance of Digital Media Literacy

Digital platforms have revolutionised media practices. The rapid updating and widespread dissemination of information promote a new, continuous form of public conversation. Today's media professionals utilise multimedia tools for presenting more compelling news stories.

At the same time, this digital ecosystem has empowered ordinary citizens, allowing them to play a significant role in modern



Fig.4.9.2 News room transformation

journalism. Citizen journalists use their smart phones and social media accounts to provide real-time, grassroots coverage of events, often bypassing traditional media gatekeepers. They play a crucial role in documenting protests, natural disasters, and human rights violations. Influencers and content creators have also become essential figures, shaping popular opinion, setting trends, and drawing massive audiences. Consequently, user-

generated content often serves as a primary source of information for mainstream journalists.

This democratisation of content generation, however, presents its own set of challenges. As anyone can publish news or express an opinion, distinguishing between accurate reporting and fabricated

information has become increasingly difficult. We are constantly flooded with information, but not all of it is reliable. Therefore, digital media literacy is a crucial skill for both media professionals and the general public.

Essential Skills of Digital Media Literacy

Let us look at the key competencies that empower people to access, understand, create and share information in a meaningful way.

- 1. Access** : Ability to find, choose and use information from different media sources responsibly. It involves knowing where to look for reliable information and how to use it correctly.
- 2. Analyse** : Skill to understand and interpret media messages by examining their purpose, point of view and the accuracy or credibility of the content.
- 3. Create** : Ability to develop one's own messages and content in various forms such as text, images, videos, and sound, while using digital tools and technologies creatively and responsibly.
- 4. Reflect** : Ability to think about one's own behaviour and communication online. This includes applying principled values, respecting others and being socially responsible.
- 5. Act** : Skill to use media for encouraging social participation, work alone or with others to share knowledge, express feelings or opinions and solve complications in the community, nation or world.

These competencies support people to become critical thinkers, responsible creators and active digital citizens in the information-rich society. While we are watching a viral video or reading a news story, we need the skills to analyse, question and verify. And that's where Fact-Checking becomes our superpower.

OVER TO YOU

Writing an Editorial

Write an editorial on "Challenges and Responsibilities of Digital Media Platforms." Discuss issues relating to digital media in maintaining ethical journalism.



Fig.4.9.3 Digital literacy skills

Fact Checking

Critical Thinking and Verifying Information Sources

Critical thinking means not believing everything you see or read online immediately. It is about asking questions. Who created this message? Why was it created? Is the information correct and based on facts? We must always check the source, date and author of the information before sharing anything. It is essential to compare information from different and trustworthy sources, such as government websites, reputed news channels, and fact-checking organisations. Being media literate also means learning continuously, because technology and misinformation strategies keep changing. Thinking carefully before sharing information helps to guard others from false news.

Common Fact-checking Techniques and Tools

Fact-checking is a careful checking of whether a piece of information is true or false. Some simple and modern techniques include:

- 1. Cross-checking :** Compare the same news on reliable websites or official sources.
- 2. Reverse Image Search :** Depends on tools like Google Images or TinEye to check if a photo is real or used out of context.
- 3. SIFT Method :** Follow these four quick steps – Stop, Investigate the source, Find better coverage, and Trace claims.
- 4. Lateral Reading :** Instead of only reading a single or particular page, open other tabs and check what other reliable sites say about the same topic.
- 5. Check URLs and Tone :** Fake websites normally have strange links or use emotional, sensational words.
- 6. Use Trusted Fact-Checking Sites :** Look for trusted Fact-Checking Sites like PIB Fact Check, Alt News, Factly, BOOM Live, Snopes, PolitiFact, Fact check Hub and TinEye.

Role of Fact-checking Organisations

Fact-Checking organisations and journalists play an important role in keeping the public informed with truthful and verified news.

They research doubtful claims, check official records and publish correct information. They also use modern tools like data analysis and image verification to confirm facts. Around the world, groups like Snopes and PolitiFact are working to expose fake news. In India, organisations such as PIB Fact Check, Alt News, Factly, and BOOM Live do the same job. Many newsrooms and fact-checkers cooperate to fight misinformation on social media and promote truth.

The PIB Fact Check Unit

This unit was started in November 2019 under the Press Information Bureau (PIB) to help control the spread of fake news and misinformation related to the Indian Government. Its main aim is to provide accurate information and offer people a simple way to report any suspicious or doubtful news about government policies, departments or public sector organisations. The public can send their fact-check queries through WhatsApp (+918799711259), email (socialmedia@pib.gov.in), or the official website <https://factcheck.pib.gov.in>. The headquarters of fact check unit is at the National Media Centre, Raisina Road, New Delhi.

