

# Media as a Social Institution

PMB unit 4

# Syllabus

- **The Media as a social institution** – Media influence and socialization – Media and the political and economic system of the society – Media Psychology. Media, Culture and society.

# Media as a Social Institution

## What is Mass Media?

- **Mass media= instruments of communication that reach large audiences with no personal contact.**
- ***Print Media***—include newspapers, magazines, and books
- ***Audio Media***—sound recordings and radio
- ***Visual Media***—movies, television, DVDs, and videocassettes
- ***Online Media***—Internet

# History of Mass Media

- **Writing and Paper**—a written language was needed to record business and other transactions; paper was developed some time between 3100 and 2500 B.C.
- **Printing Press**—during the 1450s Johannes Gutenberg developed movable type; made mass printings widely accessible to the masses.

# History of Mass Media

- **The Industrial Age**—with rising standards of education and increasing requirements for factory work and life in the city, more people learned to read and write
- **The Computer and the Information Society**
  - **Information society**= community in which the exchange of information is the main social and economic activity.
  - Computer has transformed the way people access and share info.

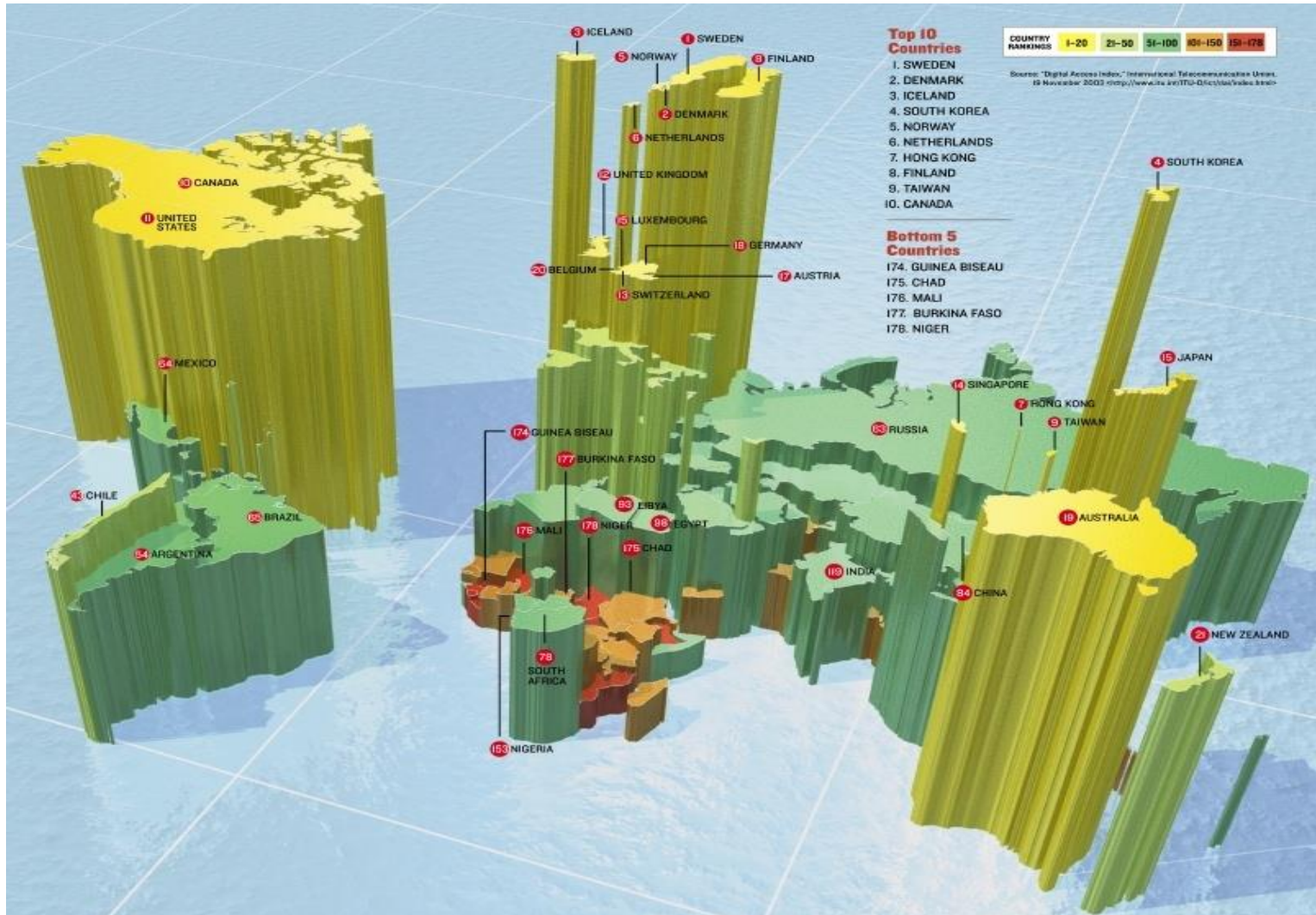
# Sociological Perspectives of Mass Media

