<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>The social effects of mass media and their policy implications for the third world plural societies.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Author(s)</strong></td>
<td>Yadava, J. S.</td>
</tr>
<tr>
<td><strong>Citation</strong></td>
<td>Yadava, J. S. (1990). The social effects of mass media and their policy implications for the third world plural societies. In Seminar on Communication Research Needs in Asia : September 18-20, 1990, Singapore.</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>1990</td>
</tr>
<tr>
<td><strong>URL</strong></td>
<td><a href="http://hdl.handle.net/10220/2229">http://hdl.handle.net/10220/2229</a></td>
</tr>
<tr>
<td><strong>Rights</strong></td>
<td></td>
</tr>
</tbody>
</table>
The Social Effects Of Mass Media And Their Policy Implications
For The Third World Plural Societies

By

J S Yadava
The Social Effects of Mass Media and their Policy Implications for the third World Plural Societies

J.S. Yadava*

Introduction

Information is power. The art and science of using information to one's advantage is one of the important keys to influence and power in any society. As a matter of fact man alone has the capacity to generate information through ever new and more symbols and sharing their meaning. One may even look with advantage the human history through information/communication prism. It is a history of ever increasing capability of creating new and more shared symbols. Throughout human history man has been utilizing this capacity to generate information and share it with others to their mutual advantage to ward off dangers, to inform about new opportunities, etc. In brief information/communication is the key to organized human life.

To begin with men/women perhaps had only his/her voice, gesture, engraving and paintings in the caves to communicate his/her ideas and messages. But as human society progressed, he discovered/invented more and more efficient methods and technologies to multiply his voice, signs and writings for simultaneous sharing with large number of people. The result is what we know today the mass media - press, radio, film and TV - and emergence of mass society.

*Dr J.S. Yadava, Director, Indian Institute of Mass Communication, New Delhi-110 049 (India)
In today's world, mass communication occupies an important place. They have contributed towards emergence of mass society and mass culture. In a mass society, public opinion and image on various important issues is shaped to a great extent by mass media and in a democratic society like ours the public opinion influence the public life and governance.

Mass society is characterised by greater reliance on mass media for information and news about their environment in which the people live. The news media are the main sources for local, national and international news. They set their agenda for public debate and create issues. In short, the mass media help in emergence of public opinion and building of images through news reporting, expressing views, informing public through advertising and thereby facilitating public discussions on issues of wider concern. As a matter of fact, mass media play a significant role even in socialisation of its members - their attitude, preferences and mannerism.

Today, the advances that man has made in the area of communication technologies is so fundamentally transforming the organized human life that many social scientists speak of the dawn of a new era - the Information Age.

Many of the societies are already changing from being advanced industrial societies to 'information societies' in which computer technologies, their networks and other enhanced form of interpersonal and institutional communication are a major force. Some, of the Western countries have already entered into the information
age. In the United States, the information activities engage more than 46 per cent of the work force, which earned over 53 per cent of the labour income.

The vision of communication abundance has been possible because of the sharp decline in costs. According to an estimate the cost of micro-processors is falling 22 per cent, computer memories cost is down by 40 per cent that of communication equipment by 11 per cent per annum. By the year 2000, may be even earlier, the cost of a computerised home system should be about the same as that of an automobile today, thus coming within the reach of the common man in the developed countries. The protagonists of the new communication technologies have been promising a revolution of abundance and diversity of information for all.

Let us also briefly examine the characteristics of the new communication technologies that have been fast changing the information environment in the latter part of the twentieth century. As a matter of fact, most of the so-called new communication technologies have been with us for the last couple of decades. What is relatively new is the convergence and integration of these technologies. Another feature of the present day situation in communications is the scale of operations, which the microprocessors and the 'chips' have not only made possible, but economically too. The results of these two processes, convergence and scale, are revolutionary.
The convergence of emerging telecommunication technologies and computers is transforming business operations, broadcasting, telephone systems and human interactions in general. We are on the threshold of having a high-resolution two-way video and personal computers tied to networks, so that sitting at home or office, one can receive and send information from and to anywhere in the world, and engage in a two-way video conversation across the world.

As the world shifts to a service-oriented economy, vast amount of money, goods and services are being circulated as well. In the last few years break-through in satellite and high-speed computing have given leading users an over-whelming economic advantage over those who have not kept pace. Thus, the stakes in new communication technologies are high and are of global dimension. Although for foreseeable future, the responsibility, if not power, to plan and decide about communication will continue to rest with the nation-states, already many of the operations are beyond them. The result is enormous expansion and significance of multi-national corporations.