The PIB Fact Check unit is live on many social media platforms such as X, Facebook, Instagram, Koo, and Telegram, where it publishes verified information and corrections. All the fact-checked reports can be viewed on these official accounts, making it easy for citizens to confirm the authenticity of government-related news. The unit follows the FACT model for its work: Find, Assess, Create, and Target. It first identifies or receives information for verification, then evaluates it using official data sources.

Ethical Challenges in the Digital Age

The digital revolution paved the way for journalism to be created, shared and consumed. This made journalism faster and easily accessible. But it has created some ethical challenges also. In the old days, editors had enough time for rechecking news. But nowadays, they are forced to post stories without verification. The simultaneous management of speed and accuracy, freedom and responsibility, public interest and individual privacy poses several challenges for the new age journalism.



OVER TO YOU

Identifying the Fake.

Divide the class into small groups. Give each group a "News Card" containing a screenshot of a social media post or a news snippet. Some should be genuine government notifications, and others should be fabricated. Students try to identify fake and real information.

Ethical values such as truth, fairness and public responsibility are considered crucially important in the journalism profession. In the modern world, journalists face many pressures. Journalists are compelled to flash breaking news as and when an event happens. They use sensational headlines to grab the attention. Journalists mix news with opinion. They share social media content without proper verification. Ethical issues like paid news, fake news and news with political bias are also posing serious problems.

Maintaining Accuracy, Fairness and Accountability

Truthfulness, transparency, fairness and accountability are the major values of ethical journalism. Media houses have to publish news stories only based on verified sources of news. They should not hesitate to admit mistakes publicly. Norms of Journalistic Conduct by the Press Council of India emphasise that the media must verify news before publishing. Accountability of Online Media and digital contents come under the regulation of Information Technology (IT) Rules 2021. If there is any complaint against a television programme or digital news, we can approach News Broadcasting & Digital Standards Authority (NBDSA).

Challenges of Speed vs. Accuracy

The digital age has formed a “breaking news culture.” This leads to a competitive atmosphere, and the journalists are compelled to publish the news as soon as possible. This creates half-boiled or false news stories which may earn more likes and shares. Responsible journalism means a journalist takes a few extra minutes to check facts before posting it.

Responsible Use of User-Generated Content (UGC)

User-generated content contains photos, videos or reports shared by the public on social media. It helps journalists to collect the contents from public. But it raises ethical questions. Is the content authentic? Has permission been taken to use it? Could it harm someone’s privacy or safety? Media organisations such as the BBC’s UGC Hub verify such content before using it in reports. In India, journalists often use videos shared on WhatsApp, X, Instagram, particularly during natural calamities, protests or elections.

Ethical journalists must verify the source, get consent from the creator and protect the identities of vulnerable individuals. Ethical journalism is all about accuracy rather than speed, fair than biased, and accountable than irresponsible.

Fake News

News is fact based. Fake news, on the other hand, is false or misleading information presented like genuine news, often spread through online or other media to manipulate opinions, damage reputations, or make a financial profit. It comes in the form of fictitious stories, propaganda and hoaxes. Fake news hides under a layer of legality as it takes on some form of credibility by trying to appear like real news.

<i>Fake news can be generally classified into three:</i>
Misinformation : Information that is false, but not created with the intention of causing harm.
Disinformation : Information that is false and deliberately created to harm a person, social group, organisation, or country.
Malinformation : Information that is based on reality, used to inflict harm on a person, organization or country.

OVER TO YOU

**Problem–
Solution Article:**
*Fake News
Control.*

Write a short article explaining the problem of fake news, its impact on society, and possible solutions. Discuss legal, ethical, and practical ways to control fake news. End with a positive conclusion.

The Clickbait Culture

Clickbait is a kind of online content that generates thrilling, emotional, or mysterious headlines to persuade readers to click a link. The main goal of the clickbait is to attract public attention, which often brings money through advertisements based on views, clicks. The more people click, the more revenue is generated. As a result, media organisations sometimes focus more on popularity than accuracy.



Fig. 4.9.4. Clickbait headlines

OVER TO YOU

Identifying Clickbait Headlines

Collect online news headlines and analyse them for clickbait techniques such as exaggeration or emotional language. Compare them with neutral headlines and write a 200–250-word analysis

Many media outlets generally use attention-grabbing headlines and stories. This strategy is known as clickbait culture. It also misleads or sensationalises the news.

Echo Chambers and Filter Bubbles

Social media platforms play a crucial role in shaping what the public reads, watches and believes. They do not show everything available online. The use of algorithms and computer programs determines which posts, videos, or news stories appear on screens. This leads to a more personalised experience and limits our search for other experiences. This situation is known as the echo chamber and filter bubble.

Echo chambers are defined as “environments in which the opinion, political leaning, or belief of users about a topic gets reinforced due to repeated interactions with peers or sources having similar tendencies and attitudes.”

In an echo chamber, people view and share data that supports their own interests. Within these spaces, users meet or communicate only with like-minded individuals. Their ideas are “echoed” back to them continually, and opposite ideas are hidden or rejected.