- **The Functionalist Perspective**—focuses on the ways in which mass media help to preserve social stability
- **The Conflict Perspective**—focuses on how mass media serve to maintain the existing social order

## Conflict Perspective– Extension

- Knowledge-gap hypothesis= as new information enters society, wealthy and better-educated members acquire it faster.
- Digital divide= the gap between those with access to new technologies and those without.

# Digital Divide Illustration

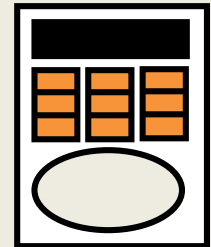






## **Contemporary Mass-Media Issues**

- Children watching too much television
- Violence on television
- Ratings systems and parental controls
- Advertising targeting children
- Disengagement from direct social contact
- Decline in social capital
- Internet causing decline in face-to-face relationships
- The power of the media; agenda-setting



# Power of Mass Media

- **Social capital → social networks and their reciprocal norms that encourage people to do things for one another**
  - Overall decline in social capital
  - Greater media consumption → less participation in civic and social activities.

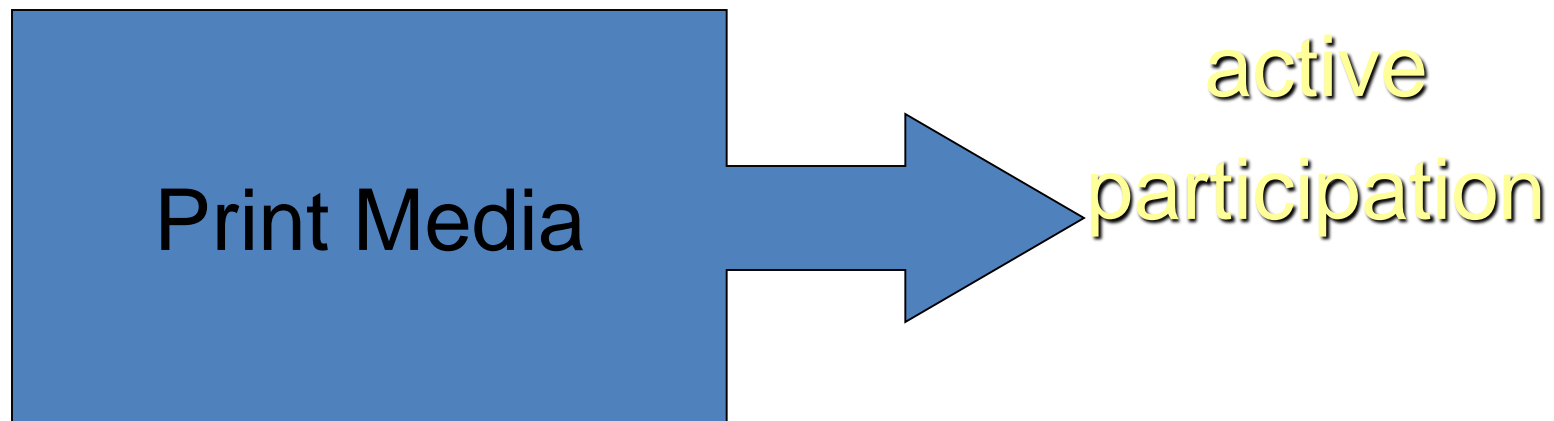
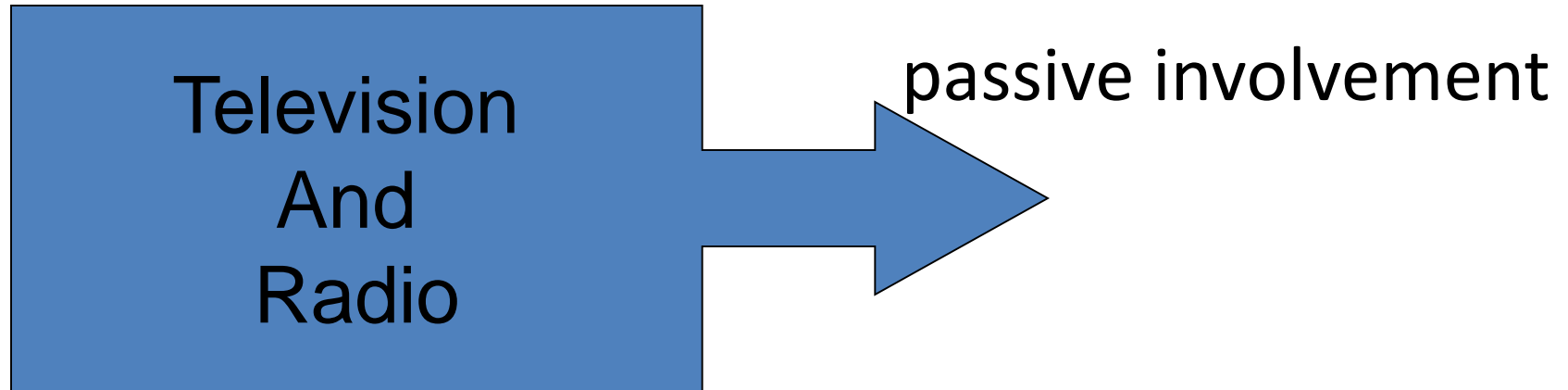
# Power of Mass Media

