

Padmavathi S
Yogita Khurana

MEDIA AND MASS COMMUNICATION



ALEXIS PRESS
JERSEY CITY, USA

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Published by: Alexis Press, LLC, Jersey City, USA
www.alexispress.us

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First Published 2022

A catalogue record for this publication is available from the British Library

Library of Congress Cataloguing in Publication Data

Includes bibliographical references and index.

Media and Mass Communication by *Padmavathi S, Yogita Khurana*

ISBN 978-1-64532-458-4

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CHAPTER 1

AN EVALUATION OF MEDIA AND CULTURE IN MODERN WORLD

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ABSTRACT:

Understanding the complicated interaction between the two and its effects on society has made media and cultural study more and more crucial. In order to understand how media representations and cultural practices interact dynamically, this research will look at both the ways in which media affects culture and the other way around. It uses an interdisciplinary approach, relying on sociological, communication, cultural, and media studies ideas and approaches. The first part of the examination looks at how media shapes cultural identities and values. It looks at the role that media portrayals of race, gender, sexual orientation, and other social categories have in the creation of cultural norms and stereotypes. The research also examines how these portrayals affect personal and societal identities, underlining the power relationships that are inherent in media creation and consumption. This explores the influences that culture has on media consumption and production. It investigates the impact of cultural customs, practices, and beliefs on the nature, presentation, and reception of media texts. The research also looks at how media businesses and cultural institutions contribute to the creation and distribution of cultural artefacts.

KEYWORDS:

Communication, Culture, Information, Media, Society.

INTRODUCTION

In 1850, an epidemic spread over America, but this one entailed a fanatical desire for the singing of Swedish singer Jenny Lind, rather than making victims ill with fever or the flu. P. T. Barnum, an American showman, is credited for popularizing "Lindomania" via a series of cunning show-business maneuvers. For her entire 93-show US tour, Barnum guaranteed Lind an extraordinary \$1,000 per night pay. Being a shrewd self-promoter at all times, Barnum used his substantial investment to his advantage by leveraging it to generate attention, and it worked. 40,000 devoted admirers met the Swedish singer as her ship landed on American soil, and an additional 20,000 flocked to her hotel. In order to accommodate Lind's crowds at the National Theatre in Washington, DC, Congress was adjourned particularly for her visit. In her honour, a town in California and an island in Canada were given names. Jenny Lind became a household name and generated enormous demand for a singer who was previously unknown to American audiences. Fans could buy Jenny Lind hats, chairs, and boots.

A little more than a century later, a new fad turned some American teens into shouting, dizzy Beatlemaniacs. This was not the "Jenny rage" that the cunning Barnum was able to produce. The Beatles received an extraordinary level of attention when they first arrived in the United States, despite the fact that other artists like Frank Sinatra and Elvis Presley were used to boisterous audiences. In 1964, the British quartet were greeted by more than 3,000 ecstatic fans as they landed at New York's Kennedy Airport. 40 percent of Americans, or 73 million people, watched their performance on The Ed Sullivan Show. That evening, the crime rate fell to its lowest point in 50 years. Life magazine issued a warning about Beatlemania at the

time, saying that "a Beatle who ventures out unguarded into the streets runs the very real peril of being dismembered or crushed to death by his fans. The BBC highlighted the merchandise for fans to purchase, which may have contributed to the trend's popularity. T-shirts, sweat shirts, turtle-neck sweaters, tight-legged trousers, night shirts, scarves, and jeweler inspired by the Beatles" were all readily available, along with mop-top wigs in the band's style.

When the reality TV series *American Idol* debuted in 2002, devoted viewers could focus on a wide range of aspiring pop stars in the 21st century. With an average of more than 30 million people per night, the show was the only one in television history to win the top place in the Nielsen ratings for six straight seasons. According to former NBC Universal CEO Jeff Zucker, rival television network executives were frightened, labelling the pop behemoth "the ultimate schoolyard bully", "the Death Star", or even "the most impactful show in the history of television". By voting, signing up for SMS alerts, or participating in trivia games on their phones, viewers were able to play a direct part in the program's star-making process. According to AT&T's estimate for 2009, there were 178 million text messages sent in connection with *American Idol*.

All three of these fads used different media platforms to generate interest. Media business tastemakers influence what we care about, whether via newspaper adverts, live television broadcasts, or integrated Internet marketing. Since the beginning of mass media in the United States, it has contributed to and fueled a variety of pop culture manias, rising superstars, and public crazes. Mass hits like *American Idol* still have the power to command the public's attention in this day of seemingly endless entertainment alternatives. We'll examine several forms of mass media and how they have changed and are changing the world we live in in the next chapters [1].

Meeting Point of American Culture and Media

American media and pop culture are intricately interwoven. Consider how Jenny Lind, the Beatles, and *American Idol* were all marketed utilizing cutting-edge media at the time. The next chapters will provide a thorough examination of a variety of media, how media trends are changing American society, and how culture influences media. Examining mass media and mass communication from the past and present, as well as making predictions about the future, will be used to study these subjects. Prior to attempting a definition of culture, it is crucial to make a distinction between mass communication and mass media. Information that is spread widely throughout the public is referred to as mass communication.

Print, digital, or electronic media, which is the method of transmission, may be used for the transmission of mass communication in one or many distinct ways. The term "mass media" especially refers to a communication channel intended for a large audience. Radio, newspapers, magazines, books, video games, and Internet media, including blogs, podcasts, and video sharing, are all frequently regarded as mass media outlets. Another way to think about the difference is that a mass media message may be spread across a variety of mass media, such as an advertisement campaign having elements on television, radio, and the internet. A social group, organization, or institution's common values, attitudes, beliefs, and practices are referred to as its culture. In addition to being difficult to define precisely, cultures themselves may be challenging to define due to their fluidity, diversity, and frequent overlap [2].

The development of communication technology has altered social, economic, and political interactions throughout American history. For instance, a partnership between the video-sharing website YouTube and the 24-hour news network CNN in 2007 enabled viewers to ask questions of the presidential candidates during two aired debates. A selection of these

films was then picked by the debate moderators and broadcast directly to the presidential contenders. Voters may record their questions and post them to YouTube. This new format allowed for broader voter engagement than was previously feasible, when questions were only asked by journalists or a small number of carefully selected audience members. It also made the presidential debates accessible to a far larger range of individuals. Our expectations of our leaders, celebrities, instructors, and even ourselves are altering more dramatically in today's connected world of cellphones and streaming satellite broadcasts. This book examines the history, philosophy, and impacts of media practices and roles in America in order to provide you the background, resources, and ideas you need to interact with the world of mass media. This book also gives you a foundation for thinking about some of the important problems influencing media and culture in the modern world.

The Development of the Media

In 2010, Americans could watch music videos, environmental documentaries, and reality series featuring everyone from hoarders to fashion models when they turned on their televisions. Not to mention television and video accessible online for streaming or downloading, as well as films available on demand via cable companies. The typical American has 1.9 magazine subscriptions, and half of U.S. homes get a daily newspaper. According to a University of California, San Diego research

An estimated 3.6 zettabytes of information were consumed by U.S. households in total in 2008, which is a 350 percent increase from 1980 and the digital equivalent of a 7-foot-tall book stack spanning the whole country. In addition to taxis and buses, schools and medical offices, roads, and airplanes, Americans are exposed to media. Understanding the functions that the media plays in society, researching its history, and considering how technological advancements have shaped where we are now might help us start to orient ourselves in the information cloud [3].

