



Mass Media

BEING MEDIA LITERATE

Classes VI to VIII



CENTRAL BOARD OF SECONDARY EDUCATION, DELHI

Mass Media

Being Media Literate

Classes VI to VIII

COURSE DURATION: 12 hours

MARKS DISTRIBUTION: Total 50 marks

(Theory : 15 | Practical : 35)

First Edition	:	September 2022
Price	:	Unpriced Publication
Published By	:	The Secretary, Central Board of Secondary Education, Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi - 110092
Printed By	:	Laxmi Print India, 556, G.T. Road, Shahdara, Delhi - 110032

(Several internet resources have been referred for the images, facts and cartoons used in this book, only for educational purposes. All such sources and the writers and creators of the images, facts and cartoons have also been acknowledged)

भारत का संविधान

उद्देशिका

हम, भारत के लोग, भारत को एक सम्पूर्ण 'प्रभुत्व-संपन्न समाजवादी पंथनिरपेक्ष लोकतंत्रात्मक गणराज्य बनाने के लिए, तथा उसके समस्त नागरिकों को:

सामाजिक, आर्थिक और राजनैतिक न्याय,
विचार, अभिव्यक्ति, विश्वास, धर्म
और उपासना की स्वतंत्रता,
प्रतिष्ठा और अवसर की समता
प्राप्त कराने के लिए
तथा उन सब में व्यक्ति की गरिमा

²और राष्ट्र की एकता और अखंडता
सुनिश्चित करने वाली बंधुता बढ़ाने के लिए

दृढ़संकल्प होकर अपनी इस संविधान सभा में आज तारीख 26 नवम्बर, 1949 ई० को एतद्वारा इस संविधान को अंगीकृत, अधिनियमित और आत्मार्पित करते हैं।

1. संविधान (बयालीसवां संशोधन) अधिनियम, 1976 की धारा 2 द्वारा (3.1.1977) से "प्रभुत्व-संपन्न लोकतंत्रात्मक गणराज्य" के स्थान पर प्रतिस्थापित।
2. संविधान (बयालीसवां संशोधन) अधिनियम, 1976 की धारा 2 द्वारा (3.1.1977) से "राष्ट्र की एकता" के स्थान पर प्रतिस्थापित।

भाग 4 क

मूल कर्तव्य

51 क. मूल कर्तव्य - भारत के प्रत्येक नागरिक का यह कर्तव्य होगा कि वह -

- (क) संविधान का पालन करे और उसके आदर्शों, संस्थाओं, राष्ट्रध्वज और राष्ट्रगान का आदर करे;
- (ख) स्वतंत्रता के लिए हमारे राष्ट्रीय आंदोलन को प्रेरित करने वाले उच्च आदर्शों को हृदय में संजोए रखे और उनका पालन करे;
- (ग) भारत की प्रभुता, एकता और अखंडता की रक्षा करे और उसे अक्षुण्ण रखे;
- (घ) देश की रक्षा करे और आह्वान किए जाने पर राष्ट्र की सेवा करे;
- (ङ) भारत के सभी लोगों में समरसता और समान भ्रातृत्व की भावना का निर्माण करे जो धर्म, भाषा और प्रदेश या वर्ग पर आधारित सभी भेदभाव से परे हों, ऐसी प्रथाओं का त्याग करे जो स्त्रियों के सम्मान के विरुद्ध हैं;
- (च) हमारी सामासिक संस्कृति की गौरवशाली परंपरा का महत्त्व समझे और उसका परिरक्षण करे;
- (छ) प्राकृतिक पर्यावरण की जिसके अंतर्गत वन, झील, नदी, और वन्य जीव हैं, रक्षा करे और उसका संवर्धन करे तथा प्राणिमात्र के प्रति दयाभाव रखे;
- (ज) वैज्ञानिक दृष्टिकोण, मानववाद और ज्ञानार्जन तथा सुधार की भावना का विकास करे;
- (झ) सार्वजनिक संपत्ति को सुरक्षित रखे और हिंसा से दूर रहे;
- (ञ) व्यक्तिगत और सामूहिक गतिविधियों के सभी क्षेत्रों में उत्कर्ष की ओर बढ़ने का सतत प्रयास करे जिससे राष्ट्र निरंतर बढ़ते हुए प्रयत्न और उपलब्धि की नई उंचाइयों को छू ले;
- ¹(ट) यदि माता-पिता या संरक्षक है, छह वर्ष से चौदह वर्ष तक की आयु वाले अपने, यथास्थिति, बालक या प्रतिपाल्य के लिये शिक्षा के अवसर प्रदान करे।

1. संविधान (छयासीवां संशोधन) अधिनियम, 2002 द्वारा प्रतिस्थापित।

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 the² 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)

THE CONSTITUTION OF INDIA

Chapter IV A

FUNDAMENTAL DUTIES

ARTICLE 51A

Fundamental Duties - It shall be the duty of every citizen of India-

- (a) to abide by the Constitution and respect its ideals and institutions, the National Flag and the National Anthem;
- (b) to cherish and follow the noble ideals which inspired our national struggle for freedom;
- (c) to uphold and protect the sovereignty, unity and integrity of India;
- (d) to defend the country and render national service when called upon to do so;
- (e) to promote harmony and the spirit of common brotherhood amongst all the people of India transcending religious, linguistic and regional or sectional diversities; to renounce practices derogatory to the dignity of women;
- (f) to value and preserve the rich heritage of our composite culture;
- (g) to protect and improve the natural environment including forests, lakes, rivers, wild life and to have compassion for living creatures;
- (h) to develop the scientific temper, humanism and the spirit of inquiry and reform;
- (i) to safeguard public property and to abjure violence;
- (j) to strive towards excellence in all spheres of individual and collective activity so that the nation constantly rises to higher levels of endeavour and achievement;
- ¹(k) to provide opportunities for education to his/her child or, as the case may be, ward between age of 6 and 14 years.

1. Subs, by the Constitution (Eighty-Sixth Amendment) Act. 2002.

Acknowledgements

Advisory, Editorial & Creative Inputs

- **Smt. Nidhi Chhibber (IAS)**, Chairperson, Central Board of Secondary Education, Delhi

Guidance and Support:

- **Dr. Biswajit Saha, Director (Skill Education)**, Central Board of Secondary Education, Delhi
- **Dr. Joseph Emmanuel, Director (Academics)**, Central Board of Secondary Education, Delhi
- **Shri. R. P. Singh, Joint Secretary (Skill Education)**, Central Board of Secondary Education, Delhi

Coordinator:

- **Smt. Niti Shanker Sharma**, Deputy Secretary (Skill Education), Central Board of Secondary Education, Delhi

Content Development Committee:

- **Prof. (Dr.) Anubhuti Yadav**, Convenor, Head, Department of New Media, Courses Director, Advertising and Public Relations Course, Indian Institute of Mass Communication, (IIMC) Delhi.
- **Smt. Medhavi**, Content Writer, DAIC, Ministry of Social Justice and Empowerment, Government of India.
- **Dr. Priya Sachdeva**, Associate Professor and School Coordinator, School of Media, Film and Entertainment, Sharda University, Greater Noida, Uttar Pradesh.
- **Dr. Riya Gupta**, Assistant Professor, Manav Rachna International Institute of Research and Studies, Delhi
- **Dr. Vedabhyas Kundu**, Programme Officer, Gandhi Smriti, Ministry of Culture, Government of India
- **Smt. Anandha Karthik**, Assistant Professor & Digital Media Manager, School of Visual Communication, Kumaraguru College of Liberal Arts & Science (KCLAS), Coimbatore

Layout and Design:

- **Smt. Anandha Karthik**, Assistant Professor & Digital Media Manager, School of Visual Communication, Kumaraguru College of Liberal Arts & Science (KCLAS), Coimbatore

Foreword

As we all are aware that the National Education Policy 2020 has clearly stated that there should be “no hard separation” between curricular, co-curricular and extra-curricular or academic and vocational (skill)/ physical education/art, etc. It is felt that mainstreaming all forms of learning and skills will integrate not just the hands-on skilling component but also the theoretical knowledge, attitudes and mindsets, and soft skills that are required for particular occupations, through a broad-based education that is necessary for students to be able to take on and thrive in a fast-changing world.

To keep pace with the objective of “no hard separation”, CBSE has decided to offer students the flexibility of making a vocational choice of a short duration module on Mass Media (12 hours), at a stage in their early academic career (either at Class VI, VII or VIII). In this way they will be able to spend relevant time pursuing this choice as per convenience of the school. This would give them the necessary orientation early on, so that they are able to make a choice at a later stage to pursue Skill courses at Secondary and Senior secondary level, or choose a higher vocational degree.

In the present scenario, the children who are constantly bombarded with a variety of media interfaces are striving to understand the nuances of the various forms of media, and the ever-changing landscape of mass communication. They need to be wise consumers of media messages and at the same time they should also be responsible creators of media messages. It is important that they develop Media and Literacy competencies which will empower them to ‘read’, ‘understand’ and ‘create’ the various forms of media.

Through the various chapters of this book, children would be introduced to the concept of Media Literacy, why it is important in today’s time, alongside helping them understand how media and society influence each other. Important aspects like team work and writing skills are also covered, which would help them become responsible content creators along-side content consumers. The book also endeavors to empower them with information on Cyber Safety for children, as well as inculcate the sensibilities of ethics and integrity in communication.

Since this is the time when students start thinking about their career path, efforts have been made to introduce them to the various career options in media. This book is the need of the hour and an attempt, as mentioned in National Education Policy 2020, to emphasize on the development of the creative potential of each student.

Chairperson

Central Board of Secondary Education

ARE YOU ALL
SET TO BECOME
MEDIA LITERATE?

OFCOURSE
WE ARE! LET
US BEGIN TO
LEARN!

Mass Media

Being Media Literate

Classes VI to VIII

Course Content

CHAPTER 1 : Media Literacy.....	09
CHAPTER 2 : Mass Media and Society.....	18
CHAPTER 3 : Writing Skills.....	31
CHAPTER 4 : Teamwork.....	43
CHAPTER 5 : Cyber Safety for Children.....	54
CHAPTER 6 : Nonviolent Communication.....	60
CHAPTER 7 : Careers in Mass Media.....	70

COURSE DURATION: 12 hours

MARKS DISTRIBUTION: Total 50 marks

(Theory : 15 | Practical : 35)



Chapter 1

Media Literacy

Introduction:

Media is a very important part of our lives. Lot of our time is spent reading, listening and watching media messages. It is an important source of information which **develops our understanding** about various issues of importance. It also **entertains us** by providing a variety of entertaining programmes. These programmes which are meant to **inform and entertain** also shapes our opinion and how we think about certain individuals, groups or issues. They also **influence** how we spend our leisure time, what kind of clothes we wear and how do we respond to different issues in our lives.

We are bombarded daily with hundreds of images and symbols, slogans, mascots, jingles and music, wide arrays of views and opinion on variety of issues. Consciously or unconsciously all these **influence our behaviour**. In fact this overwhelming dominance of media in our daily lives has been aptly summed up by Silverstone (2007) who said,

“Media is now at the core of experience, at the heart of our capacity or incapacity to make sense of the world in which we live.”

UNESCO (1999) points out, “Children and youth of schooling age are the groups that are **most vulnerable** to the forces of media influence, and regardless of

their diversity in circumstance and surroundings, youth from all corners of the world identify with and share the models of conduct, aspirations and cultural consumption patterns that are evoked by the world media landscape.”

It is not necessary that all of us have the **capacity to understand** the functioning of the media, the **agenda** behind different media messages, the **capability** to use the increasing interactive forms of media for the greater benefits of our society and **delineate the information** that we really need to address issues and concerns of our daily lives and redundant information. We may not have the ability to give independent judgment on different media content. All these issues call for **developing new skills, understanding and enhancement** of critical thinking abilities.

The new skills should involve developing critical skills in media multitasking, ability to **navigate information** across different media platforms, networking, **developing understanding** of how media messages are developed and abilities to **negotiate and interact** in the community. The development of these new skills is directly linked to **becoming media and information literate**.

One of the often used definitions of media literacy was given by Media scholar Aufderheide (1992) who described it as the ability to **access, analyze, evaluate and communicate messages** in a wide variety of forms.

Silverblatt (2001) gives a more detailed definition which encompasses most of the issues discussed above. He talks about media literacy emphasizing on:

- A critical thinking skill that **allows audiences to develop independent judgments** about media content
- An **understanding of the process** of mass communication.
- An awareness of the **impact of media** on the individual and society
- The development of strategies with which to **discuss and analyze** media message
- An awareness of media content as a text that **provides insight** into our contemporary culture and ourselves
- The cultivation of an **enhanced enjoyment, understanding and appreciation** of media content
- In the case of media communicators, the **ability to produce** effective and responsible media messages

Media literacy should be seen as a composite concept which encompasses all forms of communication and media - not just the modern and new media but also the traditional media like graffiti arts, puppetry, and street plays etc.



Information Literacy:

We are bombarded with a lot of information in today's information society. But many of us may not possess the ability to identify the right information, analyze it and use it in our daily lives. For instance, let us assume you come across a lot of rumors around COVID 19 in your area. There is no point in just criticizing those who are involved in spreading of such content.

A strategic approach is needed for creating awareness and addressing the issue. For this you need to have detailed information about what kind of rumors are being spread. Here getting authentic data is important. So you need to identify and locate the right source from where you can get this information. In this case it could be World Health Organisation or Ministry of Health and Family Welfare. There are possibilities of multiple sources of information. Also you need to know how to access the right information. Next, simply getting the information is not enough. You must know how to

analyze it according to your needs. If you have got different types of data and information, after analyzing you must know how to organize it. The last step is the knowledge of using this information strategically so that it can benefit the cause for which you are working.

All these encapsulate the essentiality of being information literate in today's contemporary society. We'll do all this with the example of COVID 19 in the later part of this chapter.

Tuominen and Kotilainen (2012) also lists different skills needed to be information literate:

- Identifying/recognizing information needs
- Identifying sources of information
- Locating or retrieving information
- Analyzing and assessing the quality of information
- Organizing, storing or archiving information
- Using information in an ethical, efficient, and effective way
- Creating and communicating new knowledge



11 Stages of Information Literacy

THIS WILL
HELP YOU
UNDERSTAND
THE PROCESS
EASILY!

Horton (2007) lists 11 stages
of information literacy
which gives an easy bird's
eye view of the concept

11 STAGES OF INFORMATION LITERACY

STAGE 2

Know how to accurately identify and define the information needed to meet the need, solve the problem, or make the decision.



STAGE 4

Know how to find the needed information if you have determined that it does, indeed, exist.



STAGE 6

Know how to fully understand found information, or know where to go for help if needed to understand it.



STAGE 8

Know how to communicate and present the information to others in appropriate and usable formats and mediums.



STAGE 10

Know how to preserve, store, reuse, record and archive information for future use.



STAGE 1

Realize that a need or problem exists that requires information its satisfactory resolution



STAGE 3

Know how to determine if the needed information exists - if not, know how to create the unavailable information



STAGE 5

Know how to create, or cause to be created, unavailable information that you need; sometimes called "creating new knowledge."



STAGE 7

Know how to organize, analyze, interpret and evaluate information, including source reliability.



STAGE 9

Know how to utilize the information to solve a problem, make a decision or meet a need.



STAGE 11

Know how to dispose off information no longer needed, and safeguard information that should be protected.



Why Media Literacy:

As pointed out by Silverblatt, media and information literate people will be able to make independent decisions without being unduly influenced by others on different media messages.

- Critical knowledge of the functioning and processes of the media will enable individuals understand more about how media influences and representations.
- By enhancing capacities of citizens to fulfill their role of being active citizens and facilitating dialogues amongst diverse population, media and information literacy can contribute towards the evolution of more informed communities which could work together.
- Media and information literate citizens can participate in the democratic process more actively.
- Media and information literacy encourages use of media and information in a more responsible and ethical way.
- Media and information literacy enables citizens to produce their own media messages creatively and purposefully.
- A media and information literate citizenry are able to address many contemporary challenges.

HERE IS AN
INTERESTING
SCENARIO FOR
YOU! READ ON
TO LEARN...

Let us examine two scenarios - one before being part of any media and information literacy training programme and one after. There could be a situation where a student is unaware of how a news media is promoting the interests of a particular company or a political party. The only goal is to gain wholesome entertainment for any exposure to media and not make any efforts to understand the process behind the construction of different media messages.

However, being part of any media and information training programme, the same student will be able to understand the biases of the news media, would be able to do some research and acquire information on the policy of the news media and its owners, deconstruct the news and even end up giving her/his critical views.

So notwithstanding the commercial orientation of today's media, there are new avenues for an active media and information literate citizen to respond to numerous cases of biases, sensationalization and trivialization.

Media scholar Daya Thussu terms the new trends of news coverage by the media as 'news as entertainment'. It discusses how news increasingly covers trivia and entertainment and not the real lives of people.

It also means without being media and information literate a citizen will find it difficult to distinguish between reality and fiction in media coverage.



Activity

Have a discussion in the classroom on how trivial stories are given too much of importance in terms of time and space in media as compared to the real issues.

Title of the story:

Name of the channel/newspaper/website:

Why do you think the story was not important enough for the space or time given to it?

THIS ACTIVITY
WILL HELP YOU
UNDERSTAND
WHAT MAKES
NEWS OR NOT!



Let us consider another scenario of an emergency or conflict. Better knowledge of how to use the media and information will help address the issue in such cases.

All new skills navigating information across different media, ability to use one's communication skills to negotiate and interact in the community and ability to media multitasking will have to be used in such a situation. Not only with these abilities, a citizen can contribute to our public sphere but also participate in different democratic decision making processes.

