

# Mass media studies assignment

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Online versions of newspapers are not a profitable enterprise in India – Access to the Internet is fairly widespread in the cities, though mainly via Cyber Cafes, schools, colleges and offices, though the cost of access at home is still unaffordable for most Indians. Home access to the net is limited to a small minority of the upper middle class in Tier 1 and Tier 2 cities. The situation in rural areas is far worse. Except for around five thousand e-copulas (Internet Kiosks), rural India is ill-served. The largest segment of around the 42 million users are in the 18-35 age group; they comprise half of all users.

But only 66% of these are ‘ active users’, that is those who use the net at least once a month. Most are ‘ ever’ users’, those who access the net once in a while. 11 . Using Multimedia one can make academic presentations, business presentations, devise games, operate information kiosks etc. Following are the possible areas of application of multimedia: Can be used as a great support in planning and executing any project; Can be used to explain or propose a concept; Using Multimedia while preparing a content for any topic makes the process more organized and precise. 12.

Vivid Bahrain was started on 2nd October 1957, as a service of ‘ light entertainment’ to compete with Radio Ceylon, which had begun directing a commercial service to India on powerful short-wave transmitters. Earlier, AIR had banned film music on its programmers, for it was felt that film music was too cheap and vulgar to be broadcast on AIR and its regional services. Sponsored programmers were introduced in May 1970. Initially, 60% of the time was devoted to film music. The rest of the time was given to devotional music, short plays, short stories and poetry recitals. 13.

Journalism as a craft, a profession and even as a cultural industry and a business, is over three centuries old. It was made possible by the coming together of a number of technologies as well as of several social, political and economic developments. The main technologies that facilitated the development of large-scale printing and distribution of print material were the printing press, the telegraph and the railways. The industrial revolution and the growth of capitalism, democracy and the public sphere provided the impetus and the support for rapid developments in the press. 4. Tabloid Journalism' is frequently termed 'yellow Journalism' primarily because of its tendency to sensationalist and trivialize events, issues and people. The staple of the 'tabloids' is the private lives of famous people, crime, accidents, disasters, public corruption, sex, etc. (E. G. Middy, Lambi Mirror, Pun Mirror). Tabloid Journalists are believed to indulge in 'Checkbook Journalism' which implies that the subjects of the news stories are bribed to sell their true confessions'.

Such Journalists are also believed to indulge in 'keyhole Journalism' or 'sting Journalism' in their attempts to probe the private sexual infidelities and peccadilloes of well-known people and public officials. Then there is 'Page 3' Journalism which focuses on the social lives of celebrities and film stars and sports heroes. These Journalistic practices raise several ethical questions about the invasion of the privacy of individuals and the public's right to information. 15. Analogue Signal- An analogue signal is any continuous signal.

Varying quality of a signal represents changes in the process. Analogue is usually thought of in an electrical context; however, mechanical, pneumatic, <https://assignbuster.com/mass-media-studies-assignment/>

hydraulic, and other systems may also convey analogue signals. Real-world values are measured or dealt within real-world parameters. Digital Signal- A digital system uses discrete (discontinuous) values. The information represented can be either discrete, such as numbers, letters or icons, or continuous, such as sounds, images, and other measurements of continuous systems. Digital is most commonly used in computing and electronics.

Real-world information is converted to a digital format as in digital audio and digital photography. 16. Subjective. Content -2 marks. Expression-2 marks. 17. Jerome Burner [B. 1915- USA] is an eminent psychologist, who has made landmark contribution to cognitive psychology, the study of human thinking and intelligence. In 1991, he published an article in the academic Journal ‘ Critical Inquiry’ entitled “ The Narrative Construction of Reality. ” He outlines ten important characteristics of Narrative and they can be stated in a simplified manner as follows . Time – Narratives take place over a period of time. . Particularity: Narratives deal with particular events. 3. Characters with qualities: The characters within Narratives have “ beliefs, desires, theories, values, and so on”. 4. Story: Narratives are composed as a selected series of events that constitute a “ story. ” 5. Canonist and breach: Stories are about some unusual happenings that breaches” the canonical (I. E. Normal) state. 6. Referentially: The principle that a story in some way is always related to reality, although not in a direct and provable way. 7. Generics: The story can be classified as a genre. . Imperativeness: The observation that narrative in some way supposes a claim about how one ought to act. It may render moral suggestion perhaps. This follows from canonical and breach. 9. Context sensitivity and negotiability: Narrative requires a negotiated role- meaning

an active parameterizations author or text and reader. The readers/receivers have to understand the context of the narrative, and ideas like suspension of disbelief. 10. Narrative accrual: Finally, the idea that stories are cumulative, that is, that new stories usually are born from older ones. 8. Celebrity endorsements can be very popular and build strong associations in the buyers, but they are quite expensive to produce and air on prime time. Even state Governments are using celebrities as brand ambassadors.

Merchandise- good, clothes bearing the logo or names or designs of the products are another popular way to advertise, but it will be limited to the class of buyers. It is also called Specialty Advertising. A company can have its name put on a variety of items, such as caps, glassware, gym bags, Jackets, key chains, and pens.

Since these items remain in use over a long period of time, most companies are successful in achieving their goals for increasing public recognition and sales through these efforts. Games (Mobile and computer) can be devised to promote the brand, but the reach is limited to mostly the young or tech savvy consumers. Covert advertising is presently a hot trend in promoting products and services. It embeds a product or brand in entertainment and media. Like Aston Martin has promoted itself as the high profile car used by the legendary character James Bond.

The brand and car will have a very dramatic visual presence in the film. 19. “ Quota sampling is a method for selecting survey participants. In quota sampling, a population is first segmented into mutually exclusive sub-groups. Then Judgment is used to select the subjects or units from each segment based on a specified proportion. For example, an interviewer may be told to <https://assignbuster.com/mass-media-studies-assignment/>

sample 200 females and 300 males between the age of 45 and 60. This means that individuals can put a demand on who they want to sample (targeting)” {Rest of the answer is subjective} 20.

Brief introduction of the three audience theories. Analysis – Hypodermic theory and Twisted flow theory saw the audience as passive or made up of people who simply accepted whatever was put in front of them. They assumed that the content of the media has some effect on the audience members and the researchers spent their time trying to locate and measure those effects. However, rarely substantial effects were found, perhaps because the model for the audience was too simplistic. In these models latter following the gratification approach, the audience is active.

Audience members are seen as consumers of a media product, and as with consumers of other goods and services, they shop around, consider alternatives, and make choices. The uses and gratifications approach seems to provide a richer way of looking at the audience. Instead of asking, “ How does the media change our minds? ” the uses and gratifications researchers ask “ What is the role of media in our lives? ” 21 . Student should be able to discuss any five points from the fluoridating the process of Adaptation: i. A new narrative is formed. It. The new narrative in formed another medium. lii.