DISCUSSION

The media plays several fundamental functions in our society. Entertainment plays a part. The media may serve as a creative outlet, a source of fantasy, and a means of escape. Victorian readers, disillusioned by the gloom of the Industrial Revolution, were pulled into the fantastical realms of fairies and other made-up entities in the 19th century. American television viewers could catch glimpses of a troubled Texas high school football team in *Friday Night Lights*, the violent drug trade in Baltimore in *The Wire*, a 1960s advertising agency in *Mad Men*, or the last remaining group of humans in a far-off, hopeless future in *Battlestar Galactica* during the first decade of the twenty-first century. The media has the capability of removing us from ourselves by providing us with a wide variety of tales.

Additionally, media may educate and inform. Information may take many different forms, and it can sometimes be hard to distinguish it from enjoyment. As a result, readers or viewers in London may access voices and films from Baghdad, Tokyo, or Buenos Aires via newspapers, news-oriented television and radio programmers, and the internet. Books and publications provide a more thorough look at a variety of topics. Wikipedia, a free online encyclopedia, offers entries in many languages on a variety of subjects, including tongue twisters, kid prodigies, and presidential nicknames. Anyone with an Internet connection may access top academics thanks to the Massachusetts Institute of Technology's Open Courseware website, which offers free lecture notes, tests, and audio and video recordings of sessions [4].

The media's capacity to serve as a public platform for the debate of significant topics is another beneficial feature. Readers may comment to journalists' articles or express their perspectives on current events in newspapers and other publications via letters to the editor. Even while the country was a British colony, these letters played a significant role in American newspapers, and they have since been used as a forum for public discussion. Everyone who can access the Internet has the potential to voice their thoughts via, for example, blogging or podcasting. Whether anybody will listen, however, is another matter. The Internet is a fundamentally democratic medium.

Media may also be used to keep an eye on businesses, governments, and other organizations. *The Jungle* by Upton Sinclair, published in 1906, exposed the appalling working conditions in the meatpacking industry of the time. In the early 1970s, reporters Bob Woodward and Carl Bernstein of the *Washington Post* found proof of the Watergate break-in and subsequent cover-up, which ultimately caused President Richard Nixon to resign. However, due to political slant, advertising money, or ideological prejudice, media outlets may be obligated to promote certain agendas, which limits their capacity to serve as a watchdog. These agendas include the following, examples:

1. Giving entertainment and a creative outlet
2. Informing and educating
3. Acting as a venue for public discourse on significant subjects
4. Serving as a watchdog for institutions in the public, private, and academic sectors

But it's crucial to keep in mind that not all forms of media are created equal. Others make more sense as a platform for disseminating information, while certain types of mass communication are better suited to amusement. Newspapers are a superior medium for the fast turnover of daily news since they are considerably cheaper and quicker to produce than books, which are enduring and capable of holding a lot of information but are rather slow and costly to produce. Television may be used to transmit live events to a national audience, as in the yearly State of the Union address delivered by the U.S. president, and it offers a great deal more visual information than radio and is more dynamic than a static written page. However, it is also a one-way medium, which makes direct contact between people exceedingly difficult. On the other hand, the Internet promotes open discourse on topics and gives almost everyone who desires a voice a chance to do so. The Internet is, however, also generally unmoderated. To get valuable information, users may have to sift through tens of thousands of pointless comments or ignorant amateur viewpoints [5].

Marshall McLuhan, a media theorist in the 1960s, developed these concepts further by famously coining the phrase "the medium is the message". By this, McLuhan meant that each medium uniquely conveys information and that the medium of transmission fundamentally shapes the content. For instance, although television news has the benefit of live coverage and video, which brings a story to life more vividly, it is also a faster-paced medium. This implies that fewer stories are explored in greater detail. a television show tale. People who obtain the bulk of their news from television may have a certain perspective on the world that is molded not by the substance of what they see but by its medium; this is because television news is likely to be flashier, less in-depth, and with less context than the identical topic presented in a monthly magazine. Or, as computer scientist Alan Kay stated in 1994, "Each medium has a special way of representing ideas that emphasize particular ways of thinking and de-emphasize others". At the time of his writing, the Internet had just begun to evolve from an academic research network to an open public system. McLuhan's intellectual

offspring are the media analysts who assert that the Internet is making us better at associative thinking, more democratic, or shallower, fifteen years later, with the Internet well established in our everyday lives. However, McLuhan's assertions don't offer much room for individual freedom or defiance. David Foster Wallace mocked the "reactionaries who regard TV as some malignancy visited on an innocent populace, sapping IQs and compromising SAT scores while we all sit there on ever-fatter bottoms with little mesmerized spirals revolving in our eyes" in an essay about how television has influenced modern fiction. However, media messages and technology influence us in various ways, some of which probably won't be resolved for a very long time. Considering television as evil is just as simplistic and foolish as considering it as a toaster with graphics.

Synopsis of mass media and cultural history

Before Johannes Gutenberg created the moveable type printing machine in the 15th century, books had to be meticulously penned, and no two copies were ever precisely the same. The mass manufacturing of print media was made feasible by the printing press. In addition to being significantly less expensive to create, new transport technologies also made it simpler for texts to reach a large audience. It is difficult to overestimate the significance of Gutenberg's invention, which had a significant role in the development of important cultural revolutions like the Protestant Reformation and the European Renaissance. By practically connecting a printing machine to a steam engine in 1810, another German printer named Friedrich Koenig advanced media production even further and made it possible for printed media to become industrialized. Around 480 pages could be produced per hour by a hand-operated printing press in 1800; Koenig's machine more than quadrupled this output.

The development of the daily newspaper coincided with this greater efficiency. For the growingly urbanized Americans of the 19th century, who could no longer get their local news only via rumors and word of mouth, the newspaper was the ideal medium. These Americans were navigating a foreign environment, and newspapers and other media were important in their success. Because of the Industrial Revolution, some individuals had more money and free time, and media let them decide how to spend both. By treating readers throughout the nation as members of a single community, newspapers, according to media theorist Benedict Anderson, also contributed to the development of a feeling of national identity. The emergence of penny papers, which were inexpensive broadsheets that provided as a less expensive, more sensational daily news source, presented a new challenge to the big daily newspapers in the 1830s. Over the dull political news of the day, they preferred stories of murder and adventure. The penny press tried to attract a broad population of readers via low costs and amusing tales, while newspapers catered to a richer, more educated public. The penny press served as a precursor to today's rumor-fueled tabloids.

The first significant nonprint form of mass media radio exploded in popularity in the first decades of the 20th century. By the 1920s, radios, which were more affordable than telephones and widely accessible, had made it possible for enormous numbers of people to simultaneously listen to the same event. Over 20 million people heard Calvin Coolidge's pre-election address in 1924. Advertising on radio was advantageous since they could now reach a large, captive audience. Because of the "unlimited audience, sympathetic, pleasure seeking, enthusiastic, curious, interested, approachable in the privacy of their homes," an early advertising consultant claimed that the early days of radio were "a glorious opportunity for the advertising man to spread his sales propaganda". Radio's reach also made it possible to downplay regional differences and promote a unified sense of the American lifestyle a lifestyle. According to Mints, "Americans in the 1920s were the first to wear ready-made, exact-size clothing. play electric phonographs, use electric vacuum cleaners, listen to

commercial radio broadcasts, and drink fresh orange juice year-round". This increase in consumerism marked the 1920s and also contributed to the Great Depression of the 1930s. Production reached previously unheard-of heights due to the consumerist urge, but when the Great Depression hit and consumer demand sharply decreased, the excess production contributed to the catastrophe by making more things than could be sold.

In addition to affluence, the post-World War II period in the United States saw the debut of a beguiling new medium of mass communication: television. About 17,000 TVs were in use in the US in 1946; in only 7 years, two-thirds of all homes had at least one television. The American home solidified its position as a consumer unit as the country's gross national product doubled in the 1950s and again in the 1960s. In addition to a television, the typical American household also owned a car and a suburban home, all of which fueled the country's booming consumer-based economy. The three big networks had complete control over more than 90% of the newscasts, live events, and sitcoms that were seen by Americans. Broadcast television was the most popular form of mass communication at the time. Some social critics said that by promoting views about what "normal" American life looked like, television was promoting a homogenized, conformist society. However, television also had a role in the 1960s counterculture. The Vietnam battle was the first military conflict to be aired in the country, and nightly visuals of battle video and demonstrators contributed to the escalation of tensions inside the country [6].