In this context, Renee Hobbs (2008) talks on the importance of media literacy: "Media literacy practices help strengthen students' information access, analysis and communication skills and build an appreciation for why monitoring the world is important. Media literacy can inform students about how the

press functions in a democracy, why it matters that citizens gain information and exposure to diverse opinions, and why people need to participate in policy decision-making at the community, state and federal levels.

Secondly, media literacy can support and foster educational environments in which students can practice the skills of leadership, free and responsible self-expression, conflict resolution and consensus building, because without these skills, young people will not be able to effectively engage with others in the challenges of cooperative problem-solving that participation in a democratic society demands.

Third, media literacy skills can inspire young people to become more interested in increasing their access to diverse sources of information."

Media Literacy Competencies:

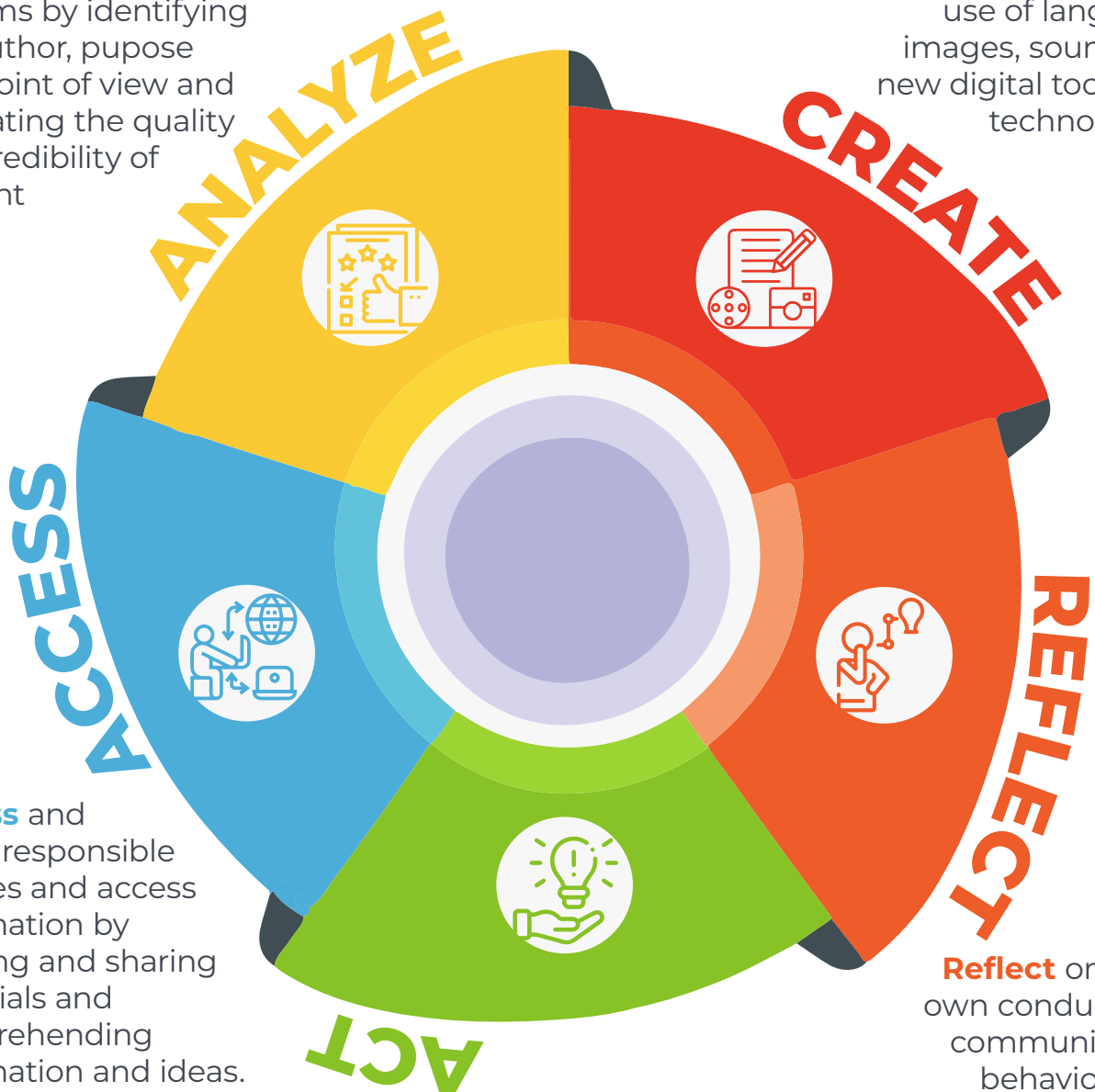
To become Media and Information Literate one should develop following competencies. These, according to Renne Hobbs are the foundation of Media Literacy, the lifeskills needed in order to participate in the information-dense, digitized societies of today.

Analyze and Evaluate

messages in a variety of forms by identifying the author, purpose and point of view and evaluating the quality and credibility of content

Create

content in variety of forms making use of language, images, sound and new digital tools and technologies.



Access and make responsible choices and access information by locating and sharing materials and comprehending information and ideas.

Act by taking social action, by working individually and collaboratively to share knowledge and solve problems in the family, workplace and participating as member of a community and participating as member of a community.


Reflect on one's own conduct and communication behaviours by applying social responsibility and ethical principles



LET US SEE HOW WE CAN APPLY THIS IN THE CONTEXT OF RUMOURS AROUND COVID-19...

Access


When you come across any information you are suspicious of. The first question that needs to be asked is: What is the source? Is the source reliable?



WHICH
SOURCES OF
INFORMATION
DO YOU TRUST?

Look out for authentic sources for the information on COVID 19 like World Health Organisation, Ministry of Health and Family Welfare. Make a list of authentic sources from where you can get correct information on COVID 19. Discuss it in the class.

- 1
- 2
- 3
- 4
- 5



WHY DO YOU
TRUST THESE
SOURCES?
DISCUSS THEM
IN THE CLASS!

Analyze Messages

Spend some time with the message and ask following questions:

- The Source: Is the source credible and authentic?
- The Content: Is the content believable or is it outlandish?
- Does the news quote authoritative sources?
- Is it a social media post that is compelling you to forward and share?
- Is the content inciting extreme emotions?

Create

Creating any media product helps in understanding what goes behind making of news, entertainment programme advertisement etc. There are number of tools available on Google Playstore for creating videos, audio, infographics etc. Use any of them to create audio/video/infographics to create awareness on the importance of hygiene

Reflect

Reflect on your own conduct. Ask following questions to yourself:

- How am I accessing information?
- Are these sources authentic?
- Am I believing whatever I am reading, listening and watching without critically analyzing it?
- Am I forwarding messages without verifying?

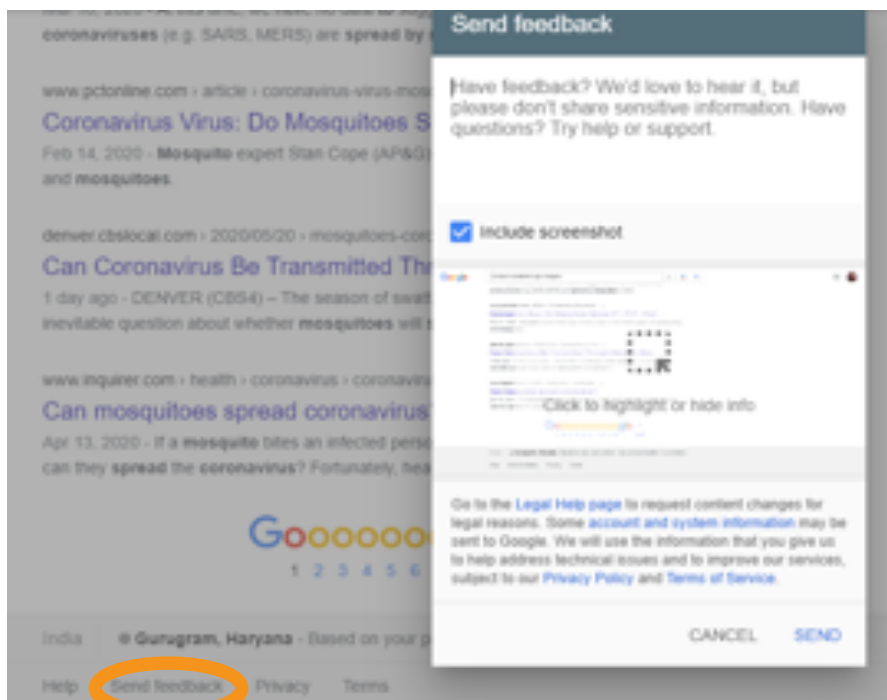
Act

Do act if you come across information which is inaccurate, derogatory, obscene, inflammatory. You can complain on the following websites:

- **For Advertisements:** Complain to Advertisement Standards Council of India
<https://ascionline.org/>
- **For Television News:** Complain to News Broadcasters Association
<http://www.nbanewdelhi.com/>
- **For TV Content:** Complain to Indian Broadcasting Foundation
<https://www.ibfindia.com/>
- **For Newspaper Content:** Complain to Press Council of India
<http://presscouncil.nic.in/>

- **For Google Content:**

1. All the websites have complaint form which can be used to complain against any objectionable content.
2. One can also complain against digital content. For example, if you come across any article which you feel is not accurate or in bad taste, you can go to the feedback section which is on the footer of search page.
3. Highlight the portion of the article you want to complain about and submit it to Google.



YOU SHOULD REPORT IT, IF YOU COME ACROSS OBJECTIONABLE CONTENT...

- **To complaint against a Facebook Post:**

1. Click ... in the top right of the post.
2. Click **Find support or report post**.
3. To give feedback, click the option that best describes how this post goes against our Community Standards. Click **Next**.
4. Depending on your feedback, you may then be able to submit a report to Facebook. For some types of content, we don't ask you to submit a report, but we use your feedback to help our systems learn. Click **Done**.



Conclusion

The overload of information and media messages from multiple sources in today's contemporary society poses a challenge on what to take and what to discard; it also makes it difficult to make a distinction between reality and fiction. In this backdrop, developing MIL competencies becomes necessary.



Different definitions of MIL highlight its importance as a significant component of life skill education and the enhanced participation of citizens in the democratic process. MIL skills enable people to be active consumers of media products and not passive.

With greater interactivity in different platforms, individuals can take part in the public sphere more than ever before.



REFERENCES

1. Aufderheide, P. (1992). Media Literacy: A Report of the national leadership conference on media literacy; Washington DC: Aspen Institute.
2. Hobbs, R. (1998). Building citizenship skills through media literacy education. In M. Salvador and P. Sias, (Eds.) The Public Voice in a Democracy at Risk. Westport, CT: Praeger Press, pps. 57 -76.
3. Horton, Forest Woody, Jr (2007). Understanding Information Literacy: A Primer; United Nations Educational, Scientific and Cultural Organization.
4. Media and Information Literacy Curriculum for Teachers (2011). UNESCO
5. Silverblatt, A., Yadav Anubhuti, Kundu Vedabhyas (2019), Keys to Interpreting Media Messages; DIMLT
6. Yadav, Anubhuti (2015) Information and Communication Technologies (ICT) Literacy for Sustainable Development.

Chapter 2

Mass Media and Society

Introduction:

We spend a lot of time with Media everyday. Some enjoy reading newspapers, some listening to radio, some watching TV and some surfing internet. It is all pervasive.

All of us whether we want or not are consuming media messages and devoting lot of our time to Media. Media is the plural form of the word 'medium'. It means variety of ways through which we communicate in society. It could be any medium that allows us to communicate.

Language is a medium of communication. It allows us to express ourselves and understand others. It makes verbal communication possible. Sign Language is also a medium to communicate with individuals with hearing impairment by using gestures and signs. A phone call, a message, a video conference can also be called media.

Anything that allows people to send and receive messages can be termed as media but TV, radio, cinema, newspapers are a form of media that reaches large number of people across the country the country and the world and, thus, they are called mass media.

Mass Media:

According to Wilbur Schramm who is considered as father of Mass Communication, A Mass Media is

essentially a working group organized around some device for circulating the same message, at about the same time, to large number of people.

According to McLuhan, author of Understanding Media: The Extensions of Man published in 1964, a medium is "any extension of ourselves" or, more broadly, "any new technology."

Contrastly, in addition to forms such as newspapers, television, and radio, McLuhan includes the light bulb, cars, speech, and language in his definition of media: all of these, as technologies, mediate our communication; their forms or structures affect how we perceive and understand the world around us.

The book is the source of the well-known phrase "The medium is the message".

Activity

Have a discussion in the class room, on the phrase "The medium is the message". What does it mean?

WHAT EXACTLY DOES THIS STATEMENT MEAN? LET US DISCUSS IN OUR CLASSROOM!





Media Landscape in India:

Mass Media Industry is very vibrant Industry with more than 70,000 newspapers, 690 + satellite channels, 80+ News Channels. There is content targeting everyone from all these platforms. The size of the industry according to overall revenue was 1631 billion in 2019 (A Year Off Script, KPMG India : Media and Entertainment, 2020 report). This includes Television, Print, Films Animation, Gaming and Digital / Over the Top (OTT) platforms.

The last few years have increasingly seen the rise of independent media, mostly online media. Lot of news and entertainment websites are available on internet giving tough competition to Traditional Media like TV, Newspapers

Functions of Mass Media

All mass media have broadly the same functions, namely, to inform, educate and entertain. Some might like to add to it 'agenda setting', 'providing forum for debates', 'serving as public watchdog', and 'providing avenues of profit to the investors'. Let's have a look at the following situation: you as a student are eager to know whether the school is closed tomorrow in the wake of the COVID 19 outbreak. This decision is generally taken not by the school principal. If the issue is limited to one

and Radio. Keeping in view the changing consumption pattern of news and entertainment, most of the newspapers, TV channels are working hard to establish their online presence.

Gone are the days when TV programmes could only be seen on TV screen or Newspapers could have only be read by holding it in hands. Thanks to internet all these are available with the click of a button on your laptop or smartphone. This possibility to have different media formats at one place is called convergence which is the most important feature of New Media.

Marshall (2005) contested the newness of new media and in his analysis of new media one of the interesting points that emerged was delineated nature of media in its older forms. Printed forms, images and sounds were totally different categories. But in new media , for instance , the internet and web now constitute all these media forms. Web pages are usually a form of printed text. Contained in those web pages, however, are digital images and moving images. Printed media blends into other media; visual media is not isolated in its delivery systems of television and film exhibition. This confluence of media forms is what he described as 'new' in new media.

district then the district administration will take the decision, if it is limited to state then state government will take the decision.

If the entire country is affected, then the central government takes such decisions in consultation with experts and the institutions and organizations that have expertise in that area. In the case of COVID-19, the entire country was affected so the government at centre in consultation with the States and National Disaster Management Authority took a decision regarding lockdown.

Since the Ministry of Home Affairs (MHA) discharges multifarious responsibilities which also includes disaster management, all the orders regarding the lockdown and advisories regarding re-opening was issued by it. Once the decision is taken regarding school closure how will that be communicated to the parents worried about the health of their school-going children?

The mass media channels are the obvious choice. The Ministry issues a Press release regarding the decision of the government and the same is carried by Mass Media so that people are aware of such decision.

Governments across the world are using social media like Facebook and Twitter to inform public about the governments decisions. Such information can also be accessed on their social media handles.

Do have a look at Press Releases issued by the Ministry of Home Affairs at <https://www.mha.gov.in>. You can also have a look at the twitter handle @PIBHomeAffairs.

We all know that prevention is better than cure. Now how best to implement this in the case of COVID 19 that has become a pandemic? It is possible only if people know the ways of preventing the occurrence of the disease. How can they be educated about this in a short span of time to minimise the spread of the virus? The obvious answer again is mass media.

According to Charles Wright there are “Four classic functions of the media”

1. Surveillance of the environment: This is the collection and distribution

of information within and outside a particular environment. The information flow is necessary for unity and coherence if we live in the society. Media provides information to help people with their surveillance of the environment, alerting them to important events that affect them directly.

2. Interpretation: Information is not of much use until it is processed, interpreted and correlates what we already know. The Editorial page of a newspaper helps us interpret the headlines.

3. Transmission of social heritage from one generation to the next: One of the most important functions of culture is to pass ideas from one generation to another. Today media have assumed the role of storytellers who pass on information from one generation to another.

4. Entertainment: The mass media also entertain the public by providing emotional relaxation, intrinsic and cultural enjoyment.

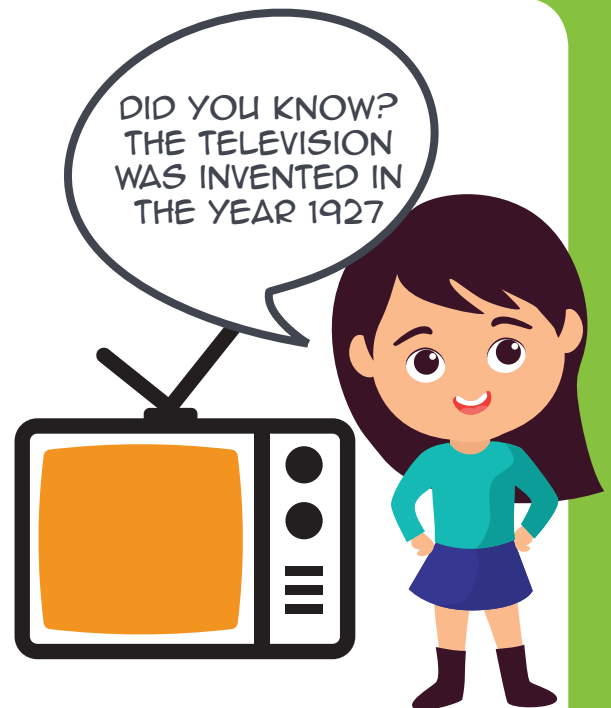
Media as mentioned earlier is also responsible for **AGENDA SETTING**. In choosing and displaying news, editors, newsroom staff and broadcasters play an important part in shaping political reality. Readers learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position.

