

Mass communication in India - a perspective

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by

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— A PERSPECTIVE

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MASS COMMUNICATION IN INDIA - A PERSPECTIVE

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Mass Communication in India is essentially non-mass media communication in character. Of the total population of 5,46,955,945 only 29.4 per cent (160,805,048) can read and write. Effective literacy in terms of understanding what is read may be smaller. What, therefore, can be communicated through the printed word, is only minimal in reach. Again there are 12,772,225 sets of radio receivers in India reaching only an infinitely small number in proportion to the total population. Television in the country is virtually non-existent: A total of 44,000 sets are available in Delhi. There is a three-and-half hour transmission every evening covering a radius of only 60 kilometres around Delhi. India is the biggest feature film producing country in the world. But most of the screening facilities are concentrated in the urban areas where only 20 per cent of the population reside. Eighty per cent of the people live in villages numbering 600,000, a large number of which are neither electrified nor accessible by road. The mobile cinema showing facilities are grievously inadequate to reach this vast bulk of population living in rural areas.

But mass media communication in India is quantitatively only a small part of the total communication, which is continuous and steady.

Since 1947 when India gained independence and since January 1950 when the country gave itself a constitution based on democratic institutions, it has been holding elections every five years, based on adult suffrage with every Indian citizen over 21 years of age having the right to vote. Adult suffrage has established the equality of vote irrespective of economic, religious or social differences. All political offices including that of the President of the Indian Union and Prime Minister, Chief Ministers of States and Heads of Zila Parishad, which is the lowest unit of Administration, are elective.

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The constitution has also guaranteed freedom of expression to citizens to propagate ideas and ideologies and during the last 25 years of freedom as many as 58 political parties have been competing with each other through the ballot-box to secure power at the centre and states periodically. The elections are held on the basis of freedom to political parties of all denominations and ideologies to reach people with their messages and to persuade them for casting votes in their favour. The participatory democracy in a country where vast bulk of people are illiterate has rested on an inter-personal communication with maximum use of oral communication. Frequent mass meetings, group meetings, and man-to-man approaches have been the dominant channels of communication during elections in India. Oral communication has often been supplemented by traditional forms of communication such as use of songs and stage. It has been total in approach reaching almost every voting citizen in the country. There is thus a continuous flow of political communication in India despite the inadequacy of physical communication as well as the reach of the mass media and also despite the overwhelming illiteracy in the country. The phenomenon of participatory democracy on the basis of man-to-man communication in a country of the size of land, mass and population ^{as} India is unparalleled in the world.

Since 1950 there has been another network of inter-personal communication channel created in India. This is commonly described as Community Development Programme. It has mapped out the country into 5,265 Blocks each consisting of 60,000 to 70,000 human beings under the charge of an officer described as Block Development Officer who functions as a multi-purpose development agency in that region. He in turn is assisted by village level workers, each one of whom is entrusted with the task of reaching 5 to 10 villages with the message of change and development. There are today 4,464 Block Development Officers with 58,002 village level workers in the country. It is

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not surprising that the first All-India Research conducted by the Indian Institute of Mass Communication in the year 1967 revealed that the village level worker and not the All India Radio is the primary channel in regard to the agricultural development news.

There are other developmental agencies who are now spread over the country-side and who are entrusted with the responsibilities of spreading specific messages e.g. the family planning, improved agricultural practices. There are today 5131 primary health centres and 36,486 family planning centres in the country. In addition 1908 urban, 1044 State Govt., 286 local bodies and 347 voluntary organizations also work as family planning centres.

It would thus appear that mass communication in India may not conform to the text-book definitions of communication through mass media but masses are being continuously informed of political and developmental plans. Any study of mass communication in India, therefore, only in terms of mass media communication would fail to portray the real picture.

M A S S M E D I A .

PRINT MEDIUM :-

Writing was known in the very early stages of Indian civilisation much before the invention of the paper or any other material to write on. The early writing was done on palm leaves and on metal plates. ^{Even} Before [^] ~~even~~ the writing was invented there had developed a tradition of passing on heritage orally; there are hosts of lores called 'shrutis', which were memorised and passed on in the same manner to the succeeding generation.

Printing was however introduced in India by the Christian Missionaries. The first Printing Press was brought to India almost by accident on September 6, 1556. It was originally shipped to help Christian Missionaries in Abyssinia, (Ethiopia). ~~has been established in Goa.~~ ^{print} ~~xx South West India xx~~ The chief Jesuit [^] who accompanied the press died during the brief halt in Goa (South West in India) and the press remained there. It was installed in that part of the country. It was subsequently used to bring out the first Indian book entitled "Doutrina Christa" in the Portugese language. It was a catechism written by

St. Francis Xavier for the benefit of children. Students at the Jesuit colleges of St. Paul and Rachel received instruction from this book.

The second printing press in India was established in 1578 at Punikael, a village in the Tinnevely District, South India and ~~used for the same purpose. The next printing press in India and the first non-missionary in India~~ ^{- and the first non-missionary -} was established in 1674 in Bombay. It was set up by an enterprising Indian business man from Gujrat in Western India.