Newspapers and other print media found themselves needing to adjust to the new media environment because broadcast technologies, especially radio and television, had such a grasp on the American imagination. Print media offered consumers more freedom in terms of time since, once a person had bought a magazine, he or she could read it whenever and wherever. Print media was also more enduring and readily stored. Contrastingly, broadcast media often showed programmers on a set schedule, enabling it to both convey a feeling of immediacy and fleetingness. The ability to stop and fast-forward a live television broadcast was not conceivable until the invention of digital video recorders in the late 1990s.

With the proliferation of cable television in the 1980s and 1990s, the media landscape saw significant changes once again. One cause of the accusations of homogeneity was the lack of channels available to viewers in the early years of television. Ninety three percent of all television viewership in 1975 was distributed among the three main networks. Due to the growth of cable television, this percentage of viewership, however, had fallen to 28.4% by 2004. Cable companies gave customers a broad range of options, including channels designed just for folks who wanted to watch golf, vintage films, sermons or shark movies. Still, the three major networks dominated television until the middle of the 1990s. The Telecommunications Act of 1996, which sought to increase competition by liberalizing the market, inadvertently led to a flurry of mergers and acquisitions that concentrated much of the power over the broadcast spectrum in the hands of a small number of powerful companies. A single business may now possess 45 percent of a single market, up from 25 percent in 1982, according to additional regulatory easing implemented by the Federal Communications Commission in 2003.

Technology Changes Affect the Media Industries

Social developments both inspire and are influenced by new media technologies. This makes it challenging to properly categorize the development of media into distinct causes and consequences. The radio became hugely popular either because it appealed to a culture that was already exploring consumerist impulses or because it fueled the 1920s consumerist boom. Most likely a touch of both. The steam engine, electricity, wireless communication,

and the Internet are just a few examples of technological advancements that have had a lasting and major impact on American society. Every significant invention, according to media historians Asa Briggs and Peter Burke, brought about "a change in historical perspectives," altering how people perceived time because work and play were no longer dependent on the daily rhythms of sunrise and sunset, wireless communication halved distances, and the Internet transformed how we store and retrieve information.

The electrical telegraph, which Samuel Morse invented in the United States in 1837, is the precursor of the modern media era. Communication was no longer dependent on the actual physical movement of messages thanks to the telegraph; it didn't matter if a message had to travel 5 or 500 miles. As telegraph lines spread around the world, creating a type of World Wide Web, information from remote locations became suddenly almost as accessible as local news. In this manner, the telegraph served as a stepping stone for many other technologies, such as the telephone, radio, television, and the Internet. The London Times called the first transatlantic cable, which enabled almost immediate communication between the United States and Europe, "the greatest discovery since that of Columbus, a vast enlargement...given to the sphere of human activity" when it was initially laid in 1858.

A short while later, telegraph technology was extended by wireless communication, which later gave rise to radio, television, and other broadcast media. Guglielmo Marconi, an Italian-born inventor, is credited with creating the first usable wireless radio system, even though several 19th-century innovators, including Nikola Tesla, participated in early wireless research. This amazing innovation captivated a lot of people. Radio was first intended for military communication, but it rapidly found its way into homes. Numerous publications, news organizations, retail establishments, educational institutions, and even towns submitted hundreds of applications for broadcasting licenses as a result of the growing popularity of radio. The National Broadcasting Company and the Columbia Broadcasting System, two major media networks, were established in the 1920s, and they quickly came to dominate the airways. They had 6.4 percent of the broadcasting stations in the United States in 1926; by 1931, that proportion had increased to 30 percent [7].

Along with great advancements in audio transmission, the 1800s saw tremendous developments in visual media. The advancement of photography technology in the 19th century would pave the way for subsequent inventions like cinema and television. Similar to wireless technology, a kind of photography was independently developed at the same time by multiple innovators, including the British scientist William Henry Fox Talbot, the French scientist's Joseph Niepce and Louis Daguerre, and other inventors from different countries. George Eastman created the Kodak camera in the US in 1888 because he believed that Americans would embrace a low-cost, user-friendly camera in their homes just as they had done with the radio and telephone. Around the turn of the century, moving images were first viewed, and in Pittsburgh, Pennsylvania, the first projection hall in the United States opened its doors. Charlie Chaplin was one of Hollywood's earliest stars to emerge in the 1920s, and by the end of the 1930s, gone with the Wind and The Wizard of Oz were among the first pictures with full sound that were being seen by Americans.

Television, which consists of converting a picture into electrical impulses, sending them via wires or radio waves, and then converting those impulses back into images, was already in use before World War II, but it only became widely accepted in the 1950s. In the United States, 178,000 television sets were produced in 1947; five years later, 15 million were. The new medium enabled viewers to be entertained with sound and moving images in their homes, which led to a drop in radio, films, and live theatre. Commercial-driven programming was the norm in the United States as a result of the competition between commercial radio

stations. Through the British Broadcasting Corporation, the British government oversaw broadcasting in that country. Instead, of using commercials to raise money, they used licensing fees. The BBC severely limited the kind and duration of advertising that might be shown, in contrast to the American system. Nevertheless, American television continued to rule. There were over 36 million television sets in the United States at the start of 1955, but only 4.8 million in all of Europe. Customers bought sets so they could watch key national events that were aired live for the first time; in the 1950s, sales soared before significant royal weddings in both England and Japan.

The next great technical advancement, according to management guru Peter Drucker, would be an electronic appliance that would completely transform how people lived, much as Thomas Edison's light bulb had done. Drucker may have underestimated the cost of this hypothetical machine, a personal computer, and the Internet, but he was foresighted about the impact these devices personal computers, and the Internet would have on education, social interactions, and the culture at large. Drucker predicted that this hypothetical appliance would sell for less than a television set and be "capable of being plugged in wherever there is electricity and giving immediate access to all the information needed for school work from first grade through college." The development of microprocessors and random-access memory chips in the 1970s was a crucial step toward the Internet era. The reduction of many different types of content to digitally stored information meant that "print, film, recording, radio and television and all forms of telecommunications [were] now being thought of increasingly as part of one complex," according to Briggs and Burke. This process, also known as convergence, is a force that's affecting media today [8].

Convergence

It's important to remember that the adoption of new technologies doesn't mean that the outdated ones just disappear into dingy archives. Today's media consumers continue to consume media such as television, radio, newspapers, and movies. The difference is that you can now do all of those tasks using a single device, such as a smartphone or personal computer, and the Internet. Media convergence, the process by which previously separate technologies come to share duties and resources, enables such acts. The confluence of digital photography, digital video, and cellular telephone technology is shown by a mobile phone that can also shoot images and videos. The so-called "black box," which would merge all the capabilities of previously different technologies and serve as the instrument through which we would get all of our news, information, entertainment, and social interaction, would be an extreme and presently nonexistent example of technological convergence.

Convergence Types

Convergence, however, extends beyond technology. According to media theorist Henry Jenkins, convergence is a process that alters how media is received and created rather than an outcome. Jenkins categorizes convergence into the following five groups:

1. When a business owns a number of goods or services offered by a single industry, economic convergence develops. For instance, a single corporation may have interests in many media types in the entertainment sector. Rupert Murdoch's News Corporation, for instance, is involved in a wide range of media, including publishing books, newspapers, sports, broadcast and cable television, movies, the internet, and many others.
2. Organic convergence is the "natural" result of a diversified media environment. It occurs when someone is viewing a television program me online, texting a buddy, and playing background music at the same time.