In re-flecting what candidates are saying during a campaign, the mass media may well determine the important issues—that is, the media may set the “agenda” of the campaign.

Types of Mass Media

Let us have a look at some types of mainstream mass media:

Television: The word television has arrived from two greek words “tele” (Greek for far away) and “vision” meaning sight. It was invented in 1927 and was first successfully demonstrated in San Francisco. The system was designed by Philo Taylor Farnsworth. Terrestrial television in India started with the experimental telecast starting in Delhi on 15 September 1959 with a small transmitter and a makeshift studio.



Print: Primarily newspapers and magazines.

Before the invention and widespread use of printing presses, textual materials had to be written by hand. In 1440, Johannes Gutenberg introduced his invention of a movable type printing press with type that was much easier to change, making the mass production of news pages possible.

The print media started in India as early as 1780. As of 31 March 2018, there were over 100,000 publications registered with the Registrar of Newspapers for India. India has the second-largest newspaper market in the world, with daily newspapers reporting a combined circulation of over 240 million copies as of 2018. Bengal Gazette was the first newspaper that was published in Calcutta and was founded by Irishman James Hicky in 1779. In 1878, The Hindu was founded, and played a vital role in promoting the cause of Indian independence from the colonial yoke. Today this paper enjoys the highest circulation in South India, and is among the top five nationally.



Radio: the main purpose of the radio is to transfer information from one place to another wirelessly. Guglielmo Marconi: an Italian inventor, proved the feasibility of radio communication. He sent and received his first radio signal in Italy in 1895. By 1899



he flashed the first wireless signal across the English Channel and two years later received the letter “S”, telegraphed from England to Newfoundland. In India, the first radio broadcasting began in the early 1920s by All India Radio Station. The first programme was broadcast in 1923 by the Radio Club of Bombay.



Cinema: Cinema is immensely popular in India. Every year more than 1800 films get produced in various languages in India. Mumbai, Hyderabad, Kolkata, Chennai, Kochi, Bangalore and Cuttack are the major centres of film production in India. As of 2013, India ranked first in terms of annual film output, followed by Nigeria, Hollywood and China. In 2012, India produced 1,602 feature films. In 2011, Indian cinema sold over 3.5 billion tickets worldwide, 900,000 more than Hollywood. Raja Harishchandra is a 1913 Indian silent film directed and produced by DadasahebPhalke. It is often considered the first full-length Indian feature film.



Internet: Internet is a global network of billions of computer and other electronic devices. With the Internet, it is possible to access almost all the information. You can talk to almost anyone using online social media platforms like Facebook, Instagram and messaging apps like WhatsApp. With internet world seems to be a smaller place. There are many other things you can do on the Internet. There are thousands of ways to keep up with news or shop for anything online. You can pay your bills, manage your bank accounts, meet new people, watch TV, or learn new skills. You can learn or do almost anything online.

Activity

Why read the newspaper when I can watch?

- Teacher will identify one news story on TV?
- Half the class will view the news.
- The other half will read newspaper articles about the same story.
- In a face-off discussion, each side will take turn challenging the other for details and insight into the full story.
- The objective of this exercise will be to list pros and cons of TV coverage versus newspaper coverage of that story.

WHY READ THE
NEWSPAPER
WHEN I CAN
WATCH?




Characteristics of Mass Media:

1. Messages are sent to a large number of audience at the same time, no privacy.
2. Feedback is not direct, it is generally slow.
3. Mass communication takes place through mediums such as Television, radio etc. which are expensive mediums to send messages.
4. Generally, these are short messages for immediate consumption.
5. It is mostly a one-way communication.

Advantages of Mass Media to the Society:

1. It educates people. Through television and radio programs, people get to learn about health matters, environmental conservation, and much more.
2. People get the latest news in a very short time. Distance is not a barrier. People get news daily through the media and this keeps them updated on the happenings around the world.
3. Radio is convenient as people can get information or they can entertain themselves while they are on go.
4. Great in promoting mass consumer products. This can in turn increase sales of the product.
5. Serves as a good source of entertainment. People get entertained through music and television programs.
6. Media leads to diffusion of different cultures. Media showcases different cultural practices.



HERE ARE ARE
SOME ADVANTAGES
& DISADVANTAGES
OF MASS MEDIA TO
THE SOCIETY...

Disadvantages of Mass Media to the Society:

1. People spend too much time on the internet and watching television. As a result, socialization with friends, family and neighbours is affected.
2. Some media contents are not suitable for children. Limiting children's access to such content can be difficult.
3. Increase in advertisements in television and radio is making them less attractive.
4. Internet as a form of media opens up possibilities of fraud and hacking.
5. Health problems. Prolonged watching of television can lead to eyesight problems and radio listening using earphones exposes one to possible hearing problems.
6. It can lead to personal injury. Some people decide to follow the stunts that are showcased in the media. This can lead to injuries.

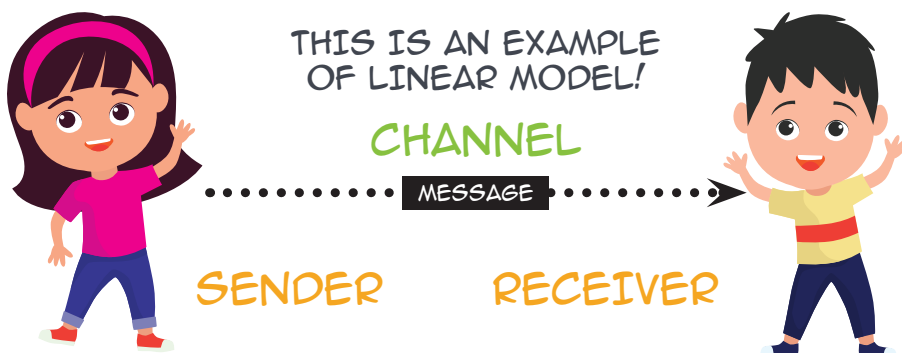
How Mass Communication Works:

Models of communication are the well-planned representation of the process which helps us to understand how communication works. Traditionally speaking there are three standard models of communication models:

Linear Model:

It is straight-line communication found typically in mass communication; think television, radio, newspapers, etc. According to this model, there is no means for immediate feedback. This model was originally developed by Shannon and Weaver in 1948, his model describes communication as a linear process.

The sender or speaker sends the message to the receiver or listener via channel. This message may consist of words, sounds or gestures in a communication. This message is sent via a channel which is the pathway for communication, to the listener or the target for whom the message was. The messages through these channels face barriers which are referred to as noise. This is a fairly simple model in which a message is simply passed from sender to receiver.



This model is limited because it provides only one channel for only one message. Finally, it implies that messages themselves are clear-cut with a distinct beginning and a distinct end. However, communication is rarely, if ever, as neat and tidy as a linear model would suggest.

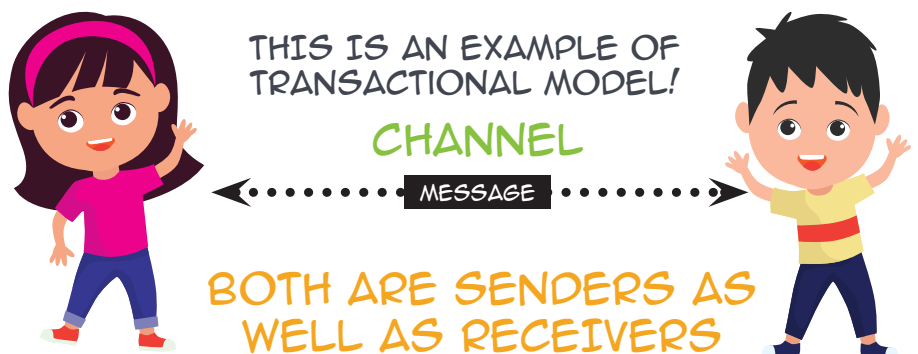
Transactional Model: In the transactional model unlike interactional model and linear model that bifurcates the role of sender and receiver, the person is both sender and receiver simultaneously, which means that communicating parties are always giving each other feedback that can be verbal or non-verbal so in that way they are always sending and receiving messages. Two important components are part of this model are context and field of experience.

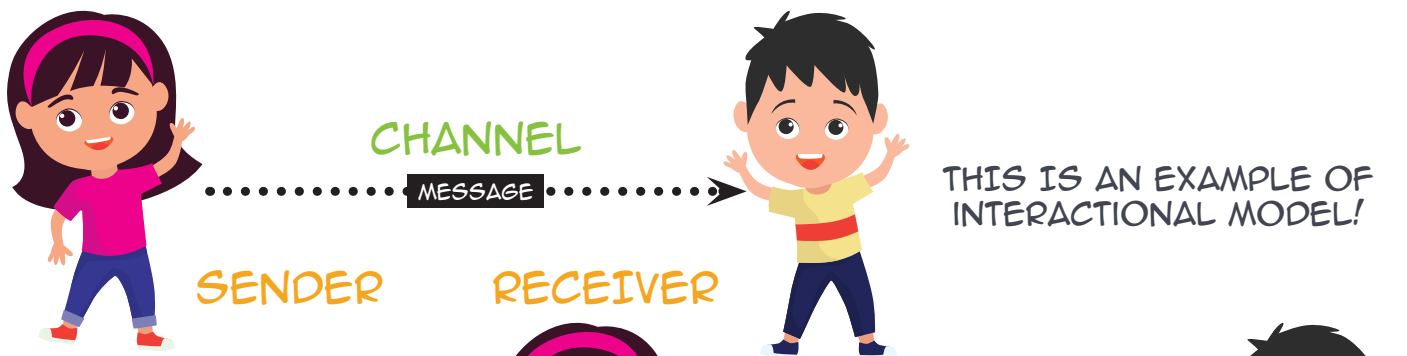
Context:

Anytime the person is interacting with somebody, it is not isolated and pure, the person is communicating in a context. For example, you are in school, you might be talking to your friend about studies but while you are at the park with the same friend you might be talking about the various games that you want to play.

Field of Experience:

During communication, different people come into a similar situation but they will have different life experiences, values and beliefs. All these factors will affect how the people will send, receive or interpret the messages that are being exchanged.





Interactional

Model:

Interactional models is an upgraded form of linear model which involves a new element of feedback that is given by the listener to the sender. It is the response to the entire message that was sent by the speaker and transferred to the listener via a channel. Envision an exchange of text messages whereby your friend sends you a message and you respond to it. The same thing happens during a telephone call or even an email exchange. A message is sent and received, then the roles reverse. Most importantly, feedback indicates comprehension. It can help senders know if their message was received and understood.



By focusing on flow and feedback, interactional models view communication as an ongoing process. Keep in mind that each person brings a unique field of experience to an interaction. Likewise, each communication interaction is unique. While the interactional model is more dynamic than the linear model, it still contains some limitations. For instance, this model implies that while people can be both senders and receivers, they cannot do so simultaneously.

Activity

1. What do you understand by Mass Media?

.....

What are the various types of Mass Media? Which mode do you use the most for interaction at the personal level?

.....

.....

Which model of communication do you think is the most applicable in day to day conversation? Explain the model in detail.

.....

.....

LET US
CHECK YOUR
PROGRESS!



Media Effects Theories:

The study of Media Effects is very important so that we can increase understanding of the role of mass communication in shaping our lives. Awareness of the process of media effects will allow us to use mass communication effectively to maximize desirable outcomes and minimize negative effects.



HEAVY

Magic Bullet Theory:

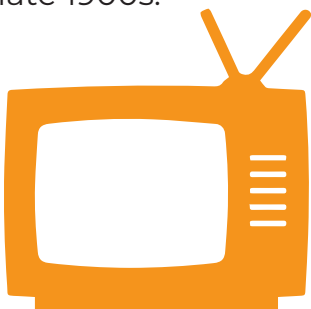
The “Magic Bullet” theory graphically assumes that the media’s message is a bullet fired from the ‘media gun’ into the viewer’s ‘head’. It suggests that the media injects its messages straight into the passive audience.

Hypodermic Needle Model:

This uses the same idea of the ‘shooting’ paradigm. It suggests that the media injects its messages straight into the passive audience. [4] This passive audience is immediately affected by these messages.

Cultivation Theory:

Heaviest viewers of TV were most likely to be cultivated by its patterns and images and accept the television world view as their vision of reality - George Gerbner in the late 1900s.



LIMITED

Agenda Setting:

Ability of the Mass Media to tell people What to think about-Maxwell McCombs and Donald Shaw in the late 1960s.

Two Step Flow / Personal Influence Theory:

The reason for limited effect was the power of audience to selectively choose and use media content.

Personal Influence Theory:

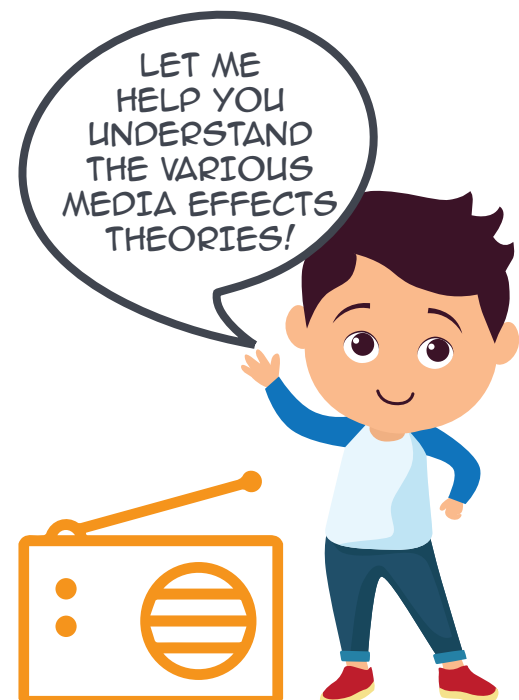
This theory is the outcome of a classic study of the presidential elections in US by Paul Lazarsfeld. Interpersonal relationships and not the mass media had enormous influence on voters. The informal communication network in which audience talk with one another and seek advice from opinion leaders- two step flow influence of mass communication. Opinion leaders are categorized as individuals with a deep understanding of media content and a lot of access to the media. These leaders explain and spread the media’s messages to others.



LIGHT

The Uses and Gratification Theory:

This theory also discusses the effects of the media on people. It explains how people use the media for their own need and get satisfied when their needs are fulfilled. In this theory the stress is on what people do with media rather than what media does to people. Also, this theory is in contradiction to the Magic Bullet theory, which states that the audience is passive. This theory has a user/audience-centered approach.



Children and Media:

Consumption of media from the various sources has affected society at large, but let us just discuss how the children are affected by the consumption of media.

Impact of media on children is a growing concern. While the media can educate, inform and entertain kids, it can also impact them negatively.

Researchers have found that there is a connection between growing advertisement of food and childhood obesity and their consumption of non-nutritious food. Also, prolonged exposure to violent visual content has shown changes in the children attitude and how they react to things.

As per BARC, which is Broadcast Audience Research Council data of 2017, in India, kids as an audience i.e. the age-group of 02-14 years, accounts for 20% of total TV viewership. This is the highest share across all age cuts. Non-Kids channels dominate with 87% of viewership share. This massive viewership of non-Kids channels could be due to co-viewing. Because of the paucity of kids programme children are mostly watching programmes meant for adults.

It is important for the well being of the kids that they should watch age appropriate content. Overuse of digital media and screens has also created lot of problems like:



Sleep Problems: Media use can interfere with sleep. Children and teens who spend more time with social media or who sleep with mobile devices in their rooms are at greater risk for sleep problems

Risky Behaviours; Teens' displays on social media often show risky behaviours, such as substance use, sexual behaviours, self-injury, or eating disorders.

Obesity: According to researches, Teens who watch more than 5 hours of TV per day are 5 times more likely to be overweight than teens who watch 0 to 2 hours. Watching TV for more than 1.5 hours daily is a risk factor for obesity for children 4 through 9 years of age. This is in part because viewers are exposed to advertising for high-calorie foods. Viewers are also more likely to snack or overeat while watching screen media.

Problematic internet Use: Children who overuse online media can be at risk for problematic Internet use. Heavy video gamers are at risk for Internet gaming disorder. They spend most of their free time online, and show less interest in offline or "real-life" relationships.

Cyberbullying: Children and teens online can be victims of cyberbullying. Cyberbullying can lead to short- and long-term negative social, academic, and health issues for both the bully and the target. Ministry of Home Affairs, Government of India developed a Handbook for adolescents and students on Cyber Safety.



Women and Media:

In the initial stages of media, men were creating media images and women were tailored to men's preferences. In other words, men were creating ideal media images for people. The portrayed female characters are largely influenced by the beauty myth. They have flawless skin, slender stature and embody all components of beauty as perceived in society. The standards of beauty as portrayed in media, however, are impossible to achieve, since the models have been transformed into these images through several technical means.

The image of women and the voicing of women's concern underwent a revolutionary change due to modern technology and the emergence of new types of media. Now the women are not only shown as a homemaker but also as a bread earner. The ideal image of the women in the advertisement are now more relatable and big brands also use such actors/actress that the audience can connect with more. More the audience feels connect with the brand more are the chances that they will prefer to purchase their brand.