The emergence of the printing press, however, did not coincide with the development of newspapers in India. The foreign rule in India had become conscious of the risk involved in encouraging the press to be used for publication of newspapers. The first attempt to use Press for publication of newspaper was made by an English man named William Bolt in 1776 nearly a century later. He was an employee of the East India Company, who on being ^{re}lived of his post wanted to publish a newspaper to expose the misdeeds by the East India Company officials in India. He could not succeed in his attempt. He was deported. ~~Bolt's attempt~~ Bolt's attempt was the beginning of the press in India and it could also be described as the first voice of protest ^{on} by English man against the British rule. These attempts became tidal, and it was not possible for the established authority to stop ^{it} any further. Historically the first newspaper in India was published in 1780 by ^{an} a English man by the name James Augustus Hickey. The name of the paper was "The Bengal Gazette" or the Calcutta General Advertiser. The voice of protest was soon joined in by Indians. The newspapers continued to grow. With the growth of political consciousness, however, there developed a cleavage between the newspapers owned by English men and those owned by Indians. The English newspapers generally described as the Anglo-Indian press, emerged as protagonists of British rule in India and Indian-owned press more and more acted as mobiliser of public opinion and also functioned as a sharp weapon of fight in the cause of India's freedom. The Anglo-Indian press continued to

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flourish during the British rule whereas the Indian press struggled and suffered both financially and politically. An interesting aspect of the growth of newspaper in India is the association of all shades of political leadership in India with one newspaper or the other : Gandhi, Nehru, Sir Pheroz Shah Mehta, Tilak, C.R. Dass and Maulana Azad. Almost all of them could be mentioned as editors of one newspaper or the other.

The independence brought a fundamental change in the situation. The Press came to be recognised as an important Institution. Its freedom was guaranteed as part of the freedom of expression under Article 19 of the Indian Constitution. The role played by the newspapers in the cause of country's freedom was appropriately recognised.

At the end of 1970, India had 11,036 newspapers comprising 755 dailies (including tri-weeklies and bi-weeklies) 3,162 weeklies and 7,119 other publications brought out, less frequently. In fifteen languages, the highest number of newspapers was in Hindi with 2694; English coming next with 2247, followed by 898 in Urdu, 707 in Bengali, 680 in Marathi, 577 in Gujarati and 551 in Tamil. The largest number of newspapers were published in the State of Maharashtra - 1707 followed by Uttar Pradesh - 1473, Delhi - 1242, West Bengal - 1129, and Tamil Nadu - 770. During the year 1970 the total circulation of newspapers in the country was about 29.3 millions. The highest circulation continued to be commanded by English language newspaper with a total of 7.1 million. English, Hindi and Tamil languages accounted for more than half (55.99%) of the total circulation of Indian Press. During 1970, the circulation of English newspapers increased by 10.7%. In the case of Hindi and Tamil languages it increased by 10.6 per cent and 116.6 per cent respectively.

There are three principal Indian news agencies in India : The Press Trust of India, the United News of India and the Hindustan Samachar. A new news agency called Samachar Bharati, has also been set up to provide multi-lingual service in India. In addition, 16 foreign and 24 other Indian agencies too cater for the dailies.

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Of 10,281 periodicals in India in 1970, about 1/3rd (24.2 per cent) dealt with news and current affairs (3,519). The literacy and cultural group of 1661 (16.35 per cent) came next followed by that on religion and philosophy 1164 (11.36 per cent), commerce and industry - 457 (4.44 per cent), medicine and health - 365 (3.55 per cent), film - 312 (3.02 per cent), Social Welfare - 298 (2.99 per cent) each.

NEWSPRINT :-

The country is short of newsprint. Out of the total annual newsprint requirement of 2,25,000 metric tonnes in the country only 30,000 metric tonnes is ^{locally} indigenously produced. Because of the foreign exchange difficulty there is a shortage of the import consequently. The newspapers continue to suffer ^{from} the handicap due to its shortage. During 1969-70, 1,55,100 tonnes of newsprint worth Rs. 185.7 million was imported. In 1970-71, 144,200 tonnes of newsprint worth Rs. 187.3 million was imported ^{and} upto september, 1971, 75,000 tonnes of newsprint worth Rs. 100.3 million was imported. Recently Govt. has decided to import about 25,000 tonnes of newsprint from Bangladesh mills against Rupee payment.

PRESS INFORMATION BUREAU :-

The Press Information Bureau has been established by the Centre as a link between the Government of India and the public through the medium of the Press. Its primary function is to assist newsmen in gathering full information on the Government's working and policy. It also supplies them factual information on the activities of the Government and keeps the Government informed about public reaction, as expressed in the Press, to its policies and performance.

Dissemination of information by the Bureau to the Press is done in the following ways in addition to issuing handouts, Press notes and Press communiques :-

- (i) Arranging Press conferences for Ministers and Secretaries, and briefings of Pressmen by Senior Government Officials;
- (ii) Furnishing information in response to specific queries by Press representatives;
- (iii) Issuing a weekly digest of news, specially for the use of periodicals;
- (iv) Issuing articles and features, many of them illustrated;

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- (v) Releasing news photographs to the Press; and
- (vi) Arranging conducted tours for pressmen, especially to development project areas.

The Bureau's Press releases are issued in English, Hindi and 12 major Indian languages from headquarters (New Delhi) and 20 regional offices linked with ^{the}headquarters by teleprinter to the Metropolitan Press in the principal ^{at}cities as well as small newspapers published from other towns. Since many of these newspapers, specially in the Indian languages, do not subscribe to the services of the news agencies, PIB supplies them factual information on Government policies and activities in the regional languages, and offers them eboid blocks of photographs. Representatives of small newspapers are also included in conducted tours.

During 1970, PIB releases were supplied to 4,615 Indian newspapers and periodicals; photographic services to 861 newspapers and periodicals and eboid blocks to 1,648. The number of Indian and foreign accredited Press correspondents who availed of PIB's services in Delhi was 337. The number of accredited TV film and still Cameramen was 80.

Selected news releases, photographs and feature articles issued by PIB are disseminated abroad by Indian Missions.

A weekly wall newspaper "Hamara Desh" was started by PIB from January 20, 1970. Published in Hindi, English, Urdu and Bengali, the newspaper highlights achievements in the field of agriculture, defence, family planning and five-year plans.

There are similar organisations working at the headquarters of the State Governments catering to the needs of the press. Some of the State Governments have ^anetwork of Information personnel working even at the district level but there is no uniformity in the practice. It has varied from state to state.