Through multi-nationals and other trade channels the advanced Western countries are pushing hard the new communication technologies in the Third World countries to maintain their economic and political interests. The 'push' is sustained by the 'pull' force for the 'latest' and the 'best' on the part of the ruling elites in the Third World countries.
Thus, in brief, there have been revolutionary changes in technologies of mass communication which are both challenge and opportunities. The new fervour for modernization and progress through adoption of the latest communication technologies enhances the capabilities of communication at various levels, both within and outside the organization. Technologies increase the efficiency in terms of speed and spread and also in terms of looks and appearances. With latest mass communication technologies you are able to multiply your messages fast enough and also reach the intended audiences quickly or even instantly. You may also produce attractive information/communication packages. But enhancement of capabilities is not necessarily an assurance for effective communication.

In any case, what has been the experience of Asian countries, More importantly what are the social effects of mass media and other related communication technologies? What lessons and insights could be derived from communication research studies in this regard and with what policy implications? These are some of the questions that need careful attention if optimum use is to be ensured of the fast expanding communication technologies and media facilities.

First let us have a brief look at the communication research scene in Asia. Though the observation made here are largely based upon Indian experience, efforts were made to draw upon secondary sources wherever possible from other Asian countries as well.
Communication research is relatively a new area of scholarly endeavour in most Asian countries. Many social sciences have bearing upon it. Some have investigated social phenomena and processes with what may be called communication optics. But proper study of communication in its own right is relatively of a recent origin. Even so, the urgency to communicate new skills about improved agricultural practices, popularise small family norms and health care, expansion of mass media facilities and emergence of new technologies of communication like satellite have given tremendous impetus to communication studies in Asia in recent years. Today, the communication phenomena and processes are being investigated from varied approaches and perspectives. The canvass is broad. Topics and areas covered in communication studies are varied and large. Many institutions and organizations are involved. the resultant studies are large in number. Individual efforts apart, there also have been some organized effort to take stock of the state of the art, like the national seminar organised by the Indian Institute of Mass Communication in 1984, AMIC conference at Penang in 1983.

As the subject of communication is wide and many disciplines contribute to its study, it is difficult to delineate clearly either the trends or lessons flowing from the vast amount of research studies. Even so some attempt is made here, however limiting, to identify briefly the main trends in communication research in Asia over the years.
Initially a number of village and community studies that were undertaken by anthropologists and sociologists to understand traditional social structure and culture and the processes and dynamics of change in their units of study incidentally touched upon and took note of outside contacts and communication as instrument or catalyst of change. These village and community studies are rich in detail about social and cultural processes and if one reads in between the lines can get some insight about the communication processes at the grass root level. However, no specific efforts were made at this stage to clearly identify the role of communication and its significance.

The adoption of planned development in 1950's as a policy and extension education as a mechanism to reach the rural masses to explain to them various programmes and activities of planned development provided an impetus to systematically studying extension education and communication in many an Asian countries. With the setting of a number of agriculture universities and research institutes to come up with innovations in agricultural practices and methods suitable to indigenous conditions, the task of propagating such new improved agricultural innovation was entrusted to agriculture extension services. Most of these agriculture universities and institutes set up strong agriculture extension/communication/publicity/information divisions to systematically study extension practices and teaching methodology. As a result, large number of studies were undertaken analysing in detail the processes of diffusion of innovation in varying socio-economic and cultural contexts, interpersonal communication, opinion leaders, including print and other mass media support to
agriculture extension communication. The study of using radio to communicate agriculture innovation and practices to farmers especially the methodology of radio rural forum provided further impetus to study systematically the role of mass media like radio in rural communication.

Along with increasing food production efforts were mounted to reduce population through adoption of small family norm so that achievements on agricultural front are not entirely mitigated by unchecked population growth so as to ensure reasonable quality of life to multitude of the country's population. As a result a large number of centres and institutions were set up and entrusted with the task of propagating small family norm and also extending health care to all people including those living in villages and remote areas. Keeping in view high illiteracy and widespread poverty, communicating messages of small family and health care was not easy and was a challenge to the innovativeness of the professional communicators. In the process, a large number of studies were undertaken to study the different aspect of health and family welfare programmes and activities so as to devise more effective communication strategies and programmes. It was estimated that about 4,000 studies on KAP (knowledge, attitude and practice) were done by 1970's in India alone.

In brief, both planned agriculture development and family welfare and health care programmes gave enormous impetus to applied communication studies in India and also many other Asian countries.
Methodologically speaking, the focus of most of these studies was on audience or recipients of development messages and sample survey with prepared questionnaire was the technique of data collection. These studies strengthened the traditions of empirical field research in Asia with sample survey as the main technique. This approach has its own strength and weakness. The individual recipients of messages were units of analysis.

The other elements in communication, process like source, message, channel did not get the kind of research attention these deserve in proper understanding of communication. Further, with the shift in emphasis on quantitative data, qualitative analysis suffered and the linkage and relationship between various components and actors and factors in real life drama are invariably lost sight of, thereby missing the opportunity of a comprehensive view of communication, society and culture.

The advent of television in India in 1960's and its rapid expansion in 1980's has contributed significantly to the growth of media research in India. First, as a medium of mass communication using both audio-video signals for effective communication, a number of studies were taken to test its efficacy in context of rural audience and school children for rural development and educational purposes.

With the launching of SITE experiment in 1975-76, efforts were made to experiment and test the satellite technology for mass communication in India. During the SITE, a number of studies following both survey and holistic methodologies were undertaken.
which provide enormous field data from different parts of the country coming under the coverage of SITE and resulted in many useful insight in communication processes using the latest communication technologies like satellite.

The rapid expansion of television in recent years has alerted many media professional and researchers to study it from different angles. The advertisers find it very challenging and effective medium of advertising their goods and services. This has resulted in a large number of television studies analysing its reach and comparative strength in relation to other mass media of communication including the question of future growth and potential of television.

Beside development issue oriented research relating to agriculture, family welfare and health, and communication studies with one or the other media as focus of attention like radio and television, print media especially the daily press have been subjected to critically scrutiny by a number of professionals and scholars which constitute an important component of communication research in Asia.

Although the reach of mass media is generally limited, e.g. only 2.1 copies of newspapers are available for 100 persons in India (due to low literacy, 36 per cent, and poor purchasing of the masses), their influence is enormous as these are being read/listened to by the vocal literates who are the main decision makers in various spheres of public life. In a democratic society like India the press exercise influence and power over men and matters. As such, the functioning of mass media natually comes in for critical examination.
Over the years a number of committees and commissions have been appointed by the Government of India to look into the various aspects of the functioning of the mass media and suggest ways and means to make the media a more effective instrument of public information, education and communication.

Beside the committee/commission reports which no doubts are rich sources of information about the media there has been a strong tradition of historical studies of mass media especially the press in India. The history of the press in general, of individual newspaper, and the contribution of some pioneering stalwarts to journalism have been three major strands in historical studies. These are valuable contributions to the understanding of the arduous path the press in India has traversed. Although the focus is largely on the questions of constrains and freedom of the press along with the ethics of journalism, these studies also throws into relief the socio-economic conditions in which the press functions. One can discern also the changing role of the press in Indian society from these studies.

The readership surveys dates back to the pre-independence period. Newspaper readers profile and preferences were and are of interest to the advertisers. Hence, the advertising and marketing organizations carry out frequently readership surveys to know their potential customers. The National Readership Surveys (NRS) by the Indian Market Research Bureau (MRB) and the Operation Research Group (ORG) are important nation wide readership surveys covering the press, radio, television and film media to gauge the reading/listening/viewing habits and their socio-economic backgrounds.
The individual newspaper organization also occasionally undertake readership surveys of their own publications. Some university departments of journalism have also carried out readership surveys on a limited scale.

With the expansion of the television network and the increased advertising and marketing activities during the last five years the readership surveys have acquired greater importance. The shifts in audiences for different mass media and the programme contents demand more careful media planning for optimum use of advertising resources. As such there is a need and demand for scientific readership surveys for effective advertising and marketing operations in the fast changing and expanding economy of the country. So there is a spurt in readership surveys; many new organizations and groups for the purpose have come up.

Content analysis as a technique for media research has been in use for years. In India too many communication scholars, especially in universities and communication institutes, have carried out content analysis of newspapers to throw into relief some aspects of their functioning. The content analysis studies, provide some peep into the nature of newspaper coverage. Measuring of newspaper devoted to certain specified broad categories of contents are fine but their interpretations in terms of reasons, meanings and implications have been rather weak in most of the content analysis studies.

From the analysis of communication research scene the following broad trends emerge:
1. Development issue oriented research focusing upon extension, diffusion, motivation, adoption and opinion leaders seem to have been by far the largest number of studies which have significant bearing upon communication research scene.

2. The mass media have, in recent years, drawn a fair amount of attention by communication scholars and media practitioners to analyse their reach, content and impact. History and growth of a particular mass medium especially the press has been the subject of many a scholarly studies.

3. Over the years the communication studies have become more specific, focusing more sharply on communication events, phenomena and processes thereby strengthening the empirical research traditions in the field of communication. In terms of SMCD the audience and effect study are the most frequent with sample survey by far the most common research methodology followed. Although there is now comparatively a lot more sophistication in research approach and rigour in methodologies followed in various communication studies, there is yet a lot more to be desired in this regard.

Social Effects

The contribution of communication to development is well recognised though its precise nature, extent and mechanism still largely elude proper understanding. Any agreement on concept and strategy for development is not easy. The catch phrases like minimum or basic needs, participation, democratisation,
decentralisation and quality of life etc. have been used to highlight varying emphasis in policy and planning debates on communication and development. However, any view of development in the ultimate analysis must see development as development of human beings.

Viewed as a means to break out of the poverty-ignorance trap, the relevance of communication to the process of education and human development becomes obvious. Thus, extending communication in all its varied trends from a minority to all of the population is a priority in any scheme of social development. However, the content and mutuality of communication determine its usefulness, apart from the question of access to it.

Rostowin economic theories and laissez-faire concept of market economy influenced development and communication thinking in most developing countries including India. "Trickle down effect" was central to this model of development. Daniel Lerner (1958) emphasized the relationship between communication, urbanization and modernization which led to the thinking that the greater are the communication facilities the greater or even faster is modernization. Perhaps getting inspiration from such thoughts, the UNESCO in sixties laid down certain minimum norms for media structures and the countries not fulfilling the norms were considered as underdeveloped and deficient in communications, thereby emphasizing the need for expansion of media facilities.
As a consequence, there has been an enormous expansion of mass media facilities and other communication technologies over the years. With the revolution in communication technologies, many third world countries in recent years have adopted a definite policy shift in favour of new communication technologies to accelerate the pace of development and change. But what have been the social effects of this phenomenal expansion of mass media and other communication technologies? The linguistic and cultural diversities together with varying levels of economic development in different regions and sections within a country make communication the most challenging task. In a country like India with enormous diversities of sub-continental proportions, the mass media and other modes of communication besides being inputs to development processes are expected to facilitate national integration while at the same time serving the cause of sustaining pluralistic identities within the national ethos and culture. What has been India's experience?

Limited Reach

Notwithstanding the enormous expansion in mass media facilities and related communication technologies, their reach continues to be limited especially in rural areas, among women and urban slum dwellers. This is mainly due to four mutually reinforcing factors. These are: (a) low literacy (about 36 per cent); (b) low purchasing power (about 40 per cent of India's population live below poverty line); (c) poor means of transportation for timely delivery of newspaper, and/or maintenance of radio and TV sets and (d) lack of relevant information from the stand point of rural people who
constitute the majority of population in case of most third world societies. There is a noticeable association between backwardness and unprivileged condition and deprivation of communication resources.

In the circumstances, the mass media are of limited relevance to the masses especially those who are living in rural and remote areas and are poor. Further, even at the risk of oversimplification, it may be noted that in contents the urban stem on mass media is obvious and need no further dilation. Consumerism and escapism are the dominant value thrusts in mass media fare in most third world societies and entertainment is the major gratification the people seek from the radio, television and films. Even newspapers beside giving hard news generally serve entertainment function as would be obvious from the popularity of glossy film and gossip magazines over the serious information and views oriented newspapers and magazines.

However, despite the limited access and the urban bias, the mass media have been effective in communicating hard news, significant political issues, and relevant developmental information. News about major political developments preceding the election get disseminated far and wide and influence the voters choice. Farm broadcasts in certain regions are popular and help farmers about new farm methods. Indepth analysis of media effects show that the mass media are effective whenever the contents are relevant and or of political significance and sources are considered as credible. The interpersonal channels and folk forms of communication are fairly active and make up for the limited reach of mass media in our
society. More importantly the interface and interaction between mass media and other modes of communication influence significantly the reach and effect processes.

Be that as it may, the mass media, despite the above listed limitations of access and urban character have far reaching consequences in third world societies and are effective vehicles of public opinion and even in socialisation process. But more importantly media ascribe prestige and status to new values, norms and practices as these are portrayed in media programmes and presentation.

Expanding Urbanism and Consumerism

Communication flows correspond to community structures. Given the prevailing high rate of illiteracy and the poor means of transportation in much of the countryside where most people live, it was perhaps to be expected that the print as well as the electronic media would cater mainly to the not-so-poor among the urban people. The media themes and ethos are that of urban middle classes. Their 'popularity' with rural audiences may be the result of band-wagon effect. The urban brethern serve as reference models for the rural cousins.

On the one hand the mass media provide glib entertainment, pander to consumer gulligibility and are becoming an addiction with audiences. On the other, they offer unprecedent scope for communication support for education and social development of masses.
who are in greatest need of information relevant to knowledge, skills, and their well-being.

Advertising is an integral aspect of mass media and as such an important form of communication. It not only affects consumer preferences but also tends to have repercussion on the whole spectrum of human attitudes. The main function of advertising whether made explicit or kept implicit is to stimulate the psychological needs and desires of audiences. Stimulation of desires per se may not be that undesirable. But given the context of economy in most third world societies the question needs careful examination.

How far the life style and consumption pattern shown in many advertisements are relevant to majority population? What are their social and psychological consequences for those who can hardly afford these. These questions acquire special significance in context of children whose feelings are intensified and who have yet to accept delays in fulfilment of their needs and desires. What goes into the minds of deprived children in rural areas and urban slums when they watch on television screen children gleefully eating chocolates, noodles or sipping soft drinks when they do not have access to even clean drinking water? One thing is certain, more often than not their so stimulated desires are not likely to be satisfied. In the circumstances, they may grow up with lots of resentments against their parents and the existing social set up. As such, along with the rise of consumerism and expansion of middle-class values, there is a possibility of the deprived children growing into the adult-hood with resentment against the existing order.
Political Integration

Most third world countries represent old civilisations with known history of 3-5 thousand years having distinct cultural identity of their own. However, as a nation state these are nascent and came into being as independent nation after the second world war. As such, the founding fathers and the leadership of these countries in the post-independent era have to pay special attention to nurturing the roots of nationhood in the face of immense diversities and fissiparous threats. In the realm of mass media, making radio and television monopolies of the central government in most third world countries is manifestation of this concern. In case of India, national programmes of All India Radio and Doordarshan (Indian television) are intended to further serve the cause of national integration.

However, increased communication, besides facilitating development processes is making socio-economic disparities, existing or resultant from development, more visible and perceptible too. The neglect of basic welfare and material well-being of the common man and uneven progress of different communities and regions are contributing to sectarian forces leading to many a conflict and turmoils that are surfacing today. Further, in multi-lingual and multi-cultural society like India, spread of media industry and communication is also at times viewed as a threat to the language and cultural identities.
With the skewed disparities in economic well-being, education and communication resources the present system acts as a fine sieve which filters off a large proportion of a third world country's population, preventing it from acquiring any education and skills worth the name. Since talent by all accounts is uniformly distributed in any population, this 'selectivity' implies that a large proportion of our 'gifted' people have no or inadequate opportunities of participating in the challenging tasks of nation-building. In the circumstances, there should be no surprise at poor or midicore performance whether it is research, technology or sports. All talks of 21st century and building of strong independent nations will remain empty rhetoric unless the base of informed educated and skilled people is not widened sufficiently and rapidly enough.

The third world societies remain a pyramid with a very small minority of elites enjoying the benefits of development and a very large majority of poor masses deprived of most of the opportunities of modern life including access to media and education. Whatever benefits are percolating at the lower rungs of the society those are also being resisted and resented. The result is increased conflicts and tensions between various sections which may take communal, regional, ethnic or caste colours.

Policy Implications

Of the many choices that are to be made at the general and or more specific levels to evolve a more meaningful approach to communication and social development the fundamental choices would
concern about the questions of communication and development for whom and for what?

In India with categorical constitutional commitment for a socialistic, secular and democratic society the media should be for the masses and be geared to bring about improvement in living standards of the commonmen. But the public pronouncements notwithstanding the media expansion largely has helped consolidation and maintenance of status-quo. The benefits of our planned development over the years have gone to those who are better off. Even the specific plans and projects meant to benefit the deprived sections of our society have been largely cornered by others.

The revolution in new communication technologies may further facilitate the processes of consolidation and maintenance of status-quo amongst myriad changes in the society unless there are structural changes in other spheres as well. There exists strong coherence and close relationship between social structures, communication and the development processes. If the communication technologies are to bring about participatory development then all communications should aim at widening the base of the people, especially from the weaker sections of the society, who are informed and skilled enough to meaningfully participate in and benefit from national development.

The questions of communication facilities and the processes of transferring information, ideas and/or innovations engaged the attention of many scholars concerned with development of traditional societies and the question of social change (Pye, 1963, Schram, 1964: Rao,
However, in late sixties and seventies 'holes' become visible in the prevalent dominant approach to development and communication (Rogers, 1976; Soedjatmoko, 1980). Development on the ground was not fast enough and certainly not with social justice. Despite spectacular achievements the development strategies resulted in increasing disparities making even green revolution look red for those who could not take advantage due to lack of adequate resources of land, money and irrigation facilities etc.

Many scholars and policy planners started questioning and looking for alternatives or improvements in strategies for social development. Integrated Rural Development and other poverty alleviation programmes are the result of this rethinking in India about development concepts and models. As opposed to "trickle down" of benefits through usual development processes the new poverty alleviation programmes are in a way 'bottom up' approach to development.

Social development in traditional societies is not easy because of close inter-relationship which exists between technical, economic, cultural, religious and other social aspects. Even so, social changes take place, which can be viewed as the aggregate effect of individual adaptations to some 'new environment'. Communication plays significant role both in individual adaptation, their aggregation as well as the creation of new environment itself. Increased communication facilities are necessary but not sufficient condition for bringing about development and social change. Individual is important but social system of which he is a part is equally important for his innovative
behaviour and participation in development processes and social change.

Research Agenda

The above analysis draws our attention to complexities involved in study of communication and development in third world societies and the need to examine carefully the inter-relationships of communication sectors with the other sectors like education, economy, language, culture, politics, religion, region and ethnicity in any worthwhile communication research programme. Obviously this would require a multi-disciplinary approach to communication research, and even cooperation between media scholars and institutions to make best use of limited resources for communication research. This necessity calls for proper planning and prioritization for communication research with well thought of research agenda.

With the revolutionary developments in the field of communication technologies, and the inevitable expansion and or penetration of communication technologies as well, Marshal McLuhan's vision of global village in a way is increasingly becoming real. The third world societies are also increasingly becoming mass societies. Events taking place in one part of the country or even world soon become part of awareness and knowledge in other parts of the country/world. Iron curtain has fallen and bamboo curtain has also become porous.
(i) **State of the Art**

What implications do the emerging mass media and communication technologies have for various groups and communities within a nation as well as for regions and nations in the global context. The mass media and other related communication technologies are now major forces in today's world nationally and globally influencing economic, social, political and cultural life of the people on an ever increasing scale. As such, a preliminary and priority task is to have a systematic study of the state of the art i.e. the extent of availability and access to mass media facilities to various groups, communities and regions in each country together with policy frame in this regard if any.

(ii) **Media and Ethnicity**

As stated earlier, increased communication seems to have contributed to greater assertion for group identities in terms of language, religion, region, ethnicity etc. leading to tensions and conflicts threatening at times even the national identity. As such, there is a need for intensive study of such phenomena by communication scholars. Increased communication resulting from recent revolution in communication technologies is facilitating the process of integration in western developed countries. The European countries are coming together, economically and culturally. But in most third world countries increased communication seem to be contributing to fissiparous tendencies. In case of Europe hitherto strong ethnicity in terms of language, race, culture etc. is submerging to a new regional
identity. But in case of many a third world societies, known for unity in diversity, the age old harmony between various ethnic groups is giving place to tension resulting from assertion of their specific identities, e.g India, Sri Lanka and many others.

(iii) **News and information as new frontiers in international relations**

The revolution in communication technologies obviously has implications for international relations - political, economic and cultural. The issue like information imbalance, distortion, etc. and need for new world information communication order do not become irrelevant rather acquire new urgency and significance, because means available now for mischief in much more subtle ways are enormous. As such, the media scholars and media practitioners in developing countries should address themselves to the question of as to how to become a part of the emerging global village, but as an equal and respectable partner and not merely as an appendage.

Direct broadcasting and telecasting soon will become a reality taking television programme directly into homes via satellite thereby communication wise bringing down the boundaries of nation-states with enormous economic, political and cultural implications. The question need careful study in context of third world society especially in the Asia region.
Select Bibliography


17. Seminar Proceedings, In Search of India's Renaissance, Centre for Research in Rural and Industrial Development, Chandigarh.