- **Spiral of silence**= more and more people accept the opinions of mass media; those that disagree are less likely to express views.
- **Agenda setting**= media determines what issues will receive coverage.
  - Sets the boundaries of public debate.

# Power of Mass Media

- Agenda setting is undertaken by those known as **gatekeepers** → **media executives, editors or reporters who control the 'gate' of information to society.**
- **Opinion leaders**= respected individuals in the community who review and evaluate information, then pass it on.

# PRINT MEDIA: BOOKS AND MAGAZINES



# PRINT MEDIA: BOOKS AND MAGAZINES

Books influence:

 Language and Reading Development

 Cognitive Development

 Psychosocial Development

# PRINT MEDIA: BOOKS AND MAGAZINES

Developmental level of a child influences the socialization effect of books on that child.

Pre-operational stage (about age 2 to 7):

Children like folktales and stories that denote growth and the sequence of time.

# SOUND MEDIA: POPULAR MUSIC

What sets today's popular music apart from television and books?

- it is an expression of the youth culture
- it alienates many adults
- it illustrates current social values

BUT do songs reflect the values of a particular generation OR whether they influence that generation's values?



# INTERACTIVE MEDIA AND MULTIMEDIA

Effects of computers, the Internet, and video games on children's socialization process is unclear

Current concerns include:

- diminished social interaction
- computer games
- access to information without necessary critical skills
- access to information negating family values

# Role of a Free Press in a Democracy

The cornerstone of our democracy is the unique privilege and responsibility of every citizen to be engaged through voting, public offices, representation in Congress and myriad other ways.

- For a society to be responsible and powerful, it must be informed.
- Our free press, protected by the first constitutional amendment, plays a critical role in ensuring that every American has constant access to important and trustworthy news. The press serves as the public's independent watchdog, charged with keeping governments, businesses and other organizations in check.

# Role of a Free Press in a Democracy

Three essential roles:

1. Serves as a “watchdog” over government
2. Sets the public agenda
3. Supports the free exchange of ideas, information, and opinions

# Watchdog Function

- Watches the government and makes sure that the government is serving the public's interest and conveys their findings back to the people



# Sets the public agenda

- Most people rely on the media for all or most of their information regarding politics
- Whatever the media chooses to talk about is the information that people receive (Agenda Setting)
- If the media chooses not to talk about it, then people are generally uninformed about the issue (Agenda Cutting)
- If people are uninformed about the issue then it will not be a priority in the legislative arena



## Supports Free Exchange Of Ideas & Opinions

- Freedom of the press is essential in a democracy in order to share ideas about how the government should operate and what agenda the government should pursue.
- *“A press that is free to investigate and criticize the government is absolutely essential in a nation that practices self-government and is therefore dependent on an educated and enlightened citizenry.”* —Thomas Jefferson

# **Role of a Free Press in a Democracy**

However, we know that news organizations and the government itself comprise only a piece of the equation. To have a strong democracy and educated citizenry, it is up to you to take advantage of your opportunities to be engaged.