Violence in media and its effects on society:

The media often portray violence as the only solution to any kind of conflict. ... The worst thing caused by apathy to violence in the media is that it stuns our conscience. (Jesudasan 2000)

We all are aware of the violence that is showcased in the programmes. This exposure to violence in media, including television, movies, radio and video games represents a significant risk to the health of children and adolescents. According to a research, the TV violence gives a rise to frequent public agitations, especially in the urban areas.

Violence in all the formats of the media definitely leads to violent behaviour among the people. The impact of the mass media on the value systems and behavioural patterns is obvious. One needs only to look at the crime page in any newspaper to become convinced about this. The vulnerability of the youth to the crime and violence communicated through electronic media is beyond doubt.

Therefore, media-makers must take responsibility for the way in which they show violence and also viewership of such shows should be restricted to late time bands so that not many kids are exposed to such content. It is also very important for the children to be aware on non violent communication. We'll discuss Non Violent Communication in detail in the last chapter.

Summary:

Mass media is a communication to the large group at the same time. Television, Print, Radio, Cinema, hoardings and various online platforms are the tools for mass communication, and have both negative and positive impact to the society. It educates, inform and entertain the society but on the other hand prolonged exposure to such mediums can cause health and mental issues in any age group.

Activity

SECTION A : ANSWER THE FOLLOWING

Discuss the positive and negative impact of media on education.

Taking an example of any advertisement to discuss the portrayal of women in that particular commercial.

How has increased use of the internet has affected the consumption of other media such as television, print and radio?

Explain any two basic models of communication.

State any three advantages and disadvantages of media.



SECTION B : DISCUSSION AND WRITING

- Write a short note on how violence shown in the media is affecting the children behaviour.
- Discuss how the mass media has impacted the Indian society.

SECTION C : FURTHER RESEARCH

- Consider any programme you or your family watches on the television/online and write about how this show has impacted you or your family. You can mention both negative and positive impact for the same.

SECTION D : CLASS ACTIVITY

This is a simple activity about developing a story.

How it helps:

This activity enables the kids to use logical skills to complete a short story and tell their version of the story to the class.

Materials:

- Images that depict a story – you can take comic strips from newspapers or magazines.
- The activity should be conducted indoors, with space where the kids can work.

Number of participants: 10 to 12

Time required: 15 minutes

Instructions:

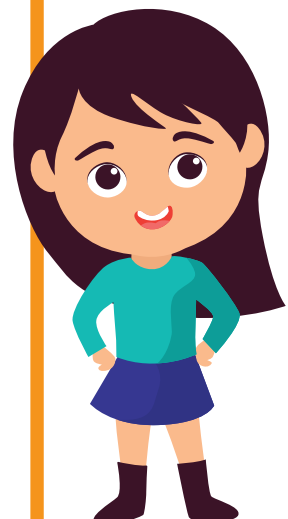
- Each player gets an image that is a part of a story.
- The kids should not show or discuss the images with the others.
- Once everyone has their image, they have to come together and put them in the right order to finish the story.

Tips to the facilitator:

- Pick a story that does not go beyond 12 or 15 images.

REFERENCES

1. <https://www.archive.india.gov.in>
2. <https://bizfluent.com>
3. <https://en.wikipedia.org>
4. <https://ecampusontario.pressbooks.pub>
5. <http://thecommunicationprocess.com>
6. <https://www.researchgate.net>
7. <http://feminism-boell.org>
8. <https://www.apa.org/kids-media>
9. <https://www.healthychildren.org>
10. <https://shodhganga.inflibnet.ac.in>



Chapter 3

Writing Skills

Introduction:

Writing for media is challenging because it deals with a large audience, be it print, web, social media, film, news or television. Good knowledge of grammar and punctuation is of prime importance. The essential feature of media writing is to simplify information under a strict deadline.

Being objective is another fundamental element. Therefore, personal opinions should be avoided (except columns and personal blogs), dominant perspectives must be focused upon after building a good strategy. 'Accuracy' is of paramount in media writing especially in the news sector (print and television both). Hence, selection of suitable sources, rechecking information and avoiding any kind of misinformation is very important.

In the current times, content is available on multiple platforms, most common being the ones developed in the digital age. Live streaming apps have made the content circulation smoother and also easily accessible. Now, the reader/viewer has much more control over content, due to their easy access from giving quick feedback through comments/shares/ tweets/ posts, the process of writing has to be more careful.

Earlier, when a wrong piece/ word/ article was published in a newspaper / magazine, an apology was published the next day, but, in the digital age, such mistakes should be avoided as much as

possible. Wrong information is spread through social media channels in less time, hence, proper research is very important in media writing.

The major errors in the writing procedure occur not only because of grammatical errors, but poor research as well. To produce any kind of content, verbal, visual or written, it is essential to check on the background information, historical facts and 'plagiarism' (check for copyrights – avoid using someone else's work without giving credit). It is important to first understand the need for writing (why are you writing?) and your audience (who is benefitting from your writing?).

To write productively, it is necessary to write correctly (following proper grammar and punctuation) and research the topic extensively. Writing for media is the most important segment for the production of content and it has to be engaging and entertaining as it caters to a mass audience. There are few key guidelines to adhere with while writing for media which are concerned with grammar and punctuation.



LET US LEARN
TO WRITE
BETTER MEDIA
CONTENT
TOGETHER...

The following are the **Basic Rules of Punctuation** which should be followed for Media Writing:

- *Simple Writing* should be preferred and proper use of verbs, nouns, examples etc. is important.
- Use '*active*' and not '*passive*' voice. For e.g. 'Vincent completed the report' is active voice, whereas, 'The report was completed by Vincent' is passive voice.
- Be careful about the usage of '*Commas*' – (a) Modifiers – that give further description (Mrs. Belur, who works as a receptionist, is on leave till July), (b) Before a Conjunction (I want to attend the wedding, but I have Chicken Pox), (c) When writing a series of things (Sneha gifted her a bonsai plant, a pair of shoes and a scarf)
- *Differentiate well* and avoid confusion between commonly used words such as 'effect-affect', 'its - it's', 'accept - except', 'their - there - they're' etc.

Activity

Choose the 'correct' sentence:

1. What's the latest news? / What's the latest, news?
2. Wapang couldn't find its keys. / Wapang couldn't find it's keys.
3. Everyone I know has an issue. / Everyone, I know, has an issue
4. Misa was not happy about her colleague's promotion. / Misa was not happy about her colleagues' promotion.

CHOOSE
THE CORRECT
SENTENCE!



Modes of Communication:

There are four modes of Communication. First, is '**Verbal**' (speaking, sign language), second, '**Non-Verbal**' (body language, facial expressions, gestures, dance, music etc.), third, '**Written**' (writing, typing, printing) and fourth, '**Visual**' (photographs, art, charts, graphs) which are all important in the Media Sector. All modes are used extensively

and often are combined together for a more detailed presentation, for e.g. photographs published with articles in magazines / newspapers, economic growth represented through charts / graphs in annual reports, sketches / cartoons used to represent present situations (e.g. Amul Ads) etc. When we write, say for a documentary, we intend to narrate a real story of a person/ event through a story, where the primary

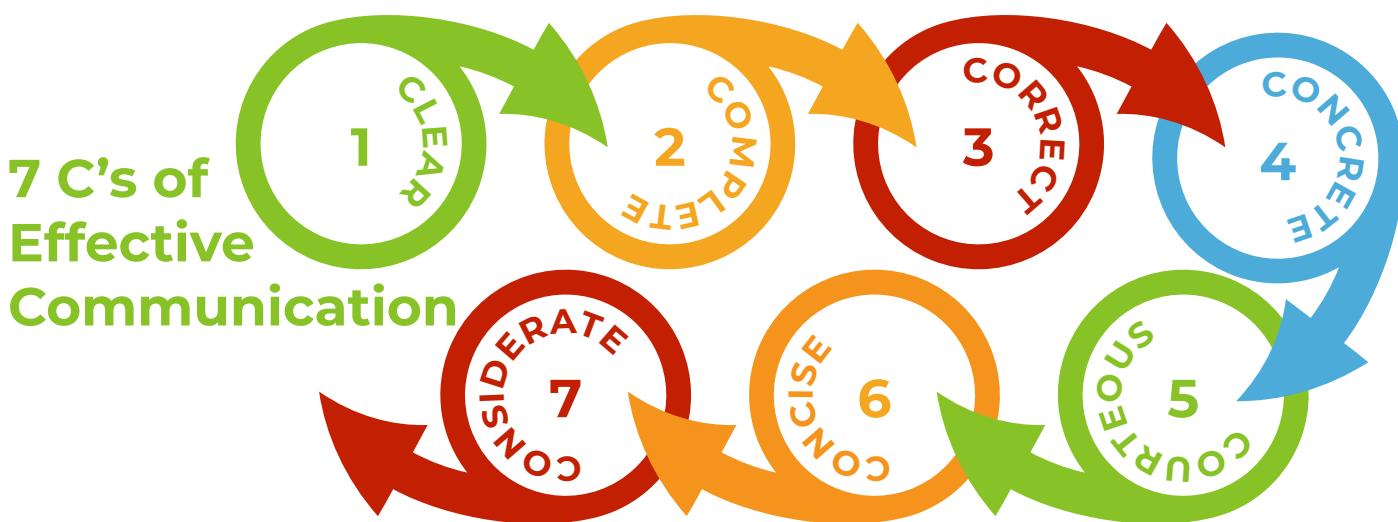
motive is to educate/ inform people. Whereas for radio advertisements, we narrate a short story over a voiceover that includes fictional characters in order to make a product worth spending money on. Similarly, when we write a travel feature for a magazine/ blog/ newspaper

etc. our intention is to tell the readers a story about a place and an urge them to visit that place. So, in short, the aim is to persuade the reader/ viewer to act or get influenced in a particular manner. In this section, we shall target only the 'Written' mode of communication.

7Cs of Effective Communication:

Communication should always be receiver oriented, economical and purposeful. Information should always be complete and for that a writer must keep in mind that they answer all the 5W's (Who, What, Where, When, Why) and 1H (How).

The 5Ws being 'Who' is the story about? 'What' happened and what is going to happen? 'When' did it happen or is going to happen? 'Where' did it happen or is going to happen? 'Why' did it happen or is going to happen? 'How' did it come about or going to come about? The first sentence of specially a news item must include / compile all these pointers. Information overload, unnecessary words, jargons, ornamented phrases etc. must be avoided. The crucial part of effective communication is to make it confusion free, time and effort saving. According to Francis J. Bergin, there are **Seven C's of Effective Communication** that media personnel should follow so as to enhance professional communication. They are:



Clear (easily understandable, focused on single goal)

Complete (include relevant information – facts, figures, data, numbers etc.)

Correct (language, grammar, spellings, authentic information)

Concrete (clear facts-figures)

Courteous (consider feelings, views of receiver, unbiased, be polite and gentle)

Concise (keep it precise, crisp, brief and avoid long sentences)

Considerate (relate to recipient, opinions, background etc.)

Activity

Choose the 'complete/ clear' sentence

- Your BP has increased from 90/120 to 110/150.
Your BP has increased.
- Our brand has won many awards.
Our brand won 8 awards this year.
- Kaustubh is going to get an increment this month.
Kaustubh is going to get a 10% increment this month.
- The distance till Lokhandwala is not much.
Lokhandwala is 5 KMS away from here.
- I will come to your office tomorrow at 5 PM.
I will come to your office tomorrow.

LET US TEST
YOU NOW!
CHOOSE THE
COMPLETE
OR CLEAR
SENTENCE.



Forms of Communication:

The objectives of communication are inclined towards sharing information, communicating goals/ objectives, persuade/ influence, issue orders/ instructions, counsel/ advise/ motivate/ educate, etc. in order to control, organize and take decisions. It is necessary to follow some basic steps while writing for media.

The 'opening statement' has to be very crisp and should define the purpose. This should be followed by a brief historical review and a simplified account of the present situation. The receiver (reader / viewer / listener) always expects a viewpoint of the writer about the future considerations by the end, which should be taken care of while concluding the article/ script.

There are four major forms of

Communication:

Intrapersonal Communication

Exchange of information with self - 'Intra' refers to 'inside/ within'. When a person communicates (sends and receives messages) internally. For e.g. thoughts, singing in the shower, writing poetry/ life events in personal diary etc.

Interpersonal Communication

Exchange of information between two or more people. 'Inter' refers to 'between'. When there is face-to-face communication between people. There is exchange of verbal messages followed by a feedback. For e.g. conversation over coffee/ telephonic conversation, discussion about a film etc.

Group Communication

Exchange of information between three

or more people. This kind of conversation happens between people with a common goal that brings them together. For e.g. students talking in the class, discussions on news channels etc.

Mass Communication

Exchange of information between

organizations and hundreds/thousands of people. It refers to communication with large masses / people who aren't known to each other. Communication is done through a mechanical / electronic medium. For example, lectures, concerts, radio/ television shows, news programme, films etc.

Guidelines to Understand Media Messages:

When media messages are transferred from one person to another, it is important to follow while deciding what information has to be shared. The information should be 'distinctive' (apparently unusual, different, original), 'simple' (everyday words, short, no jargons), 'few in number' (3 is ideal), 'relevant' (how does it matter?), 'consistent' (to increase memorability) and 'attractive' (pleasing, warm etc).

The motive of communication is to satisfy the needs of the receiver. These needs can be Physical/ Psychological (food, water, air, shelter, empathy etc.), Relationship based (developing and maintaining), Entertainment/ Leisure (films, memes, articles etc.) etc. Writing for media is not a direct process as it involves few preparations which include the consideration of the audience and situation for which the content has to be created, followed by envisioning the entire story creatively. In the process, there is learning of new information actively which initiate more thinking and eventually writing towards a new direction.

Media stories can be broadly classified into two segments being 'Business to Business' (B2B) and 'Business to Consumer' (B2C). B2B refers to communications between institutions/ organizations/ firms and are generally factual, dry/ dull. For e.g. financial institutions that fund government organizations. B2C refers to communication between business managers/ employees and their customers directed towards earning profits. These are generally entertaining, vivid and bright. For e.g. advertisements, films, radio shows etc. The 'SOLAADS' Seven-Point Model becomes important when it comes to writing for media. It majorly expands the 5Ws and 1H and can be broadened as:

- **Subject** – Story narrative
- **Organization** – Name of the organization / institution
- **Location** – of the organization / institution
- **Advantages** – new / special / unique factors of the story
- **Applications** – how to use, who can use the service
- **Details** – specifications (type, size, color, etc.)
- **Source** – same or different from location

Copywriting and Importance of a 'Headline':

News writing is one of the major segments of media writing. It has to be fast paced as new updates come up every second and that makes it equally uncertain, which is why 'copywriting' is a very important part of news writing. 'Copywriting' is 'the commercial activity (environment of trade) of creating, maintaining and deepening (customer acquisition) profitable relationships using the written word'.

To be precise, it refers to any kind of writing that is done to get a desired result or in simplified terms 'behavior modification'. There are four U's of 'copywriting' - 'Urgent', 'Unique', 'Ultra-specific' and 'Useful'. The primary motive of writing is getting attention from the audience; hence, a copywriter has to assure that he/she uses the most appropriate combinations of advertising and promotion.

The 'headline' of any news item, advertisement, article etc. is the most crucial part of any media writing. The headline is responsible for creating the 'first impression' for any form of media. In print advertisements (headline/visual), brochure (cover), radio/TV (first few seconds of commercial), direct mail (cover letter/ envelope), press release (lead paragraph), sales presentation (first few slides/ graphs), website (home page), etc, the reader/viewer judges any kind of content, in general, on the basis of the first thing that he/she notices.

The **four major functions of the headline** are to select the audience, get their attention, deliver a complete message and draw the reader into the body copy.'

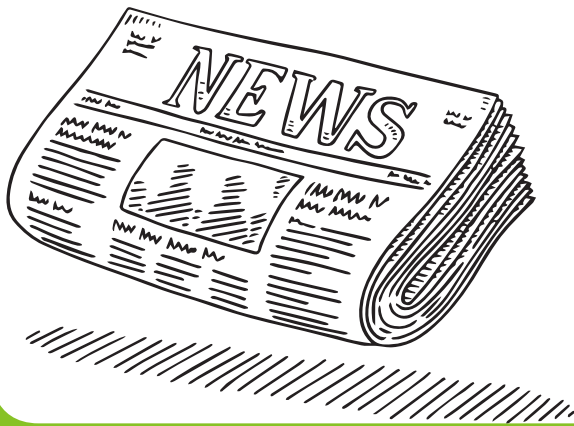
The objective of a writer is to formulate a headline that persuades people. Copywriters don't have to copy content, but to pick up facts that would work for the product/ service and make it compelling and relevant; hence, a proper headline is very important to draw audience's attention. There are broadly **eight types of headlines** which are commonly used in most of the media channels.

They are as follows:

- 1. Direct Headline (selling/ presenting directly):** e.g. '1+1 on Lunch Buffet at Ardor 2.1'
- 2. Indirect Headline (double meaning):** e.g. 'It doesn't take a Genius' – Samsung
- 3. News Headline (self explanatory):** e.g. 'No one killed Jessica' – Jessica Lal Murder Case
- 4. 'How to' Headline (effective every time):** e.g. 'How to book Cheap Airline Tickets?'
- 5. Question Headline (asks a question):** e.g. 'Are you saving enough for your family?'
- 6. Command Headline (giving directions):** e.g. 'Don't miss the Myntra End of Reason Sale'
- 7. Reason/ Why Headline (list of tips/ features):** e.g. 'Seven ways to grow on Instagram'
- 8. Testimonial Headline (customers words/ statements):** e.g. 'I never aimed at becoming a writer', admits Saloni Chopra

Activity

Pick up a Newspaper, Choose 5 headlines and Re-Create a New Headline for each:



- Front Page
- Editorial Page
- Magazine Section
- Sports Section
- Employment Section

WRITE NEW HEADLINES AND SHOW US WHAT YOU HAVE LEARNT!