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PRESS COUNCIL :-

Following the recommendations of the Press Commission, which was appointed in 1952 to enquire into the state of Press in India and to make recommendations on its present and future development, the Press Council of India came into being on July 4, 1966 under an Act of 1965. The Council is intended to preserve the freedom of the Press and maintain and improve the standard of newspapers in the country. The functions of the Council, inter alia, are to help newspapers maintain their independence, build up a code of conduct for newspapers and journalists and keep under review any development likely to restrain the supply and dissemination of news of public interest and importance.

The Press Council consists of a Chairman, nominated by the Chief Justice of India and 26 members chosen from amongst editors, working journalists, proprietors and persons engaged in the management of newspapers or having special knowledge or experience in education, Science, law or culture and Members of Parliament. The Council functions as a quasi-judicial body for adjudicating complaints against newspapers and journalists for violation of the code of journalistic ethics or public taste and professional misconduct. The Council also considers complaints alleging interference with the free functioning of the press. The decisions of the Council in these matters cannot be questioned in a Court of Law. The Council considered 70 complaints in 1970.

BOOK PRODUCTION:-

The early printing activities in India ^{were} mainly aimed at propagating religious gospel by the Christian missionaries and the presses were mainly established in coastal cities, where the missionaries had arrived first. The Indian National movement subsequently gave impetus to the publishing of political books but for quite some time, ~~the~~ book publishing was mainly confined to text and allied books. This scene, however, changed after Independence. The greatest fillip for publishing in India, came with the post-Independence explosion

in extension of education facility and resultant rise in literacy.

The Indian publishing industry comprises over 10,000 publishing and book-selling organizations. Of these a hundred publish books in English only. In addition to these private publishers, every Indian University and Research organization and various deptts. of Govt. publish their own material.

India is 8th among the largest book-producing countries in Asia; it ranks next only to Japan. Among the developing countries it occupies the first place.

During 1970, 14,145 books and pamphlets were published. Out of these, 13,327 were published for the first time; ^{the} remaining were re-editions. The highest number of books are published on literature (4,509 or 32.04 per cent) followed by Political Science (2,632 or 19.2 per cent). ~~Religion: Theology (917 or 6.65 per cent) and law: Public Administration welfare, Social Relief Insurance (798 or 6.15 per cent).~~

Although India is ahead of many countries in the field of book production, there is a serious gap within the country between the demand and supply of books. It is estimated that India has about 25 book titles per million population as compared to 50 book titles per million ~~population~~ for Asia and 418 per million for Europe.

However, in order to reduce the above gap and also to step up production - qualitative as well as quantitative, ^{the} various schemes have been initiated.

To assist States and Union territories in the mass production of primary School text-books three modern printing presses are being established by Government of India at Chandigarh in North, Bhubaneswar in East and Mysore in South. The Press at Chandigarh has already been commissioned.

During 1963-69 a scheme for the mass production of supplementary reading was initiated by the Ministry of Education in collaboration with the National Book Trust, an organization set up in 1957 to encourage the

production of good literature and make such literature available at moderate prices to Libraries, educational Institutions and the public. Under this scheme 100 titles on various subjects mainly relating to National Integration would be produced in major Indian languages. So far, fourteen titles have been published under this scheme.

The National Council of Educational Research and Training (N.C.E.R.T.) which was set up in 1961 to assist the Ministry of Education in the formulation and implementation of its policies and major programmes in the field of School education, has been assigned the task of preparing text-books for Schools. It also evaluates School text-books published by other publishers from the point of National integration.

In addition to the efforts to step up production of school and children books, the Union Ministry of Education has undertaken a whole range of book promotion programme. The Ministry of Education proposes to give a Central grant upto ~~Rs.~~ Rs. 10 million to every state Govt. for a period of six years for production of books at first degree level in regional languages. For stepping up production of Hindi and Urdu language University level books, two bodies have been constituted. One body would select the titles while the other would publish them.

Besides the languages-wise book production, a national programme of Core books to be written by eminent Indian writers on various subjects has been chalked out. The core books would be of such standard and quality that all Indian Universities would accept them. The responsibility for production of such books has been entrusted to National Book Trust. But Medical books would be produced by the All India Institute of Medical Sciences.

The Govt. of India have also initiated a scheme to award 100 fellowships each year of the value of Rs. 500/- plus an annual contingent grant of Rs. 2000/- to enable a proportion of outstanding students in Sciences, Humanities, and Social Sciences after their masters' degree to associate themselves with distinguished University teachers for the

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Purpose of undertaking writing of quality books at the University level.

The Union Ministry of Education has also formulated a scheme to subsidise the publication of selected Indian works so as to make them economically competitive with foreign text books and also to bring down their price to a level which the Indian Students can afford.

A National Book Development Board was set up in 1967 to lay down guide-lines for the development of the Indian book industry and trade in the context of the overall requirement of the country. The Board has on it representatives of the different sectors of the book industry—publishers, authors, printers and book-sellers as well as of the various Governmental and non-Governmental agencies dealing with the implementation of book programme.

In order to create training facilities for Indian publishers and booksellers which were practically non-existent till recently, a Training Institute would be established by the Federation of Publishers and Book-sellers Association of India. The Institution will have a permanent organisational staff to plan and organize such course with the help of a Technical Director and Lecturers drawn for the occasion from the local experts in the field. To start with, two courses a year have been proposed. The duration of each course will be about two weeks. To begin with, the first two courses are proposed to be conducted in the capital city of Delhi so as to gather experience and set down standards. In the subsequent years courses will be extended to different regions of the country. These may be conducted in the regional languages also.

BROADCASTING:-

There were sporadic attempts to set up Broadcasting Units in some parts of India in the early twenties. But the British Government who were ruling India then took over the Broadcasting unit and centralised the organisation in the late part of the twenties when it was named as All India Radio.