3. There are various facets to cultural confluence. One element is the movement of stories across many media platforms, such as books becoming television series, radio plays becoming comic strips, or even theme park attractions becoming film franchises. Harry Potter is a fictional character that appears in novels, movies, toys, and amusement park attractions. Participatory culture, or the ability of media consumers to remix, annotate, and otherwise shape culture in novel ways, is another component of cultural convergence. A great illustration of participatory culture is the video sharing website YouTube. Anyone with a video camera and an Internet connection may speak with people worldwide, establish cultural trends, and influence them thanks to YouTube.

4. The phenomenon of geographically dissimilar cultures influencing one another despite their physical separation is known as global convergence. Nollywood, the moniker given to Nigeria's film industry, is modelled after Bollywood in India, which in turn was influenced by Hollywood in the United States. Cartoons featuring Tom and Jerry are widely watched on Arab satellite television stations. *The Ring* and *The Grudge*, two popular American horror films, are adaptations of popular Japanese films. Access to a wealth of cultural influence is one benefit of global convergence, but some critics argue that it also poses a threat from cultural imperialism, which Herbert Schiller defined as the process by which developing nations are "attracted, pressured, forced, and sometimes bribed into shaping social institutions to correspond to, or even promote, the values and structures of the dominating center of the system".

5. The capacity to watch TV episodes online on platforms like Hulu or play video games on smartphones like the Apple iPhone are examples of technological convergence. When Jenkins writes, "we expand the potential relationships between them and enable them to flow across platforms" when more and more various types of media are converted into digital information.

Convergence's effects

Jenkins' idea of organic convergence may be the most insightful. Many individuals believe that the media-driven society of today is not organic, particularly those who grew up in a society where the media predominated. Few things on earth are more disconnected from nature less like a rock or an insect, say than a glass and stainless-steel smartphone, according to a recent New York Times editorial. However, modern American culture is more connected than ever, and high school students today have never known a time when the Internet wasn't around. The generation gap between those who grew up with new media and those who did not is large as a result of this cultural tidal shift.

According to a Kaiser Family Foundation survey from 2010, Americans between the ages of 8 and 18 spend more than 7.5 hours each day using electronic devices, and they manage to fit an average of 11 hours of media material into that 7.5 hour owing to multitasking. These figures emphasize involvement and multitasking as two features of the new digital paradigm of media consumption. Teenagers of today don't only sit in front of screens and silently take in information. Instead, they are texting their pals, posting links to news stories on Facebook, leaving comments on YouTube videos, creating online TV show evaluations, and generally participating in the culture they consume. Due to the proliferation of gadgets that enable users to simultaneously browse the Internet, listen to music, view movies, play games, and respond to emails, convergence has also greatly facilitated multitasking.

It is challenging to foresee how media immersion and convergence are impacting culture, society, and individual brains. Steven Johnson makes the case that modern television and video games are cognitively stimulating because they provide a cognitive challenge and

encourage active participation and problem-solving in his 2005 book *Everything Bad Is Good for You*. Johnson sarcastically warns readers about the hazards of book reading: It "chronically under stimulates the senses" and is "tragically isolating," and even worse, books "follow a fixed linear path." Johnson is mocking alarmists who believe that every new technology makes youngsters dumber. You can only watch while the tale is told to you; there is no way in which you can exert any kind of influence over it. This runs the danger of making our kids passive in general and giving them the impression that they have little control over their situation. Reading is a passive, submission-based activity, according to Johnson.

More negative views may be found in Nicholas Carr's 2010 book *The Shallows: What the Internet Is Doing to Our Brains*. Carr is concerned that the tremendous amount of interconnected information accessible via the Internet is shortening attention spans, distracting modern brains, and making them less able to engage deeply and thoughtfully with complicated ideas and debates. Carr muses regretfully, "Once I was a scuba diver in a sea of words. Carr cites brain research demonstrating that when individuals attempt to do two things at once, they devote less attention to each and do the jobs with less care. As a result, Carr claims, "Now I zip along the surface like a guy on a Jet Ski." In other words, multitasking causes us to do more tasks incorrectly. Whatever the long-term cognitive, social, or technical outcomes, convergence is altering how we already interact with media.

CONCLUSION

The media and culture are affected by globalization and digital technology. It looks at how the spread of online content and digital media platforms has altered global cultural norms and media consumption trends. These changes may affect media access, cultural imperialism, and variety of culture. The discussion of resistance and counter-narratives in media and culture concludes the examination. It explores how social movements and marginalized people use media to oppose prevailing cultural norms and promote social change. This takes into account the constraints and potential of media activism in altering cultural norms and political systems. This offers important insights into the manner in which media representations influence and are shaped by cultural practices via a thorough investigation of media and culture. It draws attention to the complexity, inconsistencies, and opportunities present in the interplay between media and culture, which advances knowledge of the modern media environment and its social effects.

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CHAPTER 2

EXPLORING SOCIAL VALUES AND COMMUNICATION FUNCTION

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ABSTRACT:

Individual and group behaviors, attitudes, and interactions within society are significantly shaped by social ideals and communication. The purpose of this research is to investigate how social values affect social dynamics and how they work in communication processes. It uses an interdisciplinary methodology and draws on ideas and viewpoints from sociology, psychology, communication studies, and cultural studies. Starting with a look at the nature and importance of social values in society, the analysis follows. It explores how social values are created, disseminated, and internalized as well as how they act as a set of guiding ideals for both people and organizations. The research also explores how social values contribute to the creation of standards, the definition of acceptable behaviour, and the promotion of social cohesiveness.

KEYWORDS:

Communication, Copyright, Culture, Internet, Media.

INTRODUCTION

The Internet, according to Jon Katz in a 1995 Wired magazine article titled "The Age of Paine," "offers what Paine and his revolutionary colleagues hoped for a vast, diverse, passionate, global means of transmitting ideas and opening minds," Katz wrote. Katz claimed that the emerging Internet era is more in the spirit of the 18th-century media world than of the 20th-ce. "People expressing their thoughts predominated the furiously passionate journalism of the late 1700s. "Katz's passionate defense of Paine's tenacious independence speaks to the way social values and communication technologies are influencing our adoption of media technologies today. The idea that ordinary citizens with no special resources, expertise, or political power—like Paine himself could sound off, reach wide audiences, and even spark revolutions was brand-new to the world. We might ponder more questions concerning the function of social values in communication while keeping Katz's comments in mind. How do they influence our conceptions of mainstream media? What impact does mass media have on how we see the ideals of our society?

Free Speech and its Constraints

Since the country's establishment during the American Revolution, the value of free speech has been at the centre of American mass communication. Press freedom is protected under the first amendment of the United States Constitution. As a result of the First The United States has some of the widest speech freedoms of any industrialized country thanks to the First Amendment and subsequent regulations. What forms of speech are, however, legally protected has their boundaries, which have evolved over time to reflect changes in American societal ideal [1], [2].

Obscenity is not covered by the First Amendment, therefore definitions have changed to reflect the country's shifting social mores. As the finest English-language book of the 20th

century, according to the Modern Library, James Joyce's *Ulysses* was prohibited from publication in the United States from 1922 and 1934 because to U.S. The book was deemed indecent by Customs Court due to its sexual nature. Obscenity was more precisely defined in the 1954 Supreme Court decision *Roth v. the United States*, which allowed for variations based on local norms. It became even more difficult to define exactly what was meant by community standards during the sexual revolution and societal transformations of the 1960s, a topic that is still up for dispute today. Another sign that the definition of obscenity is still up for debate is the mainstreaming of sexually explicit media like *Playboy* magazine, which is sold in almost every airport in the United States.