It is up to you to stay informed by reading newspapers, visiting their websites or accessing their news apps, and up to you to show up at the polls.

# Politicians Influence the Media

- Staging

- Press invited (i.e. press conference)
- Allows the candidate to control what is said

- Spinning

- Granting interviews either “on-the-record” or “off-the-record”
- Allows candidate to persuade the public to perceive the issue in a certain way which helps the candidate

- Leaking

- An unofficial release of confidential information to the media.

(*Why?* Expose corruption, stir up support, spin the way an event is covered or gain favor with reporters)





2015



2019

- Video s

- APJ

- A Roy

- Ravish Kumar

# Economic Influence the Media

- **(1) Democratization of information.**

Before social media, you had to pay to get out information about your business. Now, every person and company is its own media brand - and there are significantly less barriers to reaching people.

- **(2) Platform economy.**

Social media is deeply linked to a series of platforms (Facebook, LinkedIn, YouTube, etc.) that control distribution. They are the plumbing that allows (or doesn't allow) content to spread.

- **3) New ecosystems.**

Even though these platforms are dominating, they also provide a whole new ecosystem for entrepreneurs to build off of.

# Media and Economy

➤ Population	Over 1 bn
➤ States/UTs	35
➤ Geographical Area	3.3 mn sq kms
➤ Languages recognised	22
➤ Business language	English
➤ Per Capita Income**	US\$ 534
➤ GDP**	US\$ 650 bn

# India - Fast pace Growth

- Largest democracy
- 4th largest economy by PPP index
- 6th largest energy consumer
- ForEx reserves skyrocket from US\$ 42 bn (2001) to US\$ 133 bn (February, 2005)
- GDP growth to continue between 6-8%
- 3rd largest economy by 2050: Goldman Sachs
- Leading in IT & BPO
- Oil & Gas and Biotechnology sunrise industries

# India - Leading the world

- **Hero Honda** - largest manufacturer of motorcycles
- **Moser Baer** - among the top three media manufacturers in the world
- **Pharmaceutical Industry** - 4th largest in world
- **Walmart, GAP, Hilfiger** sources more than USD 1bn worth apparel from India
- **100 Fortune 500** have set R&D facilities in India including GE, Delphi, Eli Lilly, HP, Heinz and Daimler Chrysler