Parts of a Story:

To write a media story, it is important to build a bank of information for which media professionals read the previously published content (books, newspapers, magazines, press releases, newsletters, etc.) on the topic that they are working on (research), meet or talk to or observe the people (events, situations, press conferences, speeches, comments, testimonies etc.) connected with the story if possible and absorb the information as per the requirement. There are few elements that define a story in the media sector. Every content creator (copywriter, editor etc.) aims at following and covering these pointers to build a story. They are as follows:

1. Add (additional copy)
2. Blob Par (paragraph, last note at the end of the story)
3. Bullet Points (series of Blob Pars)
4. Bylines (identifies the writer)
5. Caption (line of text under a picture)
6. Credit (name of creator beside Caption)
7. Cross – Ref (directing reader to associated story)
8. Graphic (diagram/ illustration/ chart)
9. Headline / Head (summary of story in a few words)
10. Intro (first sentence of story)
11. Kicker (2-3 word phrase, time/date/ place)
12. Para/ Par (not more than 25 words)
13. Pic (filler, shot, image)
14. Quote (words spoken by a character)
15. Standfirst (introductory sentence summarizing background)
16. Strap (Introductory headline above main headline)
17. Sub-deck (Sub-headline in smaller font)
18. Sub-head (short phrases to break content)

Structure of Media Stories:

Media covers many channels of communication which include oral, written and visual forms. All the forms of media require effective writing and have their own basic individual structures that are followed uniformly to maintain a flow of events/ facts/ information. Media professionals while writing for media need to be objective and unbiased. The opinions of people keep changing and similar is the case with social issues which most of the times are difficult to be written while keeping a futuristic perspective, raising the appropriate questions and identify the right things. Every story covered by a media professional / freelancer / writer aims at writing about something new or upgrade existing information.

Following are the structures of the most commonly used story forms which are

used in media writing:

News Story: A news story begins with an attractive 'Headline', followed by the first paragraph referred to as the 'Lead' which provides the substance of the news story. The three components of a news story are 'Date Line' (name of place and date of incident), 'By-Line' (name of the reporter) and 'Credit Line' (name of person who provides the story).

Feature: A feature is written with respect to a person/ place/ incident and hence, includes personal opinions of the writer's as well. The intention can be to inform or to entertain or maybe both 'infotain'. A feature begins with a 'Headline', followed by a convincing / persuasive introduction and 'Body' that provides details of the story. The last segment is 'Conclusion' that draws a perspective that is intended to convince the audience.

Activity

Write a Feature on any two of the following (Browse the Web for examples)

- Personality Feature (any person with a high profile)-celebrity/ award winner etc.
- Event Feature (event of high relevance – murder, controversies etc.)
- Travel Feature (Any geographical area, city, mountain etc.)
- Issue Feature (Economic crisis, disease, people in a slum etc.)

Write a Book Review of any one of the following: (Choose from the following genres)

- Autobiography
- Fiction Novel

HERE IS AN
INTERESTING
ACTIVITY FOR
YOU TO TRY!



Article: An article is different from a feature as it is a seriously written story after doing a proper research. It is written as a story which is directed towards informing and educating. Entertainment is not covered in this form of media writing. Credibility and accuracy is most essential in article writing. It begins with a proper 'Headline', followed by an introductory paragraph (lead paragraph) and a 'Body' that discusses the details properly. The 'Conclusion' finally sums up the analysis or suggests a tentative prediction of future with respect to the topic.

Editorial: is often referred to as the 'voice of the newspaper' as it enumerates the opinions of the newspaper through presentation of policies, perspectives, and views etc. about current issues. It is directed towards influencing public opinion at large. An Editorial begins with a 'Headline', followed by a brief introduction of the issue with critical analysis and a strong conclusion. There are also 'Middles' that are placed below the article and above the Letters to the Editor (Centre of the Editorial Page). It is written in a humorous / satirical tone and is generally about social/political developments.

Letters to the Editor: It is a public platform that is only for the readers so that they can communicate with the newspaper. The contributors are provided enough space to express their opinions about a specific issue. They are short and crisp. They mention the writer's complete identity as it is a sensitive column and any repulsive comment is the writer's responsibility. The structure is similar to a formal letter.

Book Reviews: An in-depth analysis of a specific book when is written by a

subject expert refers to a book review. When a reader reads a book review, he/she gets an idea about a latest book available for sale. A good book review has a personalized yet analytical judgment about the book. The structure of book reviews is similar to that of a feature and majorly depends upon the writer's perspective and way of presentation. It is important to enumerate the author's qualifications (previous works etc.), mention the intended audience (genre etc.), describe the book's presentation (flow, arrangement etc.) and give details (pricing, availability online/offline etc.). The other things one should avoid while writing a book review are to refrain from personal judgments (what the author should've written), review without reading, and submit before critiquing it for grammar and content and distorting the message of the book.

Film Review: This generally falls in the entertainment section of a magazine/newspaper. When a film is released, people look for their reviews in order to decide if they want to spend their money on the film or not. Film reviews influence people greatly as they persuade them to watch the film at the theatre. The writer should remember while writing a film review that it doesn't appear like an advertisement / paid promotion. Personal opinions of the writer on the director, actor/actress etc. shouldn't be reflected by the review. The structure begins with the first paragraph that introduces the film (name, characters, directors, genre, setting etc.), followed by the second paragraph that summarizes the main theme of the film plot in such a manner that it makes the film attractive for the viewers. The next paragraphs encapsulate the comments made by the reviewers and relate it with the society.

Interviews: Many times, people assume that interviewing people doesn't require writing, but that is not true. The person who interviews someone has to draft the interview in such a manner that it is relevant and informational. The interviewer needs to research about the person he/she is going to interview beforehand about their background, latest topic, etc. The venue, time and theme of the interview have to be decided along with a set of questions that need to be asked. Though the structure is never published anywhere as only the questions asked and answers are published in a formal form, it is important to plan it in a proper manner for it to be relevant.

Press/News Release: When organizations/ celebrities etc. provide information in order to publish it in the newspapers in a public gathering, it is known as a Press Release. These individuals / organizations invite media reporters/ journalists to reveal facts/ relevant material to media so as to forward the same to the masses. For e.g. an actor calls a press release to clarify a rumor or promote a film or a clothing business organize it to inform people about their new branch etc.

Press Conference: These are generally organized by Press clubs and media professionals (from the Press) are invited. They publish the information shared by organizations/ individuals etc. in these gatherings. They are organized for many reasons such as a future event, resolving an issue, clearing a rumor, etc.

Freelancing: A journalist who doesn't have any formal connection/relationship with any journalistic organization/ institution is a 'freelancer'. They have

their own individual freedom, to choose a topic or writing about it as they haven't been appointed by any particular firm/ organization. They can sell their news to any person/ company etc. and hence, they hold their own responsibility of being reasonable and ethical.

Blogs: Blogging has become a full time profession for many individuals. Primarily it is meant for writing for online readers. Online audience has a limitation of time and the ease of closing a story / article and moving on to the next; hence, writing for blogs has to be entertaining. Unlike the other forms of media writing, blogging is more of a personally inclined method of writing. They can contain picture and the writer can formulate his/her own way of writing keeping their audience in mind. The structure hence, depends on the writer because there is freedom of expression.

There are few other types of Media Stories which come under the ones discussed above. They are as follows:

- Advertorial (advertisement in form of an editorial)
- Anchor (story that appears at the bottom)
- Backgrounder (sets out a background of a story)
- Breaking News (story which just happened)
- Follow – up (story based on already published information)
- Lead (main story on the page)
- Live Blog (coverage of an event online)
- Nib (news in brief, filler/short/brief)

- Obituary (tribute appraising someone who recently died)
- Opinion Piece/ Editorial (commentary alongside a major story)
- Review (comment piece of critical assessment)
- Running Story (story unfolds over time)
- Timeline (chronological list of events)
- Vox-pop (series of short interviews)
- Wrap (story that pulls together complex story in a single piece)

Activity

Write a Film Review from any two films that released in the following years:

- 2019
- 2009
- 1999
- 1989

Following 5 Ws and 1H, Write a Press Release based on any two of the following (Search Press Release Examples on the Web) – 200 words

- New Products, Unusual Product/ Company, Financial Investment, New Division/ Restructuring, Record Sales/ Exports/ Financial Results, New Appointments/ Promotions, Charity events/ Community Activities/ Sponsorship/ Awards, Case Study/ Application Story, Celebrity Visits, Endorsements, Survey, Report Finding

PUT ON
YOUR
THINKING
CAPS!



Basics of Scriptwriting:

A script is central to the process of producing content (radio/ TV shows, films etc.) and is the foundation of content production. Scriptwriting is an essential segment of media writing. It is extensively used for radio, television, live streaming apps, cinema, public relations, advertising, plays/ stand up events etc.

Visual writing (cinema, television etc.) is often referred to as 'Meta Writing' as it arises through imagination much

before the actual writing begins. Another fundamental thing to keep under consideration is the budget of the media project while writing a script (availability of funds, labor, location etc.).

The script also formulates the agenda of the project as it targets its prime audience based on age, location, sometimes gender, educational background, etc.

It also develops the strategy following the primary objectives while building the concept of the content to be produced by choosing a specific medium (radio show, play, film, blog etc.).

Writing A Script

There are few basic steps to write a script. They can be summarized as:

- **Create a Logline**
1-2 sentences that summarizes your story
- **Develop your Characters**
Define goals, be authentic
- **Write an Outline**
1-2 pages brief synopsis of story
- **Write a Treatment**
Scene by scene synopsis
- **Write the Script**
Re-write treatment in present tense
- **Edit your Drafts and Rewrite**



Conclusion:

Media is a constantly changing industry; hence a good writing professional should keep updated information and knowledge updated about the latest developments in technology. In the recent decades, internet has taken over television to a big extent. It has transformed the media practices greatly.

Media writers have to be regular with their writing in order to keep improving with time. Freelancing and blogging have also developed extensively as a profession which is almost full time. People are earning decently through their writing skills and few of them have made it a full time profession as well (Bloggers, Freelancers etc.).

Social media channels (Instagram,

Facebook, Youtube etc.) have opened up massive opportunities for content creators and also have built many successful ventures/ businesses etc. Effective writing is very important in the field of media which has been extensively focused on in this chapter.

Usage of an understandable language, assuring proper receiving of the media message, building relationships with people/ organizations and providing feedback is all important in media writing.

Communication in any form (speech, artistic creation, action) is directed towards a basic motive to be understood. This purpose is attained by informing / entertaining / convincing the audience by effective writing which is very important for every media professional.

Chapter 4

TeamWork

Introduction:

We are living in an era when technology is growing at a rapid pace. It influences everything from the way we shop or consume media messages. New technologies have impacted media sector significantly. From creating content to the dissemination of content, every function has witnessed the impact of New technologies.

The media has become a lifeline of today's consumer. To handle all operations and tasks with rapid advancement, advanced human interventions are required to complete the operations in the most effective and proficient manner. These days when youngsters are able to learn independently and generating exceptional outcomes freely, you might think and ponder that how creative media industry requires important collaboration and teamwork.

Why would a journalist, a sound engineer, a photographer, a digital marketing manager, a software engineer, a video editor, a graphic designer or an animator need to collaborate with one another when each one of them can simply work alone. It would be much simpler for them to do what they are trained at without asking anyone to share their ideas, without compromising what satisfies someone else's likes and dislikes, and to combine the thought process of others into the work.

For every media operation from planning

to end, a group of people thinking and working towards a common goal and objective are needed which is then called a team.

Team:

A team is a group of people working collectively to achieve their goal. A team always has associates with complementary skills and creates collaboration through a coordinated effort which allows each member to expand their powers and reduce their weaknesses. The way to organize any media business with a group of people is in teams.

The directing and controlling media related businesses and entertainment industry is media management which includes varied types of companies with multiple numbers of media teams involved in it which performs and targets single operation at a grand level.

For example, the entertainment industry if we talk about, the launch of a movie involves many preparations from starting to end. Firstly starting from an idea to the end, the producer and directors in a team will conceptualize the movie, then the actors and other teams will join in.

The creatives, promotions, video, sound, lights and production team work together with logistics to make a movie, then the media and ad agencies teams join in to launch and promote the

movie at different media platforms and target the audience. All this requires the business, media and marketing strategies through their respective teams involved and working on it, monitoring and controlling them which helps any movie to be a grand success.

The media planning and buying is also an exceptionally cautious function in today's time as the content through news, social media platforms are changing

consumer's mind every minute. Each operation involves many people in teams collaborating and focused on a common aim with coordination and effective communication.

According to courses.washington.edu, a team refers to "A group of people with different skills and different tasks, who work together on a common project, service, or goal, with a meshing of functions and mutual support".

Characteristics of Team:

- It helps in working together of different with different expertise on shared goal and vision.
- It increases motivation to employees and business output.
- The main objective of the task is understood by all team members.
- Open, honest, and direct communication happens in the team.
- Leadership is pervasive in the team.
- Team does regular review of the status of work.
- There is an organizational structure in the team defining roles and responsibilities with expected results.
- The work of the management is shared with different team members.
- Synergy exists in a team which motivates team members to work efficiently .
- There is a clear direction given to each team member related to the work involved.

Teamwork:

According to [thestatesman.com](https://www.thestatesman.com), 'Teamwork in business management is essential for the growth of individuals and companies as well.'

Teamwork is the most essential part to 'make any project or task a 'BIG PICTURE' of any assignment or a project. Media in today's time go hand in hand in teamwork of different media channels and platforms. It's never been a single man operating in isolation to make any new brand, business or news visible to the masses. It's always the teamwork, which refers to the coordinated, concentrated

and collaborated efforts of different media channels and networks to make a single project to a grand fruition and making any media information reaching to masses.

Teamwork is the key to a grand success of any business or brand in the market. For example, if we consider radio as a media channel there are different channels (93.5, 98.3, 102.8 etc.) having different teams working everyday behind the Radio Jockeys to make the channel more interesting and reachable to the masses.

The content creation team, the sales

team for targeting brands for ads, dissemination of important and useful news to the masses through radio are the major challenges in everyday life which involves continuous, collaborated and focused teamwork which makes a huge impact on the lives of a consumer who is consuming different types of information through the radio.

Importance of Teamwork:

- It helps the media channels to empower, engage and educate the masses.
- It helps each media professional to showcase their expertise to deliver their best in teams.
- It helps in fostering learning and creativity.
- It blends the complementary talents, skills, and strengths of the team members.
- It helps in teaching conflict resolution skills to team members.
- It helps in building a sense of connectedness, trust and pride in each accomplishment or achievement of the team.
- It helps in sharing open communication amongst team members.
- It helps in strong leadership and execution of the task assigned by the team.
- It helps in recognition of team members' efforts and talents as an individual and as a team.
- It helps in growth and successful completion of the work of the organization.

Objectives of Teamwork:

Shared aims and objectives- The team members should share common goals with proper understanding of work and utilizing each other's expertise.

Conflict Resolutions and Problem solving- In teams many people with

different mindsets and skill sets work together. So teamwork will only be effective if problems are solved and conflicts are resolved within the group, without going outside the group.

Output Enhancement- The more organized the team would be, the more productivity would be there. There should be many opportunities and clear direction should be provided to team members to express themselves with new and innovative ideas which can enhance their productivity as a team.

Building Long-term Relationships- Relationship building is the most important function in teams as it helps in generating support, trust, admiration and recognition of each team member as an individual or a group and amongst teams as well.

Cultivation of creativity and expression- The teams should be given a freedom to foster their creative side and to explore and express themselves with their own individualities, ideas, opinions and vision towards betterment as a team or a group with shared interests.

Advancement of sense of ownership -When team members work on the shared vision, ideas and common goal with continuous monitoring and evaluating their efforts as a team then the sense of ownership originates in each individual as a team which relates them more to all the successes, failures, sorrows and joys of the team as they feel connected and emotionally involved in the collective effort.

Brainstorming opportunities- The stimulation of the brain of the team members should be pervasive and continuous. As in media business all activities require cautious planning and focus to achieve the targets which involves strategic planning at all levels-account handling, finance, marketing, and media operations so teams require ongoing brainstorming to analyze and

upgrade their productive skills .

Instant Communication- The teams should have instant, open, continuous and honest communication which gives an open window through varied digital platforms to the team members giving them the concrete picture of the strengths, weaknesses , opportunities and threats of the status of team operations. Instant communication helps in rectifying mistakes or inculcating suggestions if any, amongst team members.

Effective Delegation of roles and responsibilities- The delegation function in the teams is done very carefully and cautiously keeping the expertise and the skills possessed by each member of the team in mind. All the team members have different educational, emotional and experiential

level with different skills, so delegation of specified roles and responsibilities accordingly should be delegated in the teams.

Increase in Efficiency and Output- The team is expected to do their work very efficiently as each outcome in media industry is expected to be very productive and reliable. Efficiency from all team members is necessary to make each operation successful.

According to Andy Neely, author of the book “Business Performance Measurement: Unifying Theory and Integrating Practice,” there are five main operational performance objectives: speed, quality, costs, flexibility, and dependability.

Types of Teams:

Functional Team : In this type of team, all the members belong to the functional area and report to a single manager. This team is responsible for the whole group management. The organizations with rigid hierarchies and functions like Accounting and HR departments these teams are best suited.