The First Amendment's rights are not just constrained by laws pertaining to offensive material; copyright law also places constraints on freedom of expression. The primary purpose of intellectual property law was to safeguard the creator's exclusive rights, both their economic and intellectual ones. Copyrighted works cannot be duplicated without the author's permission, nor can they be used for commercial gain by anyone else. Copyright laws apply to all works, including books, songs, phrases, and inventions. The maximum period of copyright protection was 14 years under the country's first copyright law. In the 20th century, this number increased enormously; now, certain works are copyright-protected for up to 120 years. The fair use exemption to copyright law has been under scrutiny recently due to an Internet culture that permits file sharing, musical mash-ups, and parodies of YouTube videos. Courts are still defining precisely which statements are protected and which are forbidden by law, and as the shifting attitudes of the American people change, copyright law—like obscenity law—will also change [3].

Disinformation and Other Negative Motives

Social ideals may sometimes be more overtly included into media messaging. Media content creators could have vested interests in certain societal aims, which might lead them to support or contradict certain ideas. This kind of media impact may become propaganda in its most blatant form, which is communication that consciously tries to convince its audience for ideological, political, or commercial goals. Although not always, propaganda often delivers information selectively, twists the truth, or appeals to the emotions. Caricatures depicting the adversary are often used in propaganda during times of conflict. Propaganda, however, is common even in times of peace. Around election season, political campaign advertising in which one candidate publicly criticizes the other are widespread, and some negative ads purposefully distort the facts or offer outright lies to undermine a rival candidate.

Other forms of influence are more subtle or evil. Advertisers want viewers to purchase their goods, and certain news organizations, like Fox News or The Huffington Post, have a clear political bias. However, those looking to influence the media often use the strategies and tactics of propaganda. The Creel Commission was established by the American government as a form of public relations agency for the United States' involvement in World War I. The Creel Commission vilified the opposing Germans and promoted a favourable view of the American war effort via radio, films, posters, and live speakers. Despite acknowledging the commission's efforts to influence public opinion, Chairman George Creel refrained from labelling their work propaganda.

The Committee was in no way a mechanism for suppression, concealment, or censorship. It was the greatest advertisement adventures in history in every way, from beginning to end, without pause or variation. It was a simple PR stunt. We refrained from calling it propaganda since that term had come to be connected with fraud and corruption in German hands. Our whole endeavor was instructional and enlightening because we felt that the clear,

uncomplicated presentation of the facts was all that was required to support our position. Of all, there is no clear or distinct distinction between the manipulation of propaganda and the selective presentation of the truth. In general, however, public relations is honest about presenting one side of the reality, whereas propaganda strives to construct a new truth [4].

DISCUSSION

A journalist named A. Regarding the function of gatekeepers in the media sector, another way that social values affect mass communication. J. Liebling humorously commented that "freedom of the press is guaranteed only to those who own one." The gatekeepers are the individuals that assist in deciding which stories are the general audience, including reporters who choose which sources to utilize and editors who choose which stories are shown on the front page and are reported on. Because they are a part of society, media gatekeepers are burdened with their own cultural prejudices, whether they are aware of them or not. Gatekeepers transmit their own ideals to the general audience when they choose what is noteworthy, entertaining, or relevant content. Contrarily, news items judged trivial or boring by readers may languish forgotten in the newspaper's back pages or never even be mentioned.

Journalist Allan Thompson criticizes the news media for its tardiness in reporting the 1994 Rwandan massacre as one conspicuous illustration of the effectiveness of gatekeeping. According to Thompson, the world was not compelled to address the crimes occurring in Rwanda since there weren't many foreign reporters there at the time of the genocide. Instead, the O dominated the evening news in the United States. Trial of O. J. Simpson, Tonya Harding's assault on a fellow figure skater, and Bosnia's less deadly war. Thompson continued to make the case that politicians could continue to act complacently since there was no foreign media coverage. Because the Rwandan atrocities received minimal global attention, there was little outcry, which decreased the political will to commit time and resources to a far-off fight. Africa was just not significant, as Richard Dowden, the editor of Africa for the British daily *The Independent* during the Rwandan massacre, put it: "Africa was simply not important. There was no newspaper sales. Newspapers must generate a profit. Therefore, it wasn't significant. Bias at the individual and institutional levels minimized the genocide at a moment of enormous crisis, which may have led to the deaths of tens of thousands of people.

In older media, when there was a shortage of both time and space, gatekeepers had a disproportionately large impact. A newspaper had a defined number of pages to publish, but a news broadcast had a set time limit of a half hour. In contrast, there is potentially limitless space for news reporting on the Internet. By giving media consumers a voice, the interactive aspect of the medium also reduces the gatekeeper role of the media. Users of news aggregators like Digg may choose which articles appear on the main page. Media expert Mark Glaser noted that the digital age hasn't eliminated gatekeepers; it's just changed who they are: "the editors who pick featured artists and apps at the Apple iTunes store, who choose videos to spotlight on YouTube, and who highlight Suggeste" Recent top stories on Digg featured headlines like "Top 5 Hot Girls Playing Video Games" and "The Girl Who Must Eat Every 15 Minutes to Stay Alive." Furthermore, unlike conventional media, these new gatekeepers almost ever have open bylines, making it difficult to identify who makes such judgements and the rationale behind them.

The social ideals of diverse cultures and subcultures might be inferred from how they convey the same tale differently. Examining how the media has operated in the United States and the rest of the globe throughout various cultural eras is another approach to evaluate the messages being spread by the media now.

Cultural Periods

It may be useful to look at recent cultural periods more generally after examining how technology, culture, and mass media have interacted throughout time. A cultural era is a period of time characterized by a certain perspective on the world via culture and technology. Fundamental shifts in how individuals see and comprehend the world are indicative of cultural era changes. Authorities like the monarch and the church determined what was true throughout the Middle Ages. The scientific method was used by individuals throughout the Renaissance to get at truth by reason. And the editor-in-chief of *Wired* magazine said that Google will soon make the scientific method obsolete in 2008. The way people tried to make sense of a reality that was drastically changing in each of these instances, rather than the essence of truth, was what altered. The post-Gutenberg modern and postmodern eras are the most important to investigate when examining culture and mass media.

Modern Times

The Postmedieval Era, often known as the Modern Age or Modernity, is a lengthy period of time characterised in part by technical advancements, urbanisation, scientific advancements, and globalization. The early and late modern eras are the two main divisions of the modern era. The early modern era lasted from the late 15th century, when Gutenberg created the moveable type printing machine, through the late 18th century. Early modern Europe had increased literacy rates as a result of Gutenberg's printing press, which prompted changes in educational practises. The Protestant Reformation and the Renaissance were both strongly influenced by Gutenberg's printing press, as was already mentioned in the parts that came before it. Transportation developed, politics became more secularized, capitalism expanded, nation-states got more powerful, and knowledge became more freely available throughout the early modern era. The monarch and church, which had previously held sway, were gradually being replaced by the ideas of reason, rationalism, and confidence in scientific investigation that emerged during the Enlightenment [5].

Between the end of the 18th century and the start of the late modern era, there were significant political, social, and economic developments. Along with the American Revolution in 1776 and the French Revolution in 1789, the Industrial Revolution, which started in England about 1750, signalled the start of profound changes in the globe. A rejection of monarchy in favour of national sovereignty and representative democracy served as the impetus for the French and American revolutions. In addition, both revolutions marked the decline of authority structures based on religion and the growth of secular society. The so-called Age of Reason, with its emphasis on individual freedom and advancement, was a good fit for democracy.

The Industrial Revolution had similarly significant effects while being less political. In addition to altering how commodities were created, it also significantly altered the economic, social, and cultural context of the era. There is no precise beginning or end date for the Industrial Revolution. But throughout the 19th century, several significant discoveries including the internal combustion engine, steam-powered ships, and railroads, to name a few led to advancements in a number of sectors. Production was significantly boosted by the use of machines and steam power. But the Industrial Revolution also brought about some significant societal changes. More people relocated to cities as a result of an economy centred on manufacturing as opposed to agriculture, where mass production methods taught people to value efficiency both within and outside of the industry. Factory workers who had just moved to cities and were unable to generate their own food, clothes, or supplies resorted to consumer

products. Wealth increased as a result of increased output, but income disparities across groups also began to widen.