Filter bubbles are created by personalised recommendation systems that expose users to content similar to their beliefs.

These algorithms rank and

moderate content to provide users with a personalised universe of information.



Fig. 4.9.5. Filter Bubbles

Privacy Invasion and Surveillance

Digital platforms collect a large amount of personal data without consent. It raises serious ethical concerns about privacy and surveillance. Social media, search engines and e-commerce sites usually collect personal data from consumers, including browsing interests, location information, purchase history, biometric data, etc.

They have multiple purposes behind this collection. One purpose is personalised advertising. The second major purpose is user profiling. It contains user behaviour and preferences. Profiles are often shared with a third party. They use these data for purposes like marketing analysis and commercial uses.

Digital surveillance is known as the monitoring of users' activity with the help of digital technologies. Continued surveillance violates the right to privacy. Facial recognition raises social discrimination in certain social groups. There is no accountability in digital surveillance because of the lack of sufficient oversight and a transparent mechanism.

Corporate Influence on Digital Platforms

Digital platforms are largely controlled by giant technology corporations like Alphabet (Google), Apple, Amazon, NVIDIA, Microsoft, X and Meta. These corporations influence their online activities and information distribution.

Another threat is the monopoly of technology companies. Google controls the lion's share of online searching and advertising. Meta regulates Facebook, WhatsApp and Instagram. So, these corporations can control the priority and visibility of information flow. Moreover, these corporations also control the infrastructure of the internet worldwide. This monopoly grants immense power to tech corporations, allowing them to act as gatekeepers of information and its dissemination.

The Impact of AI on Journalism

The emergence of Artificial Intelligence (AI) has impacted on modern media and journalism. This most transformative invention has reshaped traditional journalism with automated news writing, content recommendation, data-driven reporting and personalised advertising.

AI is changing the way newspapers work. Many print publications use AI to write simple news stories, summarise reports, give weather updates and study large amounts of data. This allows journalists to spend more time on detailed and important reporting. AI also helps with real-time transcription, fact-checking, automatic news collection and managing newspaper circulation.

Television news is evolving rapidly with the introduction of virtual news anchors powered by artificial intelligence. These digital presenters can deliver news round the clock and in multiple languages, helping news channels save costs while improving efficiency. AI is also changing the way TV news is produced. Automated cameras can follow speakers on their own, reducing the need for several camera operators. Video editing has become much simpler, as AI tools can cut footage, enhance visual quality, and add subtitles with ease. Journalists also rely on AI to assist with script preparation, background research, and content planning. Tools such as Chatbots, recommendation systems, and predictive analytics have made digital journalism faster and more personalised. AI also plays a role in creating eye-catching thumbnails, selecting effective keywords, and recommending videos that keep audiences engaged. By analysing colours, facial expressions, and different video frames, it chooses the most effective thumbnail and tests multiple versions to see which performs best.

Ethical Use of Generative AI

OVER TO YOU

Debate on AI in Journalism

Students are divided into two groups to debate the advantages and disadvantages of artificial intelligence in journalism.

Generative Artificial Intelligence (AI) is a type of AI. It can create new content like audio, video, images, text, code and data by analysing a huge amount of data. Generative AI has changed the media field with automated content creation from image, text, video and audio. It focuses on creative and efficient content creation online.

The most important ethical problem related to generative AI is authorship. AI-generated content doesn't have a responsible content creator. Generally, the legal system gives credit to the human who prompted the AI. Another problem is the copyright of AI output. Generative AI models depend on vast databases from the internet. But this data includes copyrighted materials such as books, news stories, articles, photographs and music. This raises copyright and intellectual property issues. Commercial use of such content without permission is not legal. Ethical journalism verifies the AI sources and avoids plagiarism even when the content is AI-generated.

Conclusion

Ethical awareness and digital literacy are crucial abilities for every media consumer and educator. Questioning sources, verifying or understanding content are compulsory and a civic responsibility. Ethical awareness strengthens a citizen's resistance to misinformation. A digital future needs responsible educators and media organisations. Developing ethical awareness and digital literacy in society helps to create a trustworthy media environment in our country.



1. Seminar Paper Writing

Prepare a seminar paper on any one topic:

- AI-Generated Content and Media Ethics
- Global Efforts to Regulate AI

The paper should be well organised, include examples, and discuss challenges as well as solutions.

2. Brochure on Media Literacy

Design a brochure explaining what media literacy is and why it is important. Include the four components—Access, Analyse, Evaluate, and Create—and explain how media literacy helps people become responsible media users. Use simple language, bullet points, and visuals.

3. Survey on Public Trust in Media

Conduct a Survey with 10–15 people to understand public trust in media. Prepare 6–8 simple questions, analyse the responses, and write a 200–250-word report. Present your findings using charts or posters.