Inter-working Team : To bring creative, comprehensive and progressive results where team members from different sectors work together for a project or task like councils and committees is called inter-working team .This type of team is usually formed to develop and work with multi-disciplinary segments of different team members complementing each operation with their different expertise.

Self-managed Teams: In this type of team, team members themselves define their responsibilities and distribution of roles and tasks, making decisions

for different tasks, controlling, and supervising themselves. These teams don't have formal leader.

Project Team: These are the work teams created to formulate and execute a specific project till completion. After the project is finished and achieves its objectives, the group gets dissolved. Till the project is ongoing, the team reports to the project leader.

For example a movie is a project as it collaborates so many functions, people and teams together, but once the movie is released at different media platforms and finally revenue is generated then team for the movie gets dissolved as the expected outcome is achieved.

Task Force Team: Whenever emergency situations arise, this type of team comes into action. Like if any mishap, accident, or critical situation arises at any event / company or media operation, where the immediate team force is designed to cater the crisis is called task force team.

Troubleshooting Team: These teams are made to improve the team processes to reveal the problems which are of concern to the organization and solving them in the system itself. Once

the problem is known then they are sent to the individual departments who are responsible for it , as this kind of team does not require and expected to implement the solutions.

Reflect Your Understanding

What do you mean by team?

.....

.....

.....

.....



Discuss any example of an event of the media industry where teamwork is the key for successful operations.

.....

.....

.....

.....

Describe any two examples of media brands from the web, discussing the characteristics of different teams and how digital media tools have changed the outlook of team operations.

.....

.....

.....

.....

.....

.....

Attributes of Teamwork:

The success of any organization depends on effective teamwork. Whether it is a business, a cricket team, or a media company, chemistry amongst team members is the heart of great teams.

1. The direction and roles to the team should be clear and well defined.
2. The communication should be open and honest.
3. The good leadership should be there in teams as it should be an inspiration and motivating for each team members.
4. The good team always supports risks and change for betterment.
5. The teams should accept their responsibility as individuals and as a team. They recognize potential of each team member and do not blame each other for team failures instead re-assess their lacuna and celebrate their successes together.
6. The team heads should share credit and ideas with the team.
7. The team should agree on common goals and should settle differences in opinions of team members.
8. Collaboration, easy communication should be present in teams to create and generate maximum output.
9. Team trust and belongingness should be there amongst members to assign and delegate each task with full reliability.

Steps in Making a Successful Media Team:

Assess the current situation of the business catering budget, resources, and workforce.

Set up social media goals and objectives considering different media platforms for your brand awareness, attraction of web traffic, generation of leads, revenue, engagement and community and relationship building, consumer services, public relations, and recruitment of the best resources.

Determine the size of your team according to the nature of business, budget, and goals.

Deeply understand the required responsibilities and roles of all team members like digital media manager, content creators, creative teams, community relationship manager-online and offline, advertisers and media planners etc.

Decide the structure of your team- The composition of an individual team or of a multi-team system is called the structure of the team and it is an vital part of the process of the teamwork. A properly structured advertising, entertainment or media team is the result of effective communication, leadership, situation monitoring, and mutual support to carry successful media operations.

Teamwork as a strength:

Teamwork helps in building and maintaining relationships between team members and outside clients and stakeholders. Teamwork acts as the biggest strength for any business success or failure. A focused approach on common goals, an organized team and good leadership are the key drivers of teamwork as a strength for any business, operation, task, or project.

Teamwork as a soft skill:

Soft skills mark the difference between acceptable teammates and ideal

teammates. In the competitive media job markets, criteria for hiring is not limited to some technical or specialized knowledge or ability.

A media professional like journalist with amazing managerial skills will only do well if he has the ability to interact professionally with top dignitaries, celebrities or the political leaders as deriving information from them is a big task and challenge which just cannot happen without soft skills. The good teamwork involves a combination of different soft skills.

The interpersonal expertise is required to know when to be a listener or to be a speaker. Good team players always show themselves very responsive, insightful, sensitive to the needs, roles, and responsibilities of others. Teamwork skills are vital to accomplishment at work, no matter which sector or industry you are in.

Teamwork as a core value:

Team membership encourages a sense of belonging, which often transforms to a greater sense of ownership and accountability for the work. This happens when teammates respect each other and do not target to let the team down.

Teamwork as a competency:

Teamwork as a competency is the skill to work with others towards a shared goal by participating enthusiastically, sharing accountability and rewards, and supporting to the capability of the team. The competent leaders having this skill understand and create an encouraging and competent environment for teams.

Leadership in Teamwork:

Leadership in teamwork have a direct impact on the ability for an organization to carry out its task. The leadership gives direction to the teams, provides a strategy and motivates team members.

Leaders make sure that the whole team is working towards the same direction and goal with zeal. The leaders challenge the team to be innovative and competent, monitors team progress and directs the team to keep themselves on track.

Negotiations in Teamwork:

Negotiating a good decision boosts a team's solidity and helps team members to assess their own motivations. Fruitful negotiations provides the team with faith in their ability to continue and to co-function with each other.

New Perspectives of Teamwork Skills In 21st Century:

Teamwork relates to a term that is often manipulated casually into the modern business discussion and communication.

We always referred a teamwork in terms of management, leadership and engagement of employees, but we failed to realize and accept how digital and new media contributed to teamwork and collaboration which is the future dimension of the 21st century.

Activity

Go through the credits of your favorite movie. Create a list of teams and sub-teams that worked to make that movie a success.

WHAT ARE THE DIFFERENT TEAMS THAT WORK ON A FILM, TO MAKE IT A SUCCESS?



Social Media for Team Building:

Social media is a dais that has created a virtual world in today's time that has engaged and connected infinite teams of people under a virtual umbrella where masses are associating with each other in seconds on social media platforms like Facebook, Twitter, LinkedIn ,Myspace, google meets, Zoom Cloud, Skype etc. which has made this world very small, close , engaged and connected so we can never overlook the importance of social networks and media teams for any business in this 21st century.

The digital media teams and their generation of media output has proved a benchmark in the networking, engagement, communication, and associations of not only one or two people but the masses in an instant click. Advanced and hi-tech software enable media teams to generate maximum content outputs from their teams in minimum time. The digital media platforms have become the most powerful weapon for every business management and marketing activities.

The skill of content creation on these sites by digital marketing teams after intensive strategic planning would be the future of media teams. New media world has created amazing job satisfaction amongst teams as they have many options to express themselves as a team and an individual and ensure productive and happy performances of the teams overall.

Businesses are building a company culture where teams should be happy and satisfied to work in and to generate an environment where workplace friendships can flourish, and that's where social media plays a major component. Friendly atmosphere enriches teams' engagement and can substantially result in productive teamwork and synergy between teams.

The new era of new media enables more rapid information sharing and allows instant dissemination of content like news, audio, images, audio, video etc. amongst masses. The new tactics in the social media strategy can nurture their teams' productivity, innovation, and creativity. The teamwork gives team members a sense of belonging and recognition, flexibility and understanding. Good teamwork refers to the communication, the capability to send and receive the message in the appropriate way. The new perspective of teamwork through digital and virtual media would enlighten, empower, and alter the business landscape and proved to be the most powerful tools for proficient teamwork.

A typical work meeting comprises of people come together and start discussing about the tasks in hand or done, trying to discuss future plans and resolve some internal or client issues .And when such meeting can be held online, the convenience, ease and interest gets maximized. The main aim of online team meeting applications is to make the teamwork much intensive, aggressive and efficient with the team members having the feeling of their full presence in the organization.

We will now explore a few applications that have created a new era of digital transformation for collecting, coordinating, inspiring, sharing, calling, chatting, and meeting team members at any time and at any place within seconds.

In this 21st century, digital media has and would change the total existence of media world. The users of all ages are connected to the new media world. The transformation in methodology and technology in coming years would makes teams more strategic, influential and result oriented.



Microsoft Teams: It is a hub for teamwork in Microsoft 365 in which no matter where you are, you can call, chat, collaborate and meet with all the people you work with shared spaces.



Google Meet: It allows teams to hold meetings online, make group video calls in the free base of Google.



GoToMeeting: This application is liked by many companies and work teams, as this app has everything the team needs.



Ready Talk: Ready-steady-go: this group meeting application has fine quality audio and video calls with the ability to download up to four video screens together at once.



Zoom: This group meeting application is one of the most demanded tools for online meetings in the world. It supports functions like HD video conferences and secure audio calls.



WebEx: This application makes online group calls with a HD video and audio communication. Six operating videos can be open during the call, which is appreciated for big online team meetings.



Join.Me: This online meeting app allows to gather online video calls instantly and share their screens or posting documents or media files easily during the meet. It is so easy as you are speaking to everyone as if all are in the same office.



Meetin.gs: This team meeting app is the fastest as it takes about one minute to start your team meeting with HQ audio and video calls.



Sync.in: This online application is a type of real time exchange of text platform. It is an improvised adaptation of the Google Docs app, but it has many functions in a more apt way.



Vyew: It is an uncommon team meeting app, as the teams can synchronize or chat in a comfortable way by video conferencing, sharing text messages and working files .It can add media content in the user's account such as YouTube ,MP3 player or other tools to make the teamwork simple and exciting.



Teamviewer: It is a software application made for remote control, web conferencing, online meeting, transfer of files and desktop sharing between computers.'

Summary:

The group of people working on a shared goal with different skill set is called a team. Teams have become vital to companies in the 21st century. Organizations have made large team forms composed of smaller ones. Teamwork has become a crucial component of every media process. Effective leadership, mutual trust, decision making, open communication, collaborations and cooperation amongst teams leads to successful completion of any media operation. Globalization and the expansion of MNC's have resulted in a larger number of virtual teams (where team members connect in a virtual environment with ICT tools), which are often diverse. The virtual teams on different media platforms have become the present and the future of the 21st century. To become a successful team one should be well versed and equipped with innovations and advancements in digital technology.



Answer the Following in Brief

1. Discuss the role of team manager and skills required for a good team management?
2. What are the key drivers of effective teamwork in the media industry?
3. What are the steps involved in forming an effective team?
4. What are the different types of teams and structures that exist in the media industry and how do they influence the outcomes of media operations? Elaborate with an example.
5. Do you think new digital tools introduced in recent times for effective communication and collaboration for teamwork? Explain with an example.

Discussion & Writing

Consider any one advertising campaign of your choice from the media or an entertainment industry from the web, discuss how the teams are framed and structured with the roles and responsibilities involved, and showcase how an effective team management made that advertising campaign successful for the organization.

You are a team head of any social media company. Discuss the skills and challenges which you will face as a team leader.

Further Research

Take any five brands of your choice from same category / sector (entertainment, cosmetics, movies, fragrances, health etc.) from any one digital media platform and do the comparative study discussing:

- that how effective teamwork on the same media platform has affected their success stories
- details of the teams involved
- structure of the teams
- key roles of each team member
- outputs and deliverables
- competitive strategies
- media options chosen by each brand
- the campaigns and promotions run by brands to make them successful

Activity

Make a group of 5-10 team members and conceptualize any movie or TV serial. Discuss the teams and the key roles for each team member, the media selection, operations involved and how teamwork will make it a grand success.

Cyber Safety for Children

Introduction:

The internet has helped connect individuals and improved access to information, in a way that **no other invention has affected human life** in the past. Today, the internet helps connect friends who have lost touch for decades, helps one access journals from across the world, giving people a collective platform to voice their opinion for various causes like social, environmental, etc. People use the internet for **self-expression, communication, networking, research, entertainment**, and much more. The possibilities are endless.

Today's pre-teens, teenagers and young adults are infact **digital natives**, who have grown up under the influence of the internet and other modern gadgets. **Digital natives** think, learn, and understand the world around them differently from their parents, who were digital immigrants - they had not been as subjected to, modern technology at a young age.

But it is important to note that, along with the increasing advent of the internet, exposure to various cyber vulnerabilities, has become inevitable. Especially now, with the **digital transition of the classroom** to the virtual medium, these digital natives have also become a **highly sensitive target group** for **cyber delinquents**.

During these times, it has become a high priority for people to be careful

about their **digital footprint** and ensure that they are not **cyber-vulnerable**.

Cyber Safety:

Cyber Safety is the act of trying to be safe on the internet, by maximizing a user's awareness of personal safety and security risks, to private information and property associated with using the internet. Following cyber safety measures, helps in the **self-protection** of individuals from computer crimes.


Activity

Have a discussion in the class room about the internet usage patterns of the students. Discuss with them, to understand which of the following activities are they engaged online:


- ▶ Social Media & Networking
- ▶ Information Access
- ▶ Academic Research
- ▶ Self Expression
- ▶ News & Media
- ▶ Entertainment
- ▶ Communication

HOW MANY HOURS A DAY, DO YOU SPEND ON THE INTERNET? HAVE YOU HAD SCREEN-FREE TIME RECENTLY?





BE CAREFUL
WITH WHAT YOU
DO ONLINE!



HERE ARE FIVE
TIPS TO REMAIN
SAFE ONLINE!

REMEMBER! Be SMART Online!



SAFE

S

It is important to **keep personal information safe**. Especially while chatting, sharing information on social media and public websites, sensitive information like full name, password, address, etc. should not be shared.



MEET

M

Meeting online friends in real life should be done with high caution. **Even virtual friends are still strangers**. In case they ask to meet in person, or ask for personal information, it would be better to inform an adult and report to the cyber cell.



ACCEPTING

A

While traversing the internet, **be careful while accessing and clicking any links**, advertisements, photos, videos, friend requests, payment links, etc. They could lead to compromising user security or may even contain a virus or trojan.



RELIABLE

R

Not everything available online, is reliable information. A lot of information could be misleading, outdated or inaccurate. It would be better to trust only reliable and trusted website sources, and cross-check across platforms, to detect any misinformation.



TELL

T

Incase someone or something **makes you feel uncomfortable**, upset or confused, seek help from an adult that you trust, like your parents or teachers. When you discuss openly with them, you can **prevent cyber bullying** and resolve your worries.

Cyber Bullying

Cyber bullying is one of the most common types of **intimidation**, that teenagers face. Behaviours like posting of **hurtful messages, rumours and comments** on a photo or video, posted by others, are classified as **cyberbullying**. It can also include sending text messages or emails that **hurt the sentiments** of someone.

Recent forms form of cyber bullying include, **uploading of doctored or embarrassing photographs, videos or personal information** of someone on a website or a social media platform, without their consent.

Such kind of behaviour is a **criminal offence** and can be reported on the **National Cyber Crime Reporting Portal** of the Ministry of Home Affairs.

Cyber Stalking & Extortion

Another danger lurking the young users of social media, who interact with virtual strangers, without knowing them in real life, is **cyberstalking**. It is the use of the Internet or other **electronic means to stalk or harass** an individual, group, or organization.

Cyberstalking is often **accompanied by realtime or offline stalking**, which is a criminal offense. A stalker may be an online stranger or a person whom the target knows, who is motivated by a **desire to control, intimidate or influence** the victim. Cyber stalking could lead to cyber bullying too.

Women who are being stalked, can complain to the **National Commission for Women (NCW)** and the Commission will take the matter up with the police.

Phishing

Phishing is a type of social engineering attack often **used to steal user data**, including login credentials and credit card numbers. It occurs when an attacker, **acting as a trusted entity**, dupes a victim into opening an email, instant message, or text message.

It is better to be **careful about the clicking on links** and advertisements that pop up on emails and social media.

Cyber Grooming

Cyber grooming is the process of **'befriending' a young person online "to facilitate online sexual contact** and/ or a physical meeting with them with the goal of committing sexual abuse.

Cyber grooming is when someone befriends a child online and builds an emotional connection with future intentions of sexual abuse, sexual exploitation or trafficking. The main goals of cyber grooming are: to **gain**

trust from the child, to **obtain intimate and personal data** from the child. These are often sexual in nature, like sexting, pictures, or videos, in order to threaten and blackmail the children for further inappropriate material.

Perpetrators often take on **fake identities** of a child or teen and approach their victims in child-friendly websites, leaving children vulnerable and unaware of the fact that they have been approached for purposes of cyber grooming.

Conversations often start with inconspicuous and general questions about age, hobbies, school, family and progress into questions regarding sexual experience, with groomers convincing an **exchange of erotic materials**. However, the child or teen can also unknowingly initiate the grooming process when they partake in websites or forums with lucrative offers such as money in exchange for contact details or intimate photos of themselves.

Checking the Authenticity of News Articles

There are few basic steps to check the authenticity and credibility of any news that you receive on the internet:

HERE ARE SOME TIPS TO DETERMINE IF THE NEWS YOU ARE READING IS AUTHENTIC!



- **Source's Domain Name:** Check the source of the news article. There are many dubious websites, who have names very similar to the original websites. If the domain name of the source article seems dubious, you can be sure that the article's content is also dubious in nature.
- **Check Website Formatting:** In case you are unable to determine if the website is real or not, check if the article has been formatted properly. Also, check if the spellings and grammar are correct.
- **Misleading Headlines:** At times, just to attract clicks, publishers use clickbaits, where the teaser title of the link, shows a headline which might be misleading. Once you open the article only the truth would be revealed.
- **Credibility of Author:** Try to ensure that you check for the credibility of the author. Do not read and take at face value, whatever is written on a blog or a private website of someone. Credible journalists would do enough background research before publishing an article.
- **Sources of Information:** Check and see how many sources and what kind of sources are being quoted in the article. If an article is about a government policy announcement, it needs to have a direct source, whose words matter with regard to the issue.
- **Photographic Evidence:** Look for any photographic evidence to see if you can check for verification of the photographic evidence. A simple **Reverse Google Search** will be sufficient to determine the source of the photograph. A photograph, does not always act as a visual proof. It could infact be an outdated photograph, placed out of context, to provide visual proof to the text.
- **Google Fact Check Tool Box :** Use the Google Fact Check Tool Box to weed out any articles which are dubious in nature. This can be accessed at <https://toolbox.google.com/factcheck/explorer>.
- **PIB Fact Check Portal:** The Press Information Bureau website, of the Government of India has a webpage where all fact checks are posted, of trending misinformation and disinformation.