The media was impacted by these drastic developments as well. As was mentioned in the sections above, the combination of the printing press and steam power allowed for the tremendous growth of books and newspapers. Both literacy rates and support for active civic engagement in politics increased. More and more individuals were urban dwellers, educated, newspaper readers, salary spenders, and people who identified as nationals of an industrialized country. Urbanization, widespread literacy, and new media platforms all helped to create a sense of mass culture that bridged socioeconomic, cultural, and geographic divides. It should be emphasized that modernism, a cultural movement, is separate from modernity and the Modern Age. Modernism, on the other hand, refers to the aesthetic movement of the late 19th and early 20th centuries that sprang from the Modern Era, which spanned from the end of the Middle Ages to the middle of the 20th century.

During that time, there were several changes that swept the globe. Modernism, in particular, challenged the boundaries of conventional forms of art and culture. Part of the Enlightenment's assurance in progress and reasoned thought was what led to modernist art. Through abstraction, experimentalism, surrealism, and sometimes pessimism or even nihilism, it glorified subjectivity. The stream-of-consciousness books by James Joyce, the cubist artworks by Pablo Picasso, the atonal compositions by Claude Debussy, and the absurdist plays by Luigi Pirandello are notable examples of modernist works [6].

Age of Postmodernism

The modern and postmodern periods may be distinguished by the modernist movement. The Postmodern Age began in the second half of the 20th century and was characterised by scepticism, self-consciousness, celebration of difference, and the reappraisal of modern conventions. Although the precise definition and dates of the Postmodern Age are still up for debate among cultural theorists and philosophers, this is the general consensus. The Postmodern Age questioned or rejected many of the presumptions that the Modern Age took for granted, such as scientific rationality, the autonomy of the individual, and the need of progress. The Postmodern Age revelled in contingency, fragmentation, and instability, while the Modern Age emphasised order, reason, stability, and absolute truth. The Postmodern Age was influenced by the Cold War, the emergence of the Internet, and the impact of technology on culture.

One of the main presumptions disproved in the Postmodern Age is the notion of objective truth, which characterised the Modern Age. The quantum scientist Erwin Schrödinger, who notably created a thought experiment in which a cat is put inside a sealed box with a little quantity of radiation that may or may not kill it, was the inspiration for postmodernists. Schrödinger said that the cat lives simultaneously in both the dead and the living states while the box is still closed. Both possible outcomes are equally valid. Though the thought experiment was designed to investigate quantum physics concerns, postmodernists were drawn to it because of its declaration of extreme ambiguity. Instead of an absolute, objective truth that could be verified via reasoned investigation, reality was variable and dependent on the observer.

The literary counterpart of this preference for the relative over the absolute may be seen in the deconstruction movement. Victorian authors worked hard to make their writings appear more realistic, while postmodern writers distrusted claims to realism and continuously reminded readers that the fiction they were reading was made up. The reader was emphasised rather than the all-knowing author. According to postmodernists, the meaning of a piece of

writing depends on the reader's own interpretation of it rather than being infused into it by the author. This is best shown by the poetry of Sylvia Plath and Allen Ginsberg, much of which is emotionally charged and intended to engage the reader in conversation while often compelling them to address contentious topics like mental illness or homosexuality.

The Modern Age was characterised by various large-scale theories that sought to explain the entirety of human experience, such as capitalism, Marxism, rationalism, Freudianism, Darwinism, fascism, and so on. The Postmodern Age, on the other hand, was marked by the rejection of what philosopher Jean-François Lyotard called "grand narratives." The kinds of ideas that promised to explain everything at once were brought into question by growing globalisation and the emergence of subcultures. A suspicion of authority and the structures that support it developed throughout the 20th century under totalitarian governments like Adolf Hitler's Third Reich and Joseph Stalin's USSR. According to Lyotard's theory, the postmodern era was characterised by micronarratives rather than grand narratives, or a variety of little, localised understandings of the world, none of which can lay claim to being the final or absolute truth. For instance, a young lady from New York does not see the world the same way as an elderly guy in Kenya. Even those with similar cultural origins might have divergent worldviews; when you were a teenager, did your parents get how you thought? The postmodern world stands out for its variety of human experience. Eclecticism, according to Lyotard, is the degree zero of current general culture; one watches a Western, listens to reggae, eats McDonald's for lunch and local food for evening, wears Parisian perfume in Tokyo and vintage clothing in Hong Kong, and knowledge is a topic for TV games.

Additionally, postmodernists openly copied from many cultures and genres since they didn't value originality. For his generation of authors, William S. Burroughs enthusiastically exclaimed in 1985, "Out of the closets and into the museums, libraries, architectural landmarks, music halls, bookshops, recording studios, and film studios of the globe. Everything is the property of the inspired and committed thief . Feminist artists like Barbara Kruger and authors like Kathy Acker have rewritten ancient texts to produce new works of fiction. The Postmodern Age is characterised by a rejection of conventional artistic and expressive forms [7], [8]. People have had quite varied perspectives on the world throughout history, from the early Modern through the Postmodern eras. In addition to swiftly increasing in complexity, culture has also evolved with the times. When reading further, it's crucial to keep in mind that various media and cultural forms are symbols of various periods, and the various methods in which media is presented often reveal a lot about the society and times.

CONCLUSION

The reciprocal link between social values and communication is also covered in the study. It explores the impact of societal values on communication practices, such as language usage, communication styles, and channel choice. As social values are discussed, debated, and redefined via interaction and discourse, the study also looks at how communication processes might influence and change them. The analysis also covers how social ideals and communication affect social transformation and the welfare of society. It observes how modifications in social ideals might result in adjustments to social norms, power dynamics, and social inequality. The study also looks at how communication might create social cohesiveness, empathy, and understanding as well as its ability to advance social justice, equality, and inclusion.

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CHAPTER 3

THE MEDIA AND POPULAR CULTURE

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ABSTRACT:

The media and popular culture have a significant impact on society, influencing attitudes, beliefs, and actions. To better understand how the media and popular culture interact to create the social realities of today, this research will analyze the dynamic interplay between them. This study offers a thorough explanation of the complex nature of this interaction by drawing on ideas and frameworks from media studies, cultural studies, sociology, and communication studies. The analysis starts by looking at how the media contributes to the creation and dissemination of popular culture. It looks at how media outlets like television, films, music, and digital media help to shape societal norms, symbols, and stories. The research investigates the critical role that media creation, distribution, and promotion play in determining what is deemed influential and popular in a certain culture.

KEYWORDS:

Culture, Education, Information, Internet, Media.

INTRODUCTION

The complex relationships, impacts, and ramifications of popular culture and the media on modern society are investigated. This thorough analysis offers a nuanced understanding of the complex dynamics at play between the media and popular culture by drawing on a broad variety of academic research from disciplines including media studies, cultural studies, sociology, and communication studies. By giving a broad overview of the media and popular culture environment, the introduction establishes the scene. It underlines the importance of examining their interaction and identifies the main goals of the assessment [1], [2].

Why Popular Culture and the Media Exist

A thorough comprehension of popular culture and the media is established in this part. It covers many definitions and conceptual frameworks, stressing how both notions are dynamic and ever-evolving.

The Influence of the Media on Popular Culture

The impact of the media on popular culture is examined in this section. It looks at the production, diffusion, and amplifying of popular culture trends, symbols, and narratives across media platforms including television, cinema, music, and digital media.