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The country had inherited 6 stations and 10 transmitters on the eve of Independence in 1947. To-day it consists of a network of 67 (26 in North, 9 in West, 17 in South and 15 in East Zones) principal stations, 2 auxiliary studios and 1 recording studio. The number of transmitters covering all the cultural and linguistic regions of the country are 130. The primary service from medium-wave transmitters covers about 56.1% of the area and 73.1 per cent population of the country while the second grade service from the short-wave transmitters was available practically throughout the country.

The Broadcast programme^s of A.I.R. comprise music, news, talk, discussion^s, symposia^s, interviews, commentaries, reportage, poetry, fiction, drama, features, language lessons, commercial broadcasting, special audiences programme, programme for special occasions (Homage, visit of dignitaries etc.) etc. Of this, music takes up roughly 40-41 per cent of the total time.

The planning of spoken word programme is done at three levels viz., local, regional and central. Programmes intended for specific audience (women, children, listeners in rural areas, industrial workers) are planned by each station individually. Programmes meant for the general body of the listeners and the series of special broadcasts directed to schools and Universities are planned jointly at the regional level. Programmes which go out on the national hook-up are arranged centrally at the A.I.R. head-quarters in New Delhi.

Transmission capability has also been accompanied by increase in listening facilities. The production of radio receiving sets in the country rose from 3036 in 1947 to 17,38,000 during 1969. Since 1947 the number of radio licences has increased many folds. They were 2,75,955 in 1947, while the number rose to 1,27,72,225 on 31st March, 72. This figure does not include a large number of unlicensed sets.

COMMERCIAL BROADCASTING:-

A.I.R. introduced Commercial Broadcasting service in November 1, 1967 in a limited way - only one channel, with Vividh Bharti. The present total duration of the Vividh Bharti commercial service is 14 hours a day. The commercials are broadcast for 84 minutes.

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SPECIAL AUDIENCE PROGRAMMES:-

Rural broadcasts deal with all aspects of rural life and provide useful information to villagers through dialogues, discussions, plays, news, talks, weather reports, etc. Problems concerning agriculture, education, health and hygiene are dealt with by experts. All stations of A.I.R. broadcast rural-cum-urban programmes for about two hours a day. Programmes of interest to both rural and urban audiences are broadcast including a special half an hour programme on items of agricultural interest, interviews with experts and topics in which rural women and children are interested. Under ^{the} Ministry of Information and Broadcasting Subsidy Scheme, 1,42,457 community sets have been supplied to various State Governments for installation in rural areas.

RADIO RURAL FORUM:-

A country-wide scheme of Radio Rural Forums, providing listening-cum-discussion-cum-action group programmes, in which a two-way contact between the broadcaster and the listener is established, was launched on Nov. 17, 1959. These are organised in villages which regularly discuss the weekly broadcasts and send their criticisms and suggestion to the radio stations concerned. About 25,600 such forums are functioning at present.

FARM AND HOME UNIT:-

In order to give active educational and other technical information to farmers, 27 Farm and Home Units have been set up all over India.

NEWS SERVICES:-

News constitute ^S an integral part of A.I.R.'s broadcast services. In all 207 news bulletins ~~a day~~ are broadcast daily. In the Home Services from Delhi, 72 bulletins are on the air every day in English, Hindi and 16 other languages. Regional Stations broadcast daily 94 bulletins in Hindi and 17 other languages and 30 tribal dialects. The News Services also puts out daily news commentaries in English, Hindi, Urdu, Kashmiri and NEFA-Assamese.

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To acquaint listeners with the proceedings of Parliament, 10-minute commentaries both in English and Hindi are simultaneously broadcast every day when Parliament is in Session. Some of the regional units have also started broadcast of legislature review in the language of the region concerned.

The News services has its own network of correspondents throughout India and in West Asia and South East Asia. Besides, the monitoring services located in Simla and Delhi monitor 139 transmissions in 10 languages from 22 stations in the world.

EXTERNAL SERVICES:-

External broadcasts are on the air for 46 hrs. round the clock. There are regular services in 21 languages viz., English, Burmese, Thai, Indonesian, Sinhala, French, Cantonese, Kuoya^U, Nepali, Tibetan, Hindi, Gujarati, Swahili, Pusht^U, Arabic, Persian, Tamil, Urdu, Dari and Bengali. There is also a daily 10 minute news bulletin in Konkani.

A monthly programme journal in English 'India Calling' carries details of programmes and is distributed free to overseas listeners. Quarterly programme folders in ten languages, viz., Arabic, Burmese, Chinese, French, Indonesian, Nepali, Persian, Pushto, Swahili and Tibetan, are brought out, besides a programme exchange bulletin.

TELEVISION:-

An experimental Television Service of All India Radio was inaugurated in Delhi on 15th September, 1959. The primary purpose of this pilot project was "experimentation, training and evaluation"; experimentation with the new medium, training of the personnel for running it and evaluation of the new medium as a vehicle of communication. The service was started as a part of a UNESCO project.

To begin with, T.V. sets were installed at 21 Community Centres of Adult Education and Social Welfare Work. A Television club was formed at each centre.

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In 1961, the T.V. Centre started a special service for schools in collaboration with the local Directorate of Education. This consisted of programmes on selected subjects to supplement the regular class room teaching. Today, more than 4000 schools in the capital receive these telecasts and over two lakh students benefit by them.

A pilot project for popularising better agricultural practices through the medium of T.V. was inaugurated in Delhi on Jan. 26, 1967. These special programmes for agriculturists named "Krishi Darshan" are telecast thrice a week. It has a large following in the rural areas around Delhi, enabling the growers to learn and adopt new methods which are demonstrated and explained to them by a number of experts in the field. There are 80 farm-tele-clubs. Out of these 60 are in Delhi territory and other 20 in the villages of U.P. and Haryana. The programmes have a receiving audience of 8000 of each day.

The General Service provides a variety of fare to the viewers, including news and news reviews, light entertainment, folk music and folk dances, discussion on topical subjects, interviews with visiting experts and personalities, literary programmes, quiz programmes, programmes for women and children and film coverage of important events at home and abroad besides feature films and documentaries.

To start with the service was limited to 20 minutes twice a week. But the present output comprises an evening transmission lasting three and a half hours, an additional session on Sunday afternoons and several day time periods for schools. Extra coverage is arranged on occasions of national and topical importance.

With the expansion^{5/} telecast time and facilities the TV audiences in Delhi and the surrounding areas have been rapidly growing. Today there are about 44,000 TV sets.

The next two years will witness the coming up under the Fourth Plan Schemes of TV stations at Srinagar, Bombay (with relaying facilities to Poona), Madras, in South, Calcutta in East and Lucknow in North

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(with relaying facilities to Kanpur in North), and extension of the Delhi centre to provide relay facilities to parts of Punjab and U.P.

The first to come up will be a television transmitting station at Amritsar. In North this station will for the present telecast programmes prepared specially for it at Delhi.

The new television stations in Bombay in West and Srinagar in North are also coming up very fast. The TV station in Bombay will comprise the TV Studio and transmitter at Worli, and a relay transmitter on Sinhagad will comprise the studios, a TV transmitter viewing centre, within the range of this station. The TV stations in Bombay and Srinagar are expected to be ready before the end of this year.

The TV station in Madras in South is expected to be ready by December, 1973; and the TV station in Calcutta (with relay facilities to the Durgapur-Asansol area) and Lucknow (with relay facilities to Kanpur) by 1974. On the conclusion of the Fourth Plan schemes for television development, the TV coverage in India is expected to reach about 40 million of the country's population. Of this considerably more than half will be rural population.

Along with the conventional network system, A.I.R. has been giving thought to the possibilities inherent in the new space technology in its application to television. The starting point in India's acquaintance with this new technology will be the experiment to be conducted over a period of one year beginning in the middle of 1974, to measure the effectiveness of a geostationary broadcasting satellite in transmitting T.V. programmes of educative value. During that period, programmes ~~of education~~ will be fed to satellite from earth stations to be retransmitted by the satellite for (i) relay by T.V. stations for the benefit of their respective audiences, served by the conventional receivers and (ii) for direct reception from the satellite over a certain number of specially designed receivers, without the agency of earth-based TV transmitter.

The experiment will enable A.I.R. to assess the technical feasibility of the satellite broadcasting system and how it compares,

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in effectiveness and utility, with conventional system. It will also help identify the viewing needs of various segments of the population, and will afford a better evaluation of the education function of the medium.

FILM:-

The motion picture was publicly shown to Indian audiences in Bombay on July 7, 1896, that is, within six months of its first showing in Paris. The corner stone of the Indian film industry was laid by Dada Saheb Phalke with his film *Rajah Harischandra* in 1912. The first sound film *Alam Ara* was released by the Imperial Film Company in 1931. Ever since the Indian Motion Picture Industry has made spectacular progress and in volume of production is today the largest in the world.

The progress over the years is impressive. In contrast to 28 films produced in the private sector in 1931, the number of feature films in 1970 rose to 396 out of which 254 depicted social themes. The largest number was of films produced in Hindi (104) followed by 76 in Tamil, 71 in Telugu, 43 in Malayalam, 38 in Kannada, 33 in Bengali, 19 in Marathi and the remaining in the other languages of the country. Millions of people see these films in 7,140 cinema houses (4,553 permanent and 2,587 touring cinemas) in India. Indian films are exported to nearly 90 countries in the world. The main export demand is for Hindi and Tamil films. The traditional markets for Indian films are the U.K., Iran, East Africa, Mauritius, West Indies, Ceylon, Singapore, Malaysia, Thailand, Fiji, Indonesia, Persian Gulf, West Africa and West Asia.

FILMS DIVISION:-

The Films Division was set up by the Govt. of India as a mass media unit of the Ministry of Information and Broadcasting, for producing and distributing newsreels, documentaries and other

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films required by the Govt. of India to public information, education and for Institutional and cultural purposes. It had its modest beginning in 1948. In 1949-50, it produced 33 documentary films, 52 newsreels and 12 compilations. The number of prints for theatrical and non-theatrical exhibition supplied was 5,408. The Division has expanded steadily over the years and it is now geared to produce about 90 documentary films, 52 weekly newsreels for the national and regional editions each and six special newsreels per year. The production is thus four films per week on an average. The annual supply of prints is over 50,000. The prints are supplied in English and 14 regional languages. The films are screened in over 7,000 cinema houses and also exhibited through mobile units and fixed projection points throughout the country. On an average each week about 40 million people see the document^a_Λries and newsreels. The Division receives 30 to 40 certificates, diplomas and awards in national and international film festivals each year. The Division is one of the largest short film producing organizations in the world.

During the period from April, 1 to Dec. 31, 1971 the films Division produced 68 films (119 reels), purchased 10 films (15 reels) and accepted 4 films (7 reels) as donation. The production of newsreels continued according to the schedule of one reel a week in 15 languages of the country.

Every cinema is required under the terms of its licence to exhibit with each performance not more than 2000 ft of approved films. This provides a steady outlet for Films Division films. Arrangements exist whereby the documentaries and newsreels are exhibited also on the Television Centre at New Delhi. Prints of the films can be obtained on loan by Government, semi-Government and other social Institutions. Films are also loaned to individuals for non-commercial shows. In addition, 77 Indian missions abroad are on the regular mailing list for the supply of documentaries and newsreels.

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CHILDREN'S FILM SOCIETY:-

The Children's Film Society was set up in May 1955 to undertake, aid, sponsor, promote and coordinate production, distribution and exhibition of films suited for children and adolescents.

Since its inception, the Society has produced 70 films, out of which 12 have won national or international awards and recognitions. The films are exhibited on the commercial and non-commercial contracts. The society also exports its films to foreign countries.

FIELD PUBLICITY:-

Field publicity is a new dimension to the communication in India. The concept and technique of field publicity involves direct confrontation with the people through multiple media like exhibitions, film shows, song and drama programmes, printed posters, folders and pamphlets, gramophones and tape-recorder and word of mouth communication through meetings, discussions, seminars and symposia. Its multi-point publicity approach confers a flexibility and manoeuvrability which other media do not possess. The mass contact is maintained by the regional and Field publicity Units of the Directorate of Field Publicity of the Government of India and field units of the State Departments of Information and Public Relations.

Field publicity functions as a two-way communication system between the Government and masses. While it explains to the people plans and policies of the Government, it feeds back to the Government the reactions of the masses. This feedback helps the Government to design the policies and programmes in a more acceptable and effective way. In 1966, a full-fledged Public Relations Service was started to improve the feedback services. Under this programme, the reactions of the people to Government

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policies and programme, their felt needs and grievances, the situations as they develop in different parts of the country, are communicated to the Government. The District Public Relations Officer in the State also communicates the public reaction to the Government.

During 1970, field publicity programmes organised by the mobile units of the Directorate of Field Publicity covered more than 42 million people. The Units visited 27,822 places, organised 60,052 public meetings and group discussions and arranged film shows. The song and drama programmes numbered 8,233. A still more direct contact is maintained by the State Govts. through their district Public Relations Offices. Some units have been specially set up to work along the border areas of the border people with the people of the rest of the country and to generate among them the desire to participate in the programmes for development in their areas. 30 of the 166 units of the Directorate are exclusively devoted to publicity on Family Planning.

SONG AND DRAMA:-

During 1970 the division organised 14,906 performances of various types such as ballet, drama, poetic symposia, folk recital, puppet shows, composite programmes etc.

TRADITIONAL MEDIA:-

The traditional media of entertainment, popular in different regions, namely drama, dance drama, ballet, folk songs and dances, opera, poetic symposium, concert, etc., are being employed because of their immediate appeal to the people. These media are effective for they are woven into the cultural and social patterns of the people and can spread developmental message in areas where the more modern and sophisticated media of communication have not developed sufficiently. Recent studies and seminars have

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proved that the hold of the traditional media of entertainment on the masses is still so strong that they continue to play a very effective role in bringing about social and economic change. The song and drama Division of the Union Ministry of Information and Broadcasting, some of the State Directorate of Public Relations and non-official organisations are making an effective and imaginative use of the traditional live entertainment media. The song and drama Division has made several experiments in utilising traditional forms of entertainment for the communication of ideas. The Sangeet Natak Academy^{K i} set up by the Union Govt. in 1953 for the promotion of traditional arts in India, has carried out exhaustive surveys of folk forms of entertainment and has collected valuable literature relating to these forms. The Academy^{K i} has also organised seminars and round-tables on folk arts and has given a new life to traditional forms of entertainment. The Bhartiya Lok Kala Mandal of Udaipur in Rajasthan has done commendable experiments in popularising the folk theatre. Several State Governments have experimented in the use of traditional forms for the propagation of ideas of change and development or for plan publicity with varying success. The Indian Institute of Mass Communication has established^A separate department to experiment with it and study^{as} the role of folk forms of entertainment in^{as} vehicle of ideas after^{for} change and development.

A D V E R T I S I N G

India had attained a high standard of sophistication in the production of consumer goods much before the Industrial Revolution ushered in the era of quality production in European countries. Selling of wares through the art of display was quite common. Vendors had also developed the art of selling wares by the

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routine devices in oral communication. But the modern advertising can be traced to 1905 when the First Indian agency, B. Dattaram and Company started functioning in Bombay. Between 1907 and 1919, two more Indian agencies came into being. However, advertising in those early days could not assert itself as a business; it was the advertiser who played the decisive role in the creation of advertisements leaving little initiative to the agency. Newspaper rates varied according to the bargaining power of the individual advertiser or agent. Publishers too were averse to setting apart a portion of their advertisement takings as commission to the agent and very often encouraged the client to deal directly with them. Another big handicap to the industry was that there was not much to advertise except some imported consumer durables, medicines and magic remedies.

The First World War brought with it conditions favourable to the growth of indigenous industries. Imports from Europe declined and home markets were made available to Indian industries. For strategic and commercial reasons, the ruling interest found it expedient to encourage Indian industries and even to protect them against foreign competition. Indian industries, however, were largely owned by British interests.

Another important factor contributing to the growth and indigenous industries was the growth of national consciousness of the Indian people and the impact of Swadeshi Movement on its buying habits. In spite of these factors, not much of industrial development took place in this country and the economy remained still agrarian in character. Advertisements in Indian newspapers during that period reflected intense nationalistic appeal and promoted the cause of independence.

The end of the First World War saw increased imports of goods. The wider markets they opened out in the country encouraged the establishment of the offices of some of the leading foreign

advertising agencies like Bomas (S.H. Banson India Limited) and J. Walter Thompson and Company. The advertisers began to realise the importance of organised campaigning for their products and allocate more funds for advertisement.

The period 1930-39 in the history of Indian advertisement could be termed as one of consolidation. More foreign and Indian advertising agencies came into the field and their services expanded in keeping with the growth of industry.

Second World War further aggravated the shortages of essential consumer goods and there was a set-back in the advertising business. Nevertheless, the war proved a blessing to the press in many ways. Newspaper-buying public expanded remarkably owing to the wide interest in war developments. Government's war-time publicity expanded in a big way and brought in substantial amounts to the newspapers. To handle the Government's war publicity, leading agencies volunteered to place their services in a collective pool. What was known as the Creative Publicity Unit, was organised by the foreign agencies. Two Indian agencies, the Press Syndicate and the National Advertising Service, were also associated with the unit in view of the stature they had obtained in the publicity field.

By the time the war ended the political as well as economic situation in India had changed. The struggle for freedom found its fulfilment in the transfer of power in 1947. India's economy had also emerged from the war, strengthened in many respects by the growth of numerous light industries although the food problem remained as a major element of weakness in the economy. With the advent of a National Government, the country marched towards industrialisation and self-sufficiency in the matter of food and other consumer goods.

The rapid growth of economy due to enormous development expenditure incurred by the State during the three Five Year Plans period has given a boost to the industrial and agricultural activities.

This in turn has contributed to increased availability of goods and also the increased ability to buy, which gave a shot in the arm to the advertising industry in India.

The growth of advertising in this country has been, as mentioned earlier, at par with the growth of basic capital goods and production of essential industrial materials. Green Revolution has resulted in increased standard of living of large sections of rural families. Consumer goods industries also has progressed in rapid strides during the last two decades - the expenditure on advertising today (1971) stands at Rs. 65 crores as against Rs. 6 crores in 1951.

With the growth of advertising expenditure and the number of agencies, modern techniques and methods of advertising have been increasingly employed in press and out-door publicity. The last ~~one~~ decade saw the establishment of ^{the} largest number of agencies and also the "Indianisation" of some of the foreign agencies. There are more than two hundred leading agencies functioning in this country today. The following are the agencies who topped the list in terms of turn-over, each accounting for over ^{10 million} ~~Rs. 100 lakhs~~ per annum:

1. Clarion - McCann Advertising Services Limited.
2. Hindustan Thompson Associates Limited.
3. Advertising and Sales Promotion Company Limited.
4. L.P.E. Aiyars Limited.
5. Grant Advertising International Inc.
6. Lintas Limited.
7. Mass Communication and Marketing Pvt. Ltd.
8. H.S. Benson India Limited.

The above-mentioned eight advertising agencies count for 60 per cent of the total advertising business in India.

Bombay has the largest number of advertising agencies followed by Calcutta, Delhi and Madras.

MEDIA

Different media like newspaper, cinema, radio, transit and other out-door publicity are being used to reach the diverse population of this country majority of which live in rural areas. With such barriers as illiteracy and limited media that go to the rural masses, the problem of reaching the common consumer is almost formidable. Of late, because of the realisation that large sections of the consumers are left untouched by mass media, advertisers have been trying to employ traditional media like puppetry, folk entertainments, village fairs and festivals etc.

NEWSPAPERS

Newspaper advertising continues to be the largest single advertising channel in this country with 66% of the outlay going to this medium. Advertising is the main stay of the large as well as small newspapers. Some of the large newspapers devote as much as 55-60 per cent of space for advertising while the medium newspapers set apart an average of about 30 to 40 per cent. The small newspapers have been getting more encouragement during the last few years because of the policy of the Government to give more advertisements to the language newspapers. The recent ten-page schedule of newspapers introduced by the Government has not been taken lightly by the newspapers and advertising agencies as, according to them, this has cut down the advertising flow.

CINEMA

With more than 7,000 cinema theatres and an annual attendance of about 2,000 million, cinema is an influential medium of advertising in this country. This medium has a wider reach among the rural population though that too is ^{more} ~~very~~ restricted than newspaper as 80 per cent of the theatres are located in towns with less than one lakh population. Only 2 per cent of the total advertising expenditure goes to cinema at present. Cosmetics, ready-made fabrics and government campaigns make large use of film advertising.

RADIO

Commercial broadcasting began in India only in 1967 through the Bombay Station of All India Radio. The service caught up so fast that not only the target of income was exceeded in shorter period but the station found it difficult to cope with the demand for time for advertisers. The commercial service have been extended to other centres like Calcutta, Delhi, Madras, Trichy etc. The average annual income of AIR from commercial programmes is about Rs.29 million (1970-71). More stations will carry commercials in course of time. Although 80 per cent of the population is covered by the radio network today, there are only about ^{12.7}~~25~~ million licensed radio sets in the country which means that this medium can become a better advertising force as more people possess radio sets.

Hoardings, posters, neon-signs, kiosks etc. are some of the other media available to advertisers in India. Presently, they are confined to big cities and towns and popularised by such out-door advertising firms like Selvel, Saveilles etc.

Transit advertising also is becoming very popular in metropolitan cities. Most of the private and State-owned buses accept advertisements.

TRADITIONAL MEDIA

Due to the limitations in the reach of the mass media especially in semi-urban and rural areas, advertisers are resorting to traditional media of communication such as puppetry and other forms of folk entertainments to reach their message to the rural consumers. With the growth of disposable income among the farmers as a result of agricultural development, manufacturers of consumer goods and various kinds of services are trying to reach the rural

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population. Government campaigns such as, family planning, small savings, life insurance, fertilizers etc., and banking services are concentrating more and more on the rural audience. Festivals, fairs and trade exhibitions are also being employed for communicating with rural masses.

PROFESSIONAL ORGANISATIONS

Indian and Eastern Newspapers Society, started in 1939, promotes the common interest of member newspapers and maintains the advertising agency practice in the country. It has prescribed the minimum qualification of ability, experience and resources required for an advertising agency to be accredited by the society and be eligible for a uniform rate of commission from the member newspapers.

Advertising Agencies Association of India, formed in 1945, is the representative organisation of the agency profession. Today, the association controls over 90 per cent of the total advertising business in the country and ensures the standard of the profession.

Audit Bureau of Circulations, formed in 1948, brought Indian newspapers in line with advanced industrial countries. The Bureau has rationalised newspaper circulation and supplies reliable circulation figures and other details about all the members of the ABC.

COMMUNICATION TRAINING

There was no training in Mass Communication either on an academic or technique plane till 1965 when the Indian Institute of Mass Communication was set up in New Delhi. There were (and still are), however, schools of Journalism in some Indian Universities and also departmental training Institutions, such as All India Radio Staff Training School or Film & Television Institute, Poona. But these training facilities concerned themselves with only one medium of their specialisation.

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The Indian Institute of Mass Communication is the only centre in the country which is equipped for organising training in all media of mass communication. The Institute's training programme had been attracting the attention of neighbouring countries in the region from its early days and to-day there is a regular post-graduate level teaching for personnel seconded to the Institute from Asian and African countries under the Colombo Plan and special Commonwealth African Assistance Plan. A regular diploma is awarded at the end of the academic year for trainees. So far the Institute has trained 38 trainees from 16 countries in Africa and Asia.

There are at present seven faculties - Developmental Communication, Visual Communication, Print-Medium, Radio and Television, Communication Research, Advertising & Campaign and Traditional media.

The Institute is fully equipped for practical instruction in the use of different media of communication. It has its own printing press, a tele-printer, dark-room, sound studio, closed circuit T.V. unit, film auditorium with projection facilities and typing section.

The Institute organizes regular as well as specialized courses in specific medium or on special problem through various mass media aid.

Another organization called the Press Institute of India organizes periodical refresher courses for working journalists in the craft of journalism. The courses are normally workshop and seminar oriented.

COMMUNICATION RESEARCH

In India, like other Asian countries, there has been a late awakening to the support communication can give to the developmental activities. This realization came in early sixties.

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Undoubtedly, departments of Psychology, Sociology and Anthropology of various Indian Universities had been doing researches having a bearing on communication but these researches have been sporadic and sought to construct theories, methodology, tools of measurement and interpretation of human communication. Investigations under the banner of 'Communication Research' were started with the realization that communication could play a very significant role in the fields of Agriculture development and family planning. To understand the communication process at different layers of society it became necessary to make studies of communication process. To make strategies for effective communication, to formulate communication policies and to plan media and budget it became necessary to have media and communication process studies.

Studies in regard to role of communication in various fields are conducted by respective organizations. For example in the field of Agriculture Extension, the Extension Departments of various Agriculture Universities and notably Indian Agriculture Research Institute at New Delhi have done extensive work. In the field of role of communication in Family Planning, about half a dozen organisations are engaged in communication, ~~action~~ ^{doing} Research. The Indian Institute of Public Opinion is ~~doing~~ ^{always} commendable work in the field of public opinion, while the Indian Institute of Management is engaged in focussing the role of communication in the field of management.

The Indian Institute of Mass Communication which was established in August 1965 as a centre for advanced study in mass communication with responsibilities for training, research and development of the mass communication media in the country has geared its research activities to the primary requirement of developing societies. The Institute through its communication researches also seeks to provide empirical support to the teaching programmes and feedback to specialized information agencies.

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The Institute has so far conducted the following studies:-

1. COMMUNICATION & FAMILY PLANNING:-
Report on an intensive family planning promotion campaign in South Delhi area.
2. LITERACY & MASS MEDIA:-
A survey of progress towards literacy in Indian and other developing countries, with special reference to the mass media of communication.
3. ROLE OF DAILY NEWSPAPERS DURING ELECTIONS:-
A content analysis report of the coverage of election news in sixteen Indian dailies.
4. AGRO-INFORMATION FLOW AT THE VILLAGE LEVEL:-
Report of a survey of communication sources in the adoption process of high-yielding varieties of crops.
5. NEWS CONTENTS IN NATIONAL NEWSPAPERS & ALL INDIA RADIO BULLETIN:- S
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A study of assess the content and nature of news coverage and approach to news by A.I.R. and National Newspapers.
6. UNITAR PROJECT:-
An all World project of UNITAR for dissemination of news about United Nations and its agencies in three specified observation periods through newspapers, radio and television.
7. STUDY OF AUDIENCE REACTION TO DOCUMENTARY FILMS:-
A study of the reaction of rural audience to five documentary films produced by Film divisions in three language areas - Hindi, Tamil & Bengali.
8. A STUDY OF VISUAL PERCEPTION:-
A study in visual perception on the basis of visuals in ten posters was undertaken to understand the manner in which illiterate and literate audiences perceive the visuals.
9. ROLE OF COMMUNICATION IN ELECTION:-
A study of the role of the communication in the Parliamentary elections held in March 1971, was undertaken in a rural community in Haryana. The study aimed at investigating the channels and inflow of communication in a typical village during election.
10. PERCEPTION OF INDO-PAKISTAN WAR AT THE VILLAGE LEVEL:-
The study aims at finding the level of awareness and perception among villagers in Mandothi (Haryana) of the causes of Indo-Pakistan War (1971) and their responsibility

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as they perceived during the War. The study also seeks to investigate the sources of information about the war.

Additionally organizations and Universities and internal research units of the various departments of the Ministry of Information and Broadcasting are also engaged in communication research. The Listener Research Unit of the All India Radio and the Research Unit of the Directorate of Advertising and Visual publicity are a couple of internal research units of the Ministry of Information and Broadcasting.

Certain academic disciplines have also contributed towards the communication research in India. Studies in the field of learning and motivation conducted by Department of Psychology of certain Indian Universities are of great importance to developmental communication research in India. The field of Sociology specially rural Sociology has provided 'feedback' about rural audiences to the communication researchers. This will aid the researches in his conceptualization of framework and in developing underlying assumptions. The disciplines of education, anthropology and Agriculture extension have also taught the communication researchers not only a scientific approach but also provided the methodology for the problem of studying mass communication effects.