What can children do, to ensure maximum protection while using the internet?

Use a Secure Network: Try to use only secure networks, and do not connect to public networks, which do not have password access. In the event that you are unable to connect to a secure network, try to login only if it asks for registration.

Anti Virus Software: Update your anti-virus, anti-malware and other software on your system, to ensure that you have maximum security.

Passwords: Unique passwords must be created and used, which are a combination of uppercase alphabets, lowercase alphabets, symbols and numbers. Every social login should have a unique password, to ensure data breach.

Financial Transactions: One should be extra vigilant while doing financial transactions online, using payment applications, play store, etc. Many of the games ask for small payments for rewards, which slowly increase steeply.

Avoid Personal Details: Be extra careful while visiting websites that ask for


personal and financial information. Do not share sensitive personal details like date of birth, phone number, pin code, etc. with any website, unless your parent has approved it.

Installing Applications: While installing apps on your devices, give only those permissions that are absolutely essential for the functioning of the apps. If any application does not function without all permissions, it is best to not install it. Also, download applications only from the Play Store or iStore.

Age Appropriate Content: Make sure that children access only age appropriate content. This makes them lesser vulnerable to external influence.

Phones are equally dangerous: When you play games, video chat, or surf the web on a cell phone or tablet, you are accessing the Internet on the go. We need to be careful when using cell phones, just like we are careful when using a computer.

Right age for Social Media: Many social networking sites such as Facebook, Twitter, and Instagram have a minimum age requirement of 13 years. It is a good idea to share access credentials with the parents, so that they can supervise what their children are doing, such as adding



WHAT CAN YOU
DO IF SOME
THING GOES
WRONG?

Reports can be filed on the **National Cyber Crime Reporting Portal** of the Ministry of Home Affairs at www.cybercrime.gov.in

Childline 1098 is India's first 24-hour, free, emergency phone service for children in need of aid and assistance. A child or any adult on his or her behalf can dial 1098, the toll free number to seek help for emergency needs and to avail of long-term care and rehabilitation services.

Reporting can be done on **Social Media platforms** itself, where the screenshot can be attached and the post can be reported.

new friends, receiving suspicious messages, or posting questionable content.

It's also a good idea to look for kid-friendly social media sites for kids to focus on, or simply inform them they'll have to wait until they're older to join such platforms.



Parental Control

HERE ARE SOME IDEAS FOR PARENTS TO MAKE IT SAFE FOR THEIR KIDS

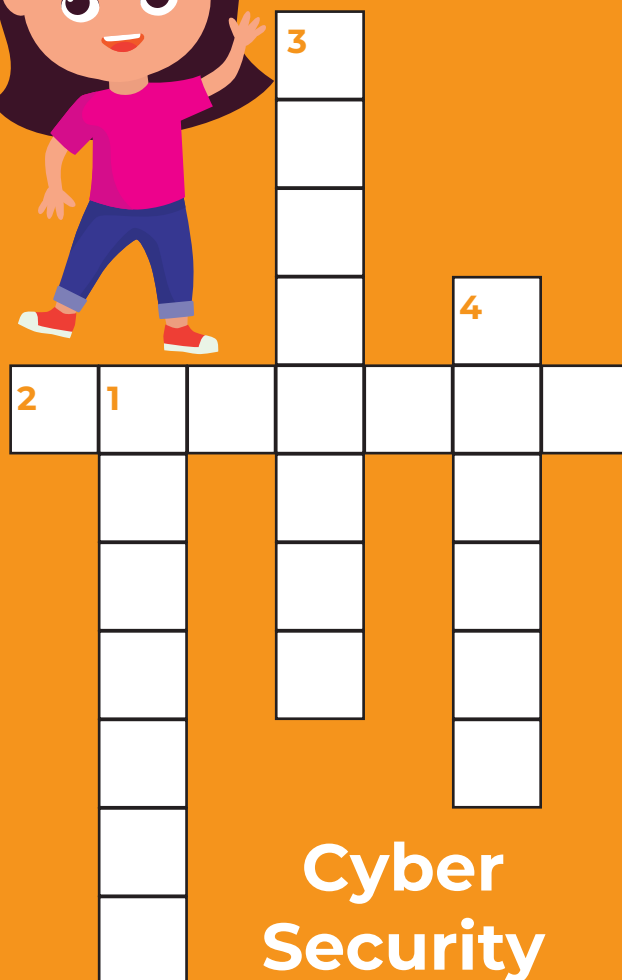
Keep the computer in the living room or in another common area : By putting the computer in a common area of the house, you can reduce the chance that they'll talk to strangers or visit inappropriate websites.

Use a kid-friendly search engine : Some search engines like KidTopia and KidRex, are designed to only return kid-friendly results.

Use parental controls : Windows and Mac OS X allow you to add parental controls to user accounts. These include time limits, website restrictions, and controlling which applications can be opened. You can also buy parental control software like Net Nanny, which has versions for Windows and Mac.



HERE IS AN INTERESTING PUZZLE FOR YOU TO SOLVE!



Cyber Security Crossword Activity

1. _____ relates to any rights you have to control your personal information. **(down)**
2. This can slow down your computer and watch everywhere you go on the internet. **(across)**
3. The front line of defense in information security! **(down)**
4. This horse can stampede your security defenses for the bad guys and make you look sheepish too! **(down)**

Nonviolent Communication

“The golden rule of conduct...is mutual toleration, seeing that we will never all think alike, and we shall always see the truth in fragments and from different angles of vision...Even amongst the most conscientious persons, there will be room enough for honest differences of opinion. The only possible rule of conduct in any civilized society is, therefore, mutual toleration.”

- Mahatma Gandhi

Introduction:

Nonviolent communication represents a holistic communication ecosystem involving verbal, nonverbal, symbolic communication, our thoughts, and ideas. It rests on the centrality of human interconnectedness and hence even goes beyond our intrapersonal communication and other forms of human communication to our communication with nature and all other living species. As we are in the midst of the Anthropocene era where human activity has reached disproportionate levels and has started to affect the environment along with the deleterious effect of climate change, the centrality of human interconnectedness in all our actions and communication becomes significant.

For a society to evolve on the principles of nonviolence and mutual coexistence, the communication ecosystem will have to be nonviolent at all levels. Mahatma Gandhi gives a prescription on his idea of nonviolent communication: “I hold that nonviolence is not merely a personal virtue. It is also a social virtue

to be cultivated like the other virtues. Surely society is largely regulated by the expressions of nonviolence in its mutual dealings. What I ask for is an extension of it on a larger, national and international scale.”

Human beings use a wide array of different communication modes like sound, gestures, looks, movements, touches etc. In this context, we can say that the process of our communication is multidimensional. The challenge is how to ensure that all the multidimensional modes of communication are nonviolent.

To develop understanding of nonviolent communication, first let us understand its important pillars. The grandson of Mahatma Gandhi, Arun Gandhi (2017), in his book, *The Gift of Anger*, elaborates on the five basic pillars of Gandhi's nonviolence. These we can say are precisely the pillars of nonviolent communication. All these aspects are critical for our harmonious communication ecosystem, whether we are involved in intrapersonal communication, interpersonal, group or mass communication.

These include:

1. Respect,
2. Understanding,
3. Acceptance,
4. Appreciation, and
5. Compassion.

Anyone imbibing these five basic pillars can practice nonviolence in their daily lives without much difficulty.

Arun Gandhi beautifully explains the five pillars of nonviolence:

“Respect and understanding of other people, whatever their religion, race, caste, or country, is the only way the world can go forward. Putting up walls and divisions always backfires in the end, leading to anger, rebellion, and violence. In contrast, when we respect and understand each other, we naturally evolve to that third pillar, acceptance. The ability to accept other views and positions allows us to grow stronger and wiser. The other two pillars of nonviolence—appreciation and compassion—help bring about personal happiness and fulfilment as well as greater harmony in the world.”

So, the formula is simple. Just try and make it into a habit of respecting others irrespective of their class and the communities they come from. If you respect others, others will tend to respect you. This is true also for nature and all other living beings. We must respect nature by all means otherwise we will end up creating an imbalance in the relationship between nature and humans. Similarly, we must try to respect all other living beings— all animals and birds around us.

In the context of communication, when there is mutual respect, interactions are likely to be positive and productive. We are likely to enjoy such interactions. If there is a lack of respect, interactions are likely to be unproductive and even stressful.

Mutual respect leads to greater understanding. Many times, we find that our inability to understand others' points of view leads to mistrust and disputes. However, when we have respect for someone, even if there is a misunderstanding, we can get over it without getting into a messy fight.

In the context of communication, mutual respect makes it easier for individuals who are interacting to listen to each other deeply. It shows that those who are communicating are genuinely interested in understanding each other and are not delving in manipulations. Also, mutual understanding in the communicative process helps in greater collaboration and cooperation.

When we have mutual respect and mutual understanding, it is easier to accept each other's position. As human beings, each one of us is likely to have different perspectives and opinions. Much of the problem arises where we get entrapped taking an egoistic stand. However, respect and understanding help us to accept each other's position.

At a time when there is so much negativity around and very easily, we can get entrapped into a whirlpool of negative energies, it is significant that we learn to appreciate the positive things around us. You may be angry but if you pause and see the beautiful flowers outside your anger is likely to get reduced. Think of the positive things happening in your lives and you will realize how you can get over the negative energies. Positive appreciation leads to positive energy and it, in turn, leads to positive and healthy communication.

In the Gandhian approach to nonviolent action, communication is the key central force. It is based on persuading opponents through a moral commitment to a search for truth. In this endeavour, Mahatma Gandhi assumes that persuasion occurs through direct dialogue or observation. Also in this

effort towards nonviolent persuasion, the responsibility for making this happen lies with practitioners of nonviolence, who must be selfless and willing to accept suffering — including beatings, imprisonment, and even death — in support of their beliefs.

Now let us try to understand the definition and explanation of nonviolent communication.

Senior Gandhian, Shri Natwar Thakkar uses the Gandhian approach to give us a comprehensive explanation on what is nonviolent communication:

“To me, nonviolent communication literacy would mean how our communication efforts should be nonviolent; how our ability and capacity to communicate not only with ourselves but with our family and society be nonviolent in all aspects and overall, how the entire process of communication whether between individuals, groups, communities and the world at large should be nonviolent. This would entail a deep understanding of the art and science of nonviolence and its centrality in all our daily actions. It’s not just verbal and nonverbal communication, nonviolent communication literacy would also include whether our thoughts and ideas are nonviolent or not. This would also mean how we can get rid of our preconceived notions of individuals or groups with whom we want to communicate and stop evaluating them to suit our ideas. More than often, we are attuned to think in terms of moralistic judgments which may be our constructions. By developing a deep understanding of the art and science of nonviolence and integrating it into our communication practices we could get over biased and moralistic judgments; this, in turn, could contribute to emotional bridge-building.”

By being nonviolent communication literate, an individual/group/community will be able to self-introspect whether the message they want to share has elements of violence and whether such

a message will hurt others. Nonviolent communication literacy would automatically help in strengthening and deepening relationships. When we can emotionally build bridges with others, we will be able to empathize with their views.

Nonviolent communication literacy also includes mastering the art of listening. His Holiness the Dalai Lama has rightly said, “When you tell you are only repeating what you already know; but when you listen you may learn something new.” Essentially, we should learn to listen with a sincere intention to understand, be open and focus on what the other person is trying to tell.”

The way we use language and words while writing and conversations is an important aspect of nonviolent communication literacy. So, I firmly believe that by practicing nonviolent communication, there can be amazing opportunities to promote goodness in our world which keeps on getting stuck with conflicts. It is an essential part of efforts to evolve a culture of peace and nonviolence not just in our homes but in the entire world. This is also an antidote to all acts of revenge, aggression and retaliation as all these arise from a breakdown in communication or our reliance on violence in communication.”

Let us try to decode on the different dimensions of nonviolent communication from what we learn from Mahatma Gandhi’s approach and the explanation given by Shri Natwar Thakkar:

effort towards nonviolent persuasion, the responsibility for making this happen lies with practitioners of nonviolence, who must be selfless and willing to accept suffering — including beatings, imprisonment, and even death — in support of their beliefs.

Now let us try to understand the definition and explanation of nonviolent communication.

Senior Gandhian, Shri Natwar Thakkar uses the Gandhian approach to give us a comprehensive explanation on what is

nonviolent communication:

“To me, nonviolent communication literacy would mean how our communication efforts should be nonviolent; how our ability and capacity to communicate not only with ourselves but with our family and society be nonviolent in all aspects and overall, how the entire process of communication whether between individuals, groups, communities and the world at large should be nonviolent. This would entail a deep understanding of the art and science of nonviolence and its centrality in all our daily actions. It's not just verbal and nonverbal communication, nonviolent communication literacy would also include whether our thoughts and ideas are nonviolent or not. This would also mean how we can get rid of our preconceived notions of individuals or groups with whom we want to communicate and stop evaluating them to suit our ideas. More than often, we are attuned to think in terms of moralistic judgments which may be our constructions. By developing a deep understanding of the art and science of nonviolence and integrating it into our communication practices we could get over biased and moralistic judgments; this, in turn, could contribute to emotional bridge-building.”

By being nonviolent communication literate, an individual/group/community will be able to self-introspect whether the message they want to share has elements of violence and whether such a message will hurt others. Nonviolent communication literacy would automatically help in strengthening and deepening relationships. When we can emotionally build bridges with others, we will be able to empathize with their views.

Nonviolent communication literacy also includes mastering the art of listening. His Holiness the Dalai Lama has rightly said, “When you tell you are only repeating what you already know; but when you listen you may learn something new.” Essentially, we should learn to listen with a sincere intention to understand, be

open and focus on what the other person is trying to tell.”

The way we use language and words while writing and conversations is an important aspect of nonviolent communication literacy. So, I firmly believe that by practicing nonviolent communication, there can be amazing opportunities to promote goodness in our world which keeps on getting stuck with conflicts. It is an essential part of efforts to evolve a culture of peace and nonviolence not just in our homes but in the entire world. This is also an antidote to all acts of revenge, aggression and retaliation as all these arise from a breakdown in communication or our reliance on violence in communication.”

Let us try to decode on the different dimensions of nonviolent communication from what we learn from Mahatma Gandhi's approach and the explanation given by Shri Natwar Thakkar:

I. Humanism and Nonviolent Communication

One of the most important points to be remembered as a nonviolent communication practitioner is the importance of humanism and human values.

II. Role of individual in promotion of nonviolent communication

Mahatma Gandhi placed the individual at the centre of his moral thought as a free acting being and how he stressed that the nature of human nature was of cooperation. Every individual has a responsibility to practice nonviolent communication.

III. Human dignity and nonviolent communication

Human dignity is a common bond that affirms the individuality of every human being.

Any form of communication which does not have respect for human dignity is violent communication.

IV. All-encompassing nature of nonviolent communication

We should try to ensure that our efforts to communicate with all – family members, friends, relatives, and others should be nonviolent. Often, we might be nonviolent in our verbal or nonverbal communication, but we might have an ill-feeling for the other person in our mind. This is not nonviolent communication as it is a holistic concept.

V. Significance of inculcating principles of nonviolence in our communicative efforts

Without appreciating the usefulness of nonviolence, we will not be able to become nonviolent communicators. This spirit of nonviolence should be a guiding post in all our communication right from an individual level to the societal level.

VI. Patience, perseverance and resilience in communication

If we practice the art of patience, perseverance, and resilience, we will be able to handle difficult communication processes easily. This is an important aspect of nonviolent communication.

VII. Significance of intention in our communicative efforts

Our intentions on whether we want to communicate positively or with aggression are critical in shaping the communication process. Our intention can shape a whole process of dialogue.

VIII. Avoidance of blame and manipulation

The desire to practice nonviolent communication has to come from the heart and it should become part of our consciousness. Its use can help us get into the habit of self-reflection and self-introspection whenever we communicate.

It is important to get out of the trap of blaming and criticizing others, an environment of mutual trust envelopes. Mutual trust is important for positive

communication.

IX. Use of language and words

We need to be careful with the language we use and the words that are used during our conversation and all other forms of communication.

X. Role of nonviolent communication in emotional bridge building and deepening connections

What the world needs are how individuals and groups constantly engage with each other and try and deepen positive relationships. But using nonviolent communication we can strengthen relationships and promote emotional bridge building.

XI. Deep and Active listening skills

There is need to nurture deep and active listening skills.

XII. Importance of verbal reflection in nonviolent communication

An important point which we need to keep in mind while using strategies of nonviolent communication is the use of verbal reflection. When we use the tools of verbal reflection, we will find that in situations of aggressive communication, we can slow down the acrimonious exchange. We will be able to create understanding, and this is likely to help those involved in the process of communication to get some crucial time to integrate on what they are thinking, speaking, listening, and reflecting. Reflection and re-reflection before we respond helps in developing connections and is an important strategy of emotional bridge-building.

Finally, let us try to summarize the elements of nonviolent communication:

i. Nonviolent Communication means a complete lack of violence in the way we communicate with others.

Violent communication is communication that involves the use of aggression, in the form of coercive language or brute force. This aggression can cause fear, guilt,

shame, disappointment, and a range of negative consequences on the wellbeing of those involved. It occurs at different levels- acting, speaking, listening, as well as thinking- in the form of self-talk or imagined conversation. Hitting someone, using abusive language, or even simply blaming them constantly, are all instances of aggressive and violent communication.