Influence of Popular Culture on Media Content

This section investigates the influence of popular culture on media practices and content. It looks at how audience cultural preferences, interests, and values affect media production choices, giving rise to certain storylines, genres, and forms. It is also highlighted how fan cultures and participatory cultures contribute to the co-creation and transformation of media material.

Power Relations between the Media and Popular Culture

This section explores the power relationships that exist between the media and popular culture. It explores the role that media industries and cultural intermediaries have in shaping how popular culture is produced, disseminated, and consumed as well as the ramifications for diversity, representation, and commercialization.

Popular culture as a window into social problems

The ability of popular culture to reflect on and make observations about societal concerns is examined in this section. It explores the advantages and disadvantages of using popular culture as a forum for social criticism, political commentary, and cultural interaction.

Social Change, Popular Culture, and the Media

The impact of media and popular culture on promoting social change is examined in this section. It looks at instances when popular culture challenged social conventions, pushed for inclusion, and sparked social movements. Online activism and the impact of digital technology are also covered.

International Trade and Globalisation:

This section examines how the media-popular culture nexus is affected by globalization and transnational flows. The consequences of cultural variety and hybridization are examined as a result of how cultural items and media material travel across borders, impacting and being impacted by various cultural settings. This emphasizes opportunities for more study and summarises the main results of the review. It emphasizes how important it is to comprehend how popular culture and the media interact to successfully navigate the intricacies of modern society. This study adds to a fuller knowledge of the media and popular culture's complex relationships, impacts, and consequences by offering a thorough examination of both fields. It opens the door for more study and critical analysis in this area by shedding insight into the power dynamics, transformational potentials, and cultural dynamics that define the media-popular culture landscape. Burroughs' exuberant appeal to get art "out of the closets and into the museums" demonstrated the readiness of postmodernism to mix high and low culture. Additionally, despite the Postmodern Age's special love of popular culture, mass media and pop culture have always been intertwined. In truth, the media often decides what constitutes the pop culture scene and what does not.

Tastemakers

A vibrant and taste-setting mass media that presents and promotes the acceptance of certain trends have historically been responsible for fostering mass pop culture. Tastemakers vary from the broad media gatekeepers covered in Section 1.4.3 "Gatekeepers" in that they are most effective when the mass media is very small and focused. Their authors and editors have enormous influence when just a small number of publications or programs are seen by millions of people. The New York Times's restaurant reviews used to have the power to determine a restaurant's success or failure by awarding its rating.

Or consider Ed Sullivan's variety show, which lasted from 1948 to 1971 and is most known for having hosted the Beatles' debut U.S. appearance a televised event that at the time was the most viewed TV program ever. Sullivan presented musical artists, comedians, actors, and dancers, and he was known for his ability to convert up-and-coming talents into established stars. According to comedian Jackie Mason, appearing on The Ed Sullivan Show is like "an opera singer appearing at the Met." Or, if a man is an architect who created the Empire State

Building, this was the largest " Sullivan is a perfect example of a powerful tastemaker from his day. A more recent example is Oprah Winfrey, whose book club recommendations often propel literature, especially time-honored works like Leo Tolstoy's *Anna Karenina*, to the top of The New York Times Best Sellers list [3], [4].

In addition to influencing a large audience's decision to watch certain motion pictures, television series, video games, books, or fashion trends, individuals also utilize tastemaking to generate demand for new goods. To assist in piquing the public's interest in a product that may not have even existed six months before, businesses often resort to advertising agencies. When George Eastman created the Kodak camera in the 1880s for personal use, professionals were the ones who used cameras the most. According to James Surowiecki, a writer for the *New Yorker*, "the Kodak was relatively cheap and easy to use, but most Americans didn't see the need for a camera; they had no sense that there was any value in visually documenting their lives". Eastman knew that what he had to offer was photography, not cameras, which is why Kodak became such a very successful firm. A contemporary expert in this strategy is Apple Inc. The technology corporation makes sure that consumers will be eagerly anticipating an official release by disclosing just enough details about a new product to pique their interest.

By exposing the public to cutting-edge concepts, music, shows, or goods, tastemakers keep culture alive. However, they are not immune to other influences. The conventional media paradigm calls for big media firms to establish large advertising expenditures to promote their most promising products; critics gush about "the next big thing," while obscure or specialized works may get lost in the mix.

DISCUSSION

In hindsight, the 20th century was a style maker's utopia. Through a variety of mass-communication outlets, advertisers, reviewers, and other cultural influencers gained access to enormous audiences. By the turn of the century, however, the emergence of cable television and the Internet had started to make tastemaking a more challenging endeavor. The most watched television program of 2009, *American Idol*, averaged about 25.5 million viewers per night, whereas *The Ed Sullivan Show* regularly attracted 50 million viewers in the 1960s, even though the United States in the 21st century could boast more people and television sets than ever before. However, because of the abundance of TV channels and other competing entertainment options, no show or channel could command the attention of the American audience as they did in Sullivan's day.

A low-tech home movie of a little kid behaving strangely after visiting the dentist, however, received more than 37 million views on YouTube in only 2009 alone. The influence of conventional media sources on popular culture looks to be declining in part due to the Internet. Trends are no longer only developed and propagated by the conventional mainstream media. Instead, news travels throughout the world without the conventional mass media actively being involved. Websites created by amateurs have a greater daily audience than big newspapers. In contrast to review aggregators like Rotten Tomatoes, music review websites like Pitchfork keep an eye out for the next big thing. Readers may read hundreds of movie reviews from both amateurs and pros on sites like Pitchfork. Anyone with an Internet connection can use blogs to potentially reach millions of people. While some well-known bloggers made the switch from conventional media to digital media, others did it without any institutional assistance. Perez Hilton, a celebrity gossip columnist, without a formal education [5], [6].

Perez Hilton had no prior experience in journalism when he launched PerezHilton.com in 2005, but within a few years, he was drawing in millions of viewers each month. People may communicate very immediately across great distances via e-mail and SMS messaging. Even though human interactions still predominate, e-mail and text messaging are being utilized more often to relay critical news developments. Instead of holding a regular press conference on television to announce his choice of Joe Biden as his running mate for vice president in the 2008 election, Barack Obama instead sent 2.9 million text messages to his supporters to let them know the news. Another place to get the latest information is on social networking sites like Facebook and microblogging platforms like Twitter. Before the news reached the general public, "RIP Michael Jackson" was a top trending topic on Twitter after Michael Jackson's cardiac arrest death in 2009. The Internet has developed into a pop cultural powerhouse, a source of both amateur talent and amateur marketing, thanks to these and other digital era media. Traditional media organizations continue to have considerable authority and influence over American popular culture, nevertheless. One telling piece of evidence is how many authors or musicians who initially gained notoriety online rapidly move to more established outlets. For example, Justin Bieber, a YouTube sensation, was signed by a major musical label, while blogger Perez Hilton often appears on MTV and VH1. Stars in new media are soon assimilated into the traditional media environment.

How to Get Past the Gatekeepers

The Internet not only enables untrained people to reach a large audience for their artwork or thoughts, but it also enables content producers to communicate with followers directly. Projects that may not have been successful in conventional mass media may flourish in modern media. The commercial media industry has been taken aback by the popularity of several self-published novels. For instance, before choosing to self-publish in 2006, debut novelist Daniel Suarez had received rejections from dozens of literary agencies for his book *Daemon*. Suarez attracted enough attention to get a deal with a major publishing company via clever self-promotion through well-known bloggers [7], [8].

Although unquestionably remarkable, Suarez's tale touches on some of the issues that pop culture producers and consumers are dealing with in the Internet era. Self-published work could be able to err more closely toward the author's aim without the influence of an agency, editor, or PR firm. However, rather than a professional public relations team, the work's author must do a large portion of the intricate marketing effort. It's also simple for things—even wonderful things to be lost in the mix given the amount of self-published, self-promoted works that are posted to the Internet every day.