# Media Industry

**One of the fastest growing sectors of the Indian economy**

- **Size** US\$6900 mn
- **Estimated growth rate over next 5 years** 14% CAGR

# Television

• India

**Third largest television  
market in the world**

➤ Estimated growth rate of  
TV industry on an overall  
basis for next 5 years

**18% CAGR**

• Total No. of TV households

**over 119 mn**

• Total No. of TV channels **over 350**



# Radio Industry-Key Growth Drivers

⇒ **Local Advertising**

⇒ **Lower share of Adspend**

⇒ **Satellite Radio**

⇒ **Community Radio**

# **Newspaper and Magazine Publishing Industry Key Growth Drivers**

⇒ **Booming Indian economy**

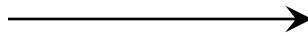
⇒ **Content**

⇒ **Government initiatives**

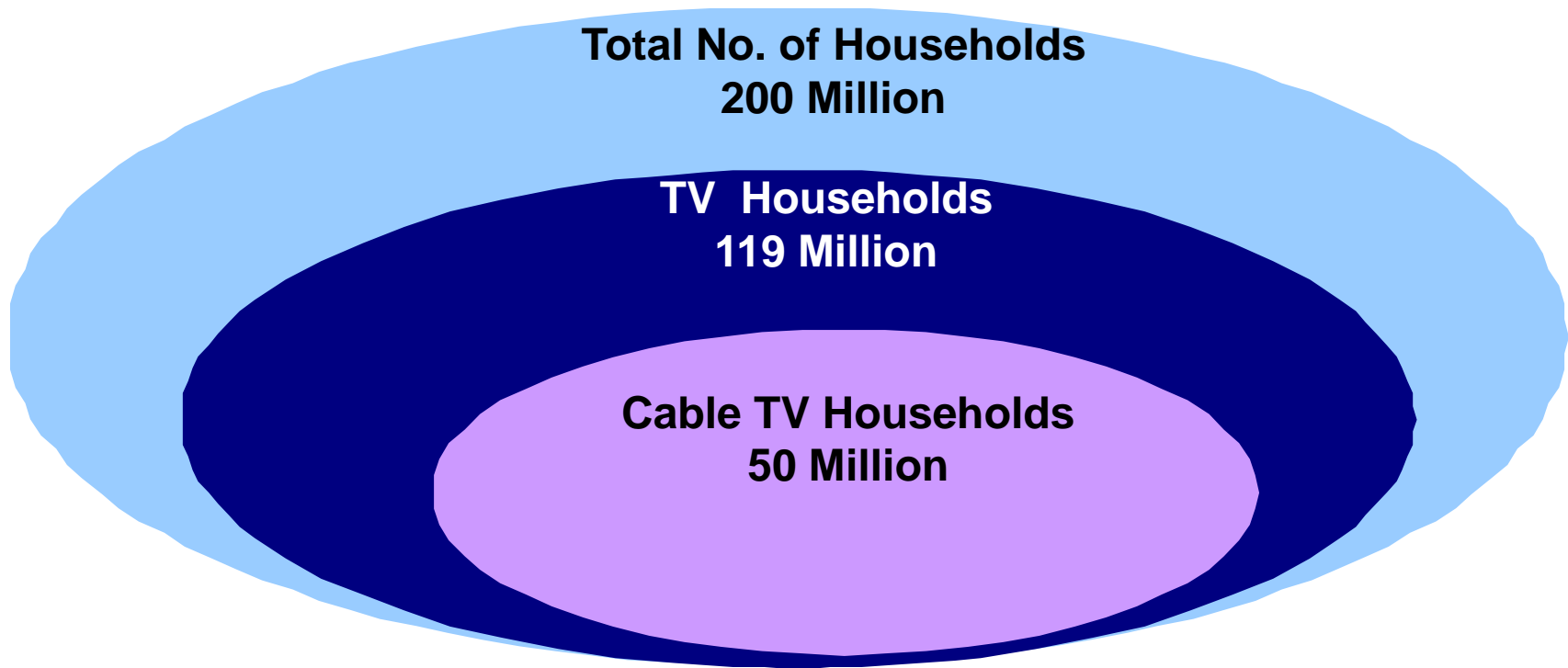
⇒ **Emerging Digital Technologies**

# Cable TV Households- untapped potential

Low Cable penetration levels indicate huge untapped potential



Rural areas to spur growth



# Growth of multiplexes

- ⇒ **Platform to screen movies appealing to niche audience**
- ⇒ **Have brought back Indian film viewers to movie halls**
- ⇒ **Smaller screening options**



# The India Advantage

- Expanding Indian Economy
- Strong job creation in new economy sectors
- Demographic Advantage – 30 to 40 million people joining middle class every year
- Change in consumer mindset due to global exposure
- Untapped rural potential

# The Policy Advantage

## Key Government Initiatives

- 2001 Industry status to Films
- 2001 Announcement of DTH guidelines
- 2004 Announcement of Broadband Policy
- Reduction in import duties
- Move towards Co - production treaties

# FDI Policy

## ➤ **Advertising & Film Sector**

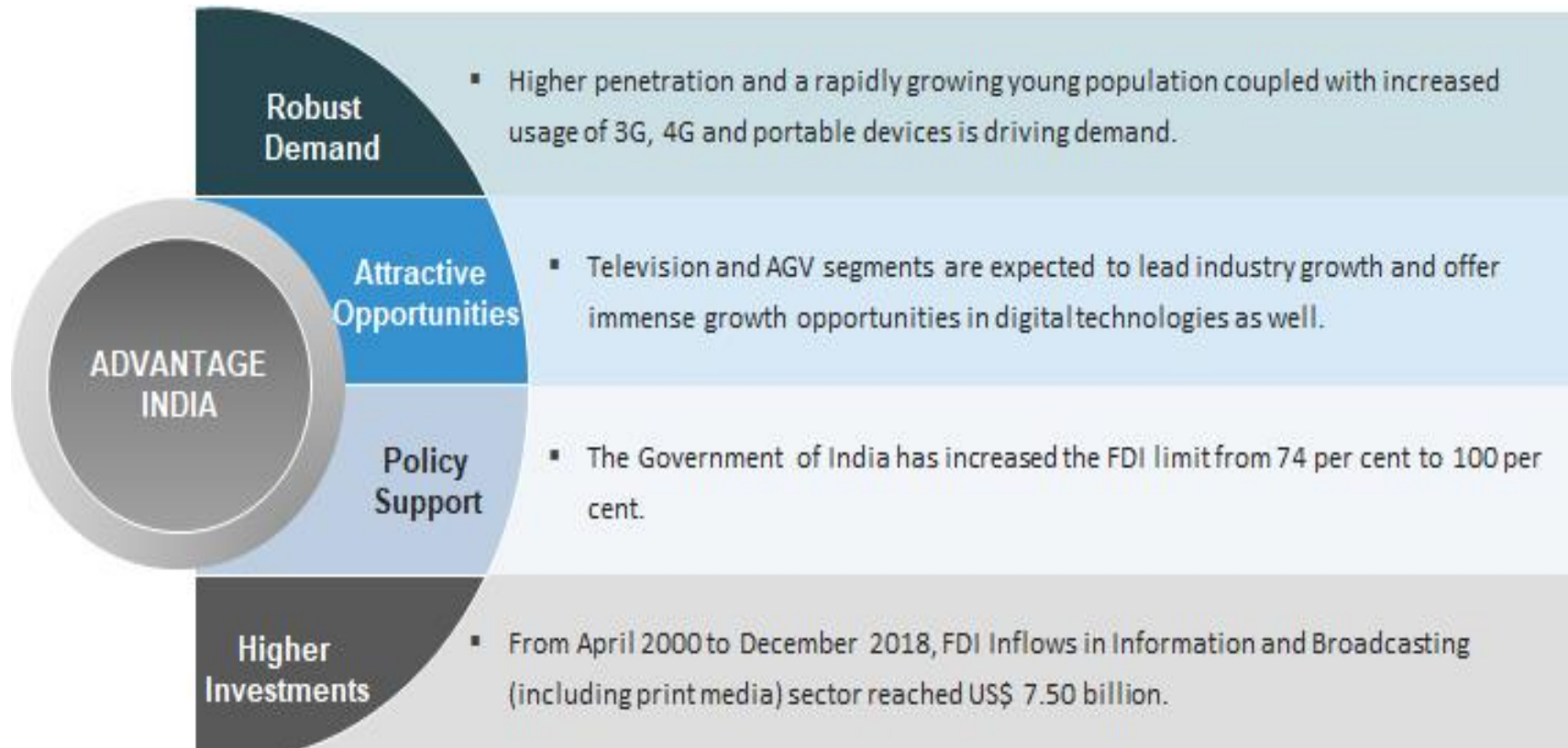
Upto 100% on automatic route

## ➤ **Print Media**

- Upto 74% in Indian entities publishing scientific/ technical & speciality magazines/periodicals/journals
- Upto 26% in Indian entities publishing news & current affairs newspapers & periodicals

## ➤ **Broadcasting Sector**

No restriction on foreign equity in proposals related to software production, marketing of TV rights, air times, advertisements etc.





# MEDIA PSYCHOLOGY

In media psychology, it's important to study how the media influence behavior especially, since today most of the culture is "media-centric." Recent researches conducted by media houses shows that people between the ages of 15 to 35 spend more time surfing the internet than they do in front of the television.

# MEDIA PSYCHOLOGIST

The key to media psychology is this: you have to learn psychology AND technology. If you want to “practice” media psychology, you need to know how media technologies work—how they are developed, produced, and consumed. And you have to know psychology so you can actually apply it to issues of usability, effectiveness, and impact.

# MEDIA PSYCHOLOGIST

Media psychology is NOT:

- A clinical degree
- Media studies
- Appearing on TV, having a radio show, or being in a movie
- Running the AV department for your organization
- Watching TV for a living
- Hanging out with movie stars

# MEDIA PSYCHOLOGIST

- Helping people adjust to the rapid pace of technological progress
- Holding authors and journalists accountable to professional standards when new research reports make headlines by actually reading the reports
- Explain the difference between correlation and causality
- Remind everyone that the experience of media technologies varies by person, culture, context, and what you are trying to achieve
- Helping people understand that the sky is not falling

# Media culture and Society:

- It refers to the combination of aspect of reality (people, events, places, cultural identity) in the media. The term refers to the processes involved as well as to its products. For instance, in relation to the key markers of identity – Class, Age, Gender and Ethnicity etc.

# Gaze theory

## **Long shots**

- Extreme
- Medium

## **Medium shots**

- Mid shots
- Medium close shots

## **Close up shots**

- Medium close up
- Big close up

# Mass Media Functions to socialize:

Provides: information

- contact with others
- viewpoints on issues
- access to consumer culture
- entertainment; education