A crucial aspect of nonviolent communication, therefore, is the absence of violence. Nonviolent communication must be bereft of any kind of violence, be it verbal or nonverbal, internalized or externalized. This element is not the sole feature of nonviolent communication, but it is fundamental to the practice.

ii. Positive Intrapersonal Communication - our Self Talk and Inner Dialogue

“A man is but the product of his thoughts, what he thinks, he becomes.”

- Mahatma Gandhi

This quote by Gandhi succinctly captures the power of this second element of nonviolent communication that pertains to how we communicate at the intrapersonal level, i.e., with ourselves.

As per Mahatma Gandhi's philosophy, our thoughts are forceful enough to modify our being. Our inner world is a product of our inner dialogue and narratives. So, we must choose our words with care and fuel thoughts that are positive and constructive.

Emulating the spirit of nonviolence in our inner world is essential for it to translate into our outer world. Shifting our focus inward and learning how to engage in constructive inner dialogue, thus, precedes nonviolent communication at the interpersonal level.

iii. Use of appropriate and positive language

The use of appropriate language and words that are positive in nature are keys to nonviolent communication. It should also

be noted that words may have different meanings and interpretations in different cultures.

Appropriate language use means being sensitive to the context and the setting of the communication. Tactful communicators are attuned to the cultural sensibilities and values of their audience. This level of sensitivity allows them to even communicate unwelcome ideas without causing offence.

Socio-cultural sensitivity is a key component of positive and appropriate language use. Through positive and appropriate language use, we can hope to transcend our differences and form deep, human connections with other people.

iv. Expansion of our emotional vocabulary and managing emotions during our process of communication

A cornerstone of nonviolent action and communication is the ability to express one's emotions effectively. Processing and expressing one's emotions fully and accurately require one to have the required emotional vocabulary for it. Expanding one's emotional vocabulary entails learning and using a diverse range of words to describe specific feelings and emotions.

This not only helps the individual communicate their experience more effectively to other people, but it also helps them to experience their emotions more fully, which in turn allows them to address them more adeptly.

v. Avoiding stereotypes in our communication efforts

To be able to be an effective nonviolent communicator one must become cognizant of their tendency to stereotype. These two things are tied because violent communication is often based on misunderstandings and assumptions. We often fall into the trap of stereotyping individuals without actually listening to what they have to say. For us to be able to listen objectively we must learn to steer clear of stereotypes.

But how can we do that? Here are a few suggestions:

- Expose yourself to a range of perspectives of people from diverse backgrounds
- Be open to hearing their stories without any preconceptions
- Critically challenge your judgments and recognize your biases
- Accept that you might be wrong and learn from your errors
- Redefine your ideas and continue to reflect on them
- Keep educating yourself about different social groups
- Try and openly challenge stereotypes when you hear them
- Create a safe space for children to discuss their stereotypes and help them to think critically
- Be willing to listen and learn, regardless of the socio-cultural background of the speaker
- Practice using socio-culturally sensitive and inclusive language

Categorizing people and putting them into those brackets results in a communication breakdown. So, let's try to make it a habit of avoiding stereotypes while communicating.

vi. Avoid moralistic judgements

Moral judgments serve as standards of evaluations for us. We use them to form our judgments about people, actions, and situations and so on. In our evaluation, we tend to reduce those we are evaluating to our judgments. These judgments are not only connected to moral reasoning but are also driven by intuition and feeling. Avoiding being judgmental is an important component of nonviolent communication.

Marshall Rosenberg terms such types of judgmental communication as 'life

alienating communication. In his book, *Nonviolent Communication: A Language of Life*, he says,

"One kind of life-alienating communication is the use of moralistic judgments that imply wrongness or badness on the part of people who don't act in harmony with our values. Such judgments are reflected in the language: "The problem with you is that you're too selfish." "She's lazy." "They're prejudiced." "It's inappropriate." Blame, insults, put-downs, labels, criticism, comparisons, and diagnoses are all forms of judgment."

vii. Avoid negative evaluative language

Philosopher, Jiddu Krishnamurti says the highest form of human intelligence is when we observe without evaluating. For most of us, it is extremely challenging how we observe people and their behaviour without evaluating them. How is it possible to observe someone dispassionately without bringing into play our preconceived notions? Nonviolent communication necessitates that we learn to make observations without evaluations using preconceived notions; avoiding negative evaluative language.

viii. Role of mutual respect in communication

Mutual respect is a critical element of nonviolent communication. It is the basic building block. If you do not respect others, you cannot expect a meaningful dialogue. Mutual respect requires that we should be aware of the impact of our behaviour and the way we talk to others. By practicing respect towards others during interactions and dialogues, we are being attentive, acknowledging their presence, trying to understand them and their point of view and accepting them.

ix. The Power of Empathy

"Three-fourths of the miseries and misunderstandings in the world will disappear if we step into the shoes of our adversaries and understand their standpoint. We will then agree with our adversaries quickly or think of them

charitably.”

- Mahatma Gandhi

We can learn a lot on the essence of cultivating and nurturing empathy from Mahatma Gandhi. His entire life and his message was a powerful edifice of how empathy could serve as a moral guide for individuals and also an instrument for social change. For instance, Gandhi's *Talisman* is a powerful statement of empathy which serves as a beacon light for all on what action we need to take for the betterment of the dispossessed and the marginalized.

Empathy as a strategy of nonviolent communication helps in developing deeper connections. We should be conscious of the power of empathy. Here is an important quote of Swami Vivekananda which inspires us to be empathetic: One-sidedness is the bane of the world. The more sides you can develop the more souls you have, and you can see the universe through all souls.

For instance, when we are in conflict with a friend, instead of just blaming her/his for the situation, we should try to put ourselves in the shoes of that friend and then make our points. We should practice it more deeply. We should go beyond just putting ourselves into the other's shoes at the surface level; instead, we should practice deeply understanding the other's position from all dimensions before embarking on our arguments.

Connecting empathetically with others is an important objective of nonviolent communication. It entails not just connecting with oneself or other individuals but with all including nature and other living beings. Lack of empathy is a roadblock to proper communication and can result in conflicts.

x. Strong belief in the power of compassion

Thupten Jinpa in his book, *A Fearless Heart: How the Courage to Be Compassionate Can Transform our Lives*, notes, “Compassion is a sense of concern

that arises when we are confronted with another's suffering and feel motivated to see that suffering relieved. Compassion is what connects the feeling of empathy to acts of kindness, generosity and other expressions of altruistic tendencies.”

Compassion is indeed a powerful skill that needs to be nurtured by all for deeper and constructive connections and engagement. The concern for the sufferings of others is extremely precious and humanizing. It takes us from the narrow prism of thinking about only ourselves to thinking about our shared humanity. Experience suggests that when we start thinking about the sufferings of others and how to alleviate them, we will find that our suffering is reduced.

A basic premise of nonviolent communication is that all human beings are capable of being compassionate. When we reach out to others with compassion, we can expect others to be compassionate with us. With this as the basis, our skills of compassion need to be used in all aspects of our communication—whether be it verbal, nonverbal, our ideas or thoughts and listening. Besides of course compassion has to be part of our self-talk and inner dialogue.

xi. Expressing Gratitude

Showing positive appreciation and expressing gratitude are powerful communication tools that need to be nurtured.

We must practice expressing gratitude to whatever we have and whatever anyone does for us. Expressing thanks though seems simple on the surface has a deep connotation and is a natural response to life. When we nurture the habit of expressing gratitude in our communicative efforts, we are not only making deeper connections but also bringing inherent joy not only in our lives but in others' lives too. Think of the joy in face of a stranger who might have guided you to your destination when you thank her/him profoundly and your body language also suggests the same!

An important ingredient of nonviolent communication, expression of gratitude makes us more aware.

xii. Kindness in our Communication

Kindness is another altruistic tendency that we need to nurture for a healthy communication ecosystem. Kindness is a quality of being that involves being generous, considerate, and warm. Acts of kindness have been found to benefit both the receiver of kindness as well as the individuals carrying out the act.

The more we spread kindness through thoughtful communication the better. And like anything, with practice, kindness becomes reflexive and easier. Just by doing small acts of kindness every day we can make a tremendous impact.

While nothing in this world is perfect, we can try to develop a perfect way of interacting with each other through principles of love and kindness to make the world a better place. Mahatma Gandhi had aptly said, “The simplest acts of kindness are by far more powerful than a thousand heads bowing in prayer.”

xiii. Connecting with the Needs of Others

Human beings are united by a set of universal needs. While the degree and versions of those needs may differ, they are fundamentally common. These needs drive our behaviour and motivate our actions. Much of how we feel reflects how well our needs are met.

Often we associate ‘needs’ with something negative. But this should not be the case as we mentioned that human needs are universal. Conscious attempts need to be made to connect with the feelings, perspectives and needs of others. But when we start analyzing the ‘needs’ without being judgmental and at a basic level, we would not be looking at it as a negative entity.

Becoming aware that every one of us has the same needs is crucial in our education in nonviolent communication. When we

start to acknowledge that all of us are after similar things, we are more likely to empathize with them. Becoming more empathic can then pave the way for us to alter our attitude and behaviors towards other people, even those with who we may not always agree with. If you feel safe enough to confront the individual(s) concerned, then find the right time and place to have an open conversation with them.

xiv. Importance of Flexibility and Openness in our Communication

Flexibility and openness are important elements of our communication process. Much of the problems happen when we refuse to be flexible, and we start to believe that whatever we are communicating is correct. When we are not flexible enough, we shut down our minds to draw new ideas and thoughts. Again, for instance, you had a dispute with a colleague. Many times, as you are not flexible, you are not ready to understand her/his opinion. We are standing rock-solid not willing to have any communication. As a result, there is a communication breakdown.

But when we show flexibility in our approach, it would lead to another important aspect of nonviolent communication- the essence of openness.

xv. Practicing Active and Deep Listening Skills

A critical element of nonviolent communication is the ability to nurture active and deep listening skills. Since communication is a multidirectional process, it necessitates deep listening skills.

Deep listening skills involves both listening to oneself and listening to others. For evolving into happier and positive people, we must first learn the art of listening to our self-talk and inner dialogue. Unless we learn how to listen to our intrapersonal communication, we will not be able to understand ourselves.

Like any skill, active listening requires practice. We must first remind ourselves

that listening is not about replying, it is about responding. Responding, unlike merely replying, is reflective and thoughtful. We can only respond effectively when we have listened effectively. This takes constant effort and an immense amount of patience.

Unlike hearing, listening is active and attentive. Active listening involves giving

the speaker full attention and engaging with their thoughts appropriately.

But when listening actively, we must stop what we are doing, remove all distractions, turn to the speaker, and tune in with concern and empathy. Listening passively, while multitasking leads to miscommunication.

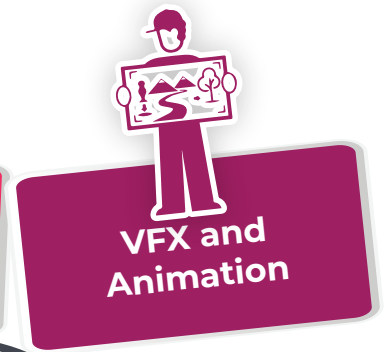


IT'S TIME TO
PUT ON YOUR
THINKING CAPS
& DISCUSS....

Activity

You have now learnt the skill of nonviolent communication:

- **How will you use the strategies of nonviolent communication for a harmonious school environment?**
- **Please explore on the relationship between nonviolent communication and your family and with your friends.**



Careers in Mass Media

Here are a few of the career options open to you, once you complete your education in the field of media.

As a media graduate, you will have various avenues to explore in terms of career in the industry. Depending on your area of interest, you can choose to specialize in one area.

Every job in the media industry, requires a combination of creativity, technical skills, flair and talent for the profession and an understanding of the target consumers of that medium.

The technical skills can be acquired through formal education in media colleges, as well as through professional short term courses, which cater to specific industries, eg. graphic designers can do short Graphic Design courses to acquire design skills.

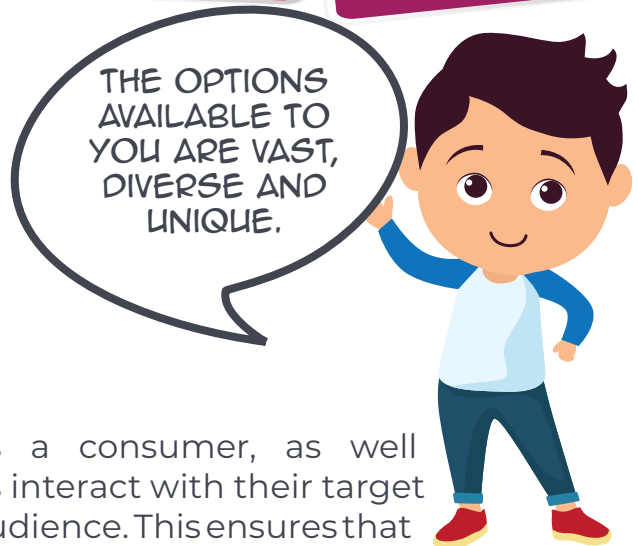
To be successful as a media professional, one must themselves be exposed to that medium constantly,

as a consumer, as well as interact with their target audience. This ensures that you can deliver tailored content that engages the audience effectively.

Media studies graduates typically enter careers in the media, cultural and creative industries.

Areas of work include television and radio, film and video, digital media, computer games, journalism, writing and publishing, PR, marketing and media practice.

Once you acquire the skills, you should aim to build a portfolio of your work to showcase your skills and experience in whichever area you're interested in. This can be shown when applying for further work experience or future jobs.



Content Development Committee

Prof. (Dr.) Anubhuti Yadav is Head of the Department of New Media and Course Director of Advertising and Public Relations Course at Indian Institute of Mass Communication (IIMC). She teaches New Media, Data Journalism and Advertising & Public Relations. She has conducted research in areas like media literacy, women & media, media & children, Informational and communication technology, and New Media. She is the co-author of Indian edition of Media Literacy: Key to interpreting media messages book developed under Digital International Media Literacy Project. She is advisor to Media Ownership Monitor India Project an initiative by Reporters without Border to map ownership pattern in Media Industry across the globe. She is also member of advisory committee of Factshala, India's Media Literacy network. She is founder of Media and Information Literacy India Network (MILIN).

Dr. Priya Sachdeva is Ph.D. in Mass Communication from Amity University. She is an Associate Professor at Sharda University, Greater Noida, U.P. She possesses 17 years of experience in teaching, Industry and research in Advertising, mass communication, journalism, events, and PR. She has authored three books – 'New Media' Essence in branding, Advertising Effectiveness-A Mantra to Brand Success, Connotation and Connection: Advertising Analysis with Semiotic Approach. She is acknowledged with many accolades since 2006, Gold medalist in Events and Public Relations, being a leading expert and an active promoter of media literacy, possesses strong research acumen and has a strong expertise, have many research papers to her credit at national (IIT Kharagpur, FMS, Christ)/ international level and won laurels for holding exceptional ideas and innovative concepts. She is curriculum developer for many graduate and PG courses. She is a Life member of Indian Society for Training and Development, Public Relations Society of India, IAFOR and IAMCR.

Dr. Vedabhyas Kundu has been involved in promoting media and information literacy amongst young people for the past more than one decade. He has been actively training young people in communications and media education. His area of interest is how to integrate peace and sustainable education in the realm of media literacy education. He writes extensively on this subject, promotes action researches and practical work in the field. He regularly writes in different journals and books including UNESCO's Media and Information Literacy Yearbook.

Smt. Anandha Karthik is a visual communication professor at KCLAS, Coimbatore and a research scholar at Amrita Vishwa Vidyapeetham, Coimbatore in the field of Mass Communication. She is a graphic designer and film-maker specializing in 360° brand marketing, and has been working with United Nations (UNDP & UNFPA) as an Individual Consultant, on design and video projects for over 7 years. She has a keen interest in the areas of Advertising, Cyber Security, Media Literacy, Human Rights, Communication Design, Social Media and Design for Change & Development. She has established and trained women for a Community Radio Station in Agra and won a national commendation from Central Command, IAF. She was also the Creative Design Head for an Indian Air Force War Museum. She has designed 5 Coffee Table Books for IAF & MoD, including a book about 20 years of Aero India, which was launched by Air Chief Marshal Dhanoa. Ms. Anandha is also a Certified Cybercrime Intervention Officer working under National Security Database (NSD).

Ms Riya Gupta has 5+years' experience in the field of media planning. She is currently working with the Indian Institute of mass communication as Teaching cum academic associate. She was associated with Lintas and worked on Nexa, then Xposure Media during the launch of well-known brands like Goibibo, Shopclues, Cardekho.com, Kaunster.com, 9Apps to name a few. She is Post Graduate in Communications & Media studies, Journalism and Mass communication and Digital Marketing and communications.

Ms. Medhavi is currently pursuing her PhD in Cinema Studies from SAA, JNU, Delhi. She is a Double Masters in Economics (CCSU, Meerut) and Mass Communication (GJU, Hissar). She also holds a Diploma in Journalism (English, BVB). She has taught as Assistant Professor in prestigious institutions such as DCAC & IHE (Delhi University) and IIMC (Ministry of I&B). She's worked with Publication Houses such as TGB (Times of India) & Creative News & Views International. Along with her keen interest in Cinema Research, she also balances her passion for writing through her lifestyle blog on Instagram (Medhavista) where she writes about Mental Health and beauty hacks. She has written many Research Papers which have been published in reputed Academic journals.