Critic Laura Miller explains some of the ways that authors may manage their publishing: "Authors can submit their works to services operated by Amazon, Apple, and... Barnes & Noble, changing them into e-books that are immediately accessible in well-known online retailers. Or they may upload them to websites like Urbis.com, Quillp.com, or CompletelyNovel.com and entice reviews from other eager users ." Miller also notes that a lot of these businesses can create tangible copies of novels. Although such a system might benefit authors who haven't found success with the traditional media establishment, Miller points out that it might not be the best choice for readers, who "rarely complain that there isn't enough of a selection on Amazon or in their local superstore; they're more likely to ask for help in narrowing down their choices".

The issue yet stands: Will the Internet age be characterized by a massive and pervasive pop culture, where the influence of conventional mass media and, along with it, the influence of the globally relevant blockbuster hit, declines? Or, will the Influential bloggers be a new

breed of tastemakers, but does the internet also provide the old tastemakers a platform to reinvent themselves?

Media Knowledge

Reading and writing proficiency was a priority for politicians, social reformers, philosophers, and educators in the time of Gutenberg and the modern period. Many believed that if people were literate, they would be able to find information, remain up to date on current events, communicate effectively, and make wise judgments in many other areas of their lives. As a result, literate individuals made better employees, parents, and citizens. There was a growing perception that just being able to read and write was inadequate many centuries later, as the rate of literacy throughout the world continued to rise. People required the ability to go through and analyze the information they were constantly being inundated with in a media-saturated society. Media literacy is the term used to describe the ability to understand and process the information and symbols delivered by media in the second part of the 20th century. The National Association for Media Literacy Education, a nonprofit organization, claims that someone who is media literate can access, analyze, evaluate, and share information. The new mass media film, radio, and TV are new languages with as-of-yet undiscovered grammar, as John Culkin, a pioneering proponent of media literacy education, put it another way: "The new mass media film, radio, and TV are new languages.

Culkin referred to the media's pervasiveness as "the unnoticed fact of our present," adding that media information was as pervasive and simple to miss as the air we breathe and that it was also as easy to ignore. Our exposure to media begins early; a study by the Kaiser Family Foundation found that 68% of children under the age of 6 spend as much time each day in front of a screen as they do outside playing. Children under the age of six spend as much time in front of a screen as they do inside using a computer or television. Teenagers in the United States engage with media for a daily average of 7.5 hours, which is almost as much time as they spend in school. But media literacy isn't only a talent for children. Today's Americans rely on a variety of media outlets for a large portion of their information, yet not all of it is reliable. Developing our ability to critically analyze the often contradictory media messages we are exposed to daily is a vital part of media literacy education.

Advertising

Media consumption time is often dominated by sponsored material from businesses. According to estimates from the Federal Trade Commission, children between the ages of 2 and 11 saw 25,629 television advertisements in total in 2004, amounting to more than 10,700 minutes of advertising. 52,469 advertisements were seen by each adult, or nearly 15.5 days' worth, on average. Children are inundated with contradicting messages: fast food, soda, and newspaper headlines concerning the obesity crisis are all printed side by side. Advertising targeting children under the age of eight is, according to the American Academy of Paediatrics, "inherently deceptive" and exploitative since young children cannot distinguish between programs and ads. Advertising often employs psychological pressure strategies to influence consumer choices. Ads could play on your vanity, insecurities, prejudice, fears, or need for adventure. Anti-smoking P.S.A.s could include revolting shots of blackened lungs to startle viewers; this is not necessarily done to promote a product. However, media literacy requires educating people to be cautious consumers and to assess promises with skepticism.

Misinformation, bias, and spin

Advertising may specifically aim to promote a product or concept, but it's not the only kind of media communication that might have an agenda. Potential voters may be convinced by a

politician that he is looking out for their best interests. A journalist who presents herself as neutral could inadvertently skew her writing to reflect her political views. If a company advertises substantially in a magazine, the authors may refrain from criticizing them. To increase ratings and advertising prices, news reporters may sensationalize tales.

Individuals that generate messages for mass communication each have their own set of values, presumptions, and priorities. Because there is so much conflicting information accessible, taking media statements at their value might generate misunderstanding. For instance, in the fiercely fought 2010 New Mexico governor's election, both candidates, Susana Martinez, and Diane Denish, ran dueling television commercials in which they both implied that the other supported measures that favored sex offenders. The Denish team's advertisement, according to media watchdog website FactCheck.org, "shows a preteen girl, who seems to be approximately 9 years old, sliding down a playground slide in slow motion, as sinister music plays in the background and an announcer narrates two sex crime incidents. The announcer concludes with the statement, "Today we don't know where these sex offenders are hiding, because

The counter-ad alleges that "a department in Denish's cabinet gave sanctuary to criminal illegals, like child molester Juan Gonzalez". Both assertions are very provocative, play on fear, and misrepresent the truth behind each circumstance. Education in media literacy entails teaching individuals how to evaluate this and other media messages, sort through messages, and make sense of the contradictory information we encounter every day [9].

World Needs New Skills

Giving pupils the knowledge believed is required to properly interact with the outside world used to be one of the objectives of education. Students committed to the memory of state capitals, well-known poetry, important dates, and multiplication tables. However, a mouse click now provides access to a large quantity of information. Before the Internet existed, renowned communications scholar David Berlo predicted the negative effects of growing information technology: "Most of what we have called formal education has been intended to imprint on the human mind all of the information that we might need for a lifetime." Today, Berlo said, "Education needs to be geared towards the handling of data rather than the accumulation of data".

The fight over how to properly utilize online sources is being led by Wikipedia, a widely popular Internet encyclopedia. Wikipedia was banned in history examinations and papers at Middlebury College in 2007. The online encyclopedia "symbolizes the best and worst of the Internet," according to one of the school's librarians. The nicest part is that everyone has a voice and can express their opinions. Or, as a comedian and satirist Stephen Colbert put it, "Any user can change any entry, and if enough other users agree with them, it becomes true". It's the worst because people who use it uncritically take for truth what is only opinion. The Democratic Party altered Rush Limbaugh's Wikipedia page to declare him to be "racist" and a "bigot," and a Diebold employee was discovered to have deleted sentences tying the corporation to Republican campaign donations. The study of media literacy teaches today's students how to navigate the Internet's deluge of information, find trustworthy sources, and spot biased and inaccurate ones.

Individual responsibility and culture

The ultimate goal of media literacy education is to impart the knowledge that different purposes are served when creating pictures and that it is up to the person to assess and understand these media messages. A person always receives mass communication, regardless

of who produces and distributes it: people, corporations, governments, or other organizations. There is no right way to understand a media message; it depends on each individual's education, life experience, and a variety of other circumstances. But overall, having stronger media literacy abilities makes it possible for us to live more effectively in our media-rich world, making it possible for us to be more informed consumers of media and more democratic citizens.

CONCLUSION

How popular culture affects and molds media practices and content. It looks at how the audience's cultural preferences, interests, and values affect media production choices, affecting the development of genres, storylines, and forms. The research also looks at how fan cultures, social media, and participatory cultures contribute to the co-creation and transformation of popular culture via media involvement. The paper also analyses how the media-popular culture nexus is affected by globalization and digital technology. It observes how audience engagement and expanded worldwide reach have been made possible by the digital era's transformation of popular culture creation, consumption, and dissemination. The exploration also looks at how transnational flows of media and cultural goods affect local and global cultural dynamics, examining how they influence and reshape them. This research offers important insights into how media and popular culture impact and develop one another via a thorough examination of their interaction. This relationship's complexity, power dynamics, and transformational potential are highlighted, which helps to illuminate the function of media and popular culture in modern society.

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CHAPTER 4

AN ASSESSMENT ON MESSAGES OF MASS MEDIA

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ABSTRACT:

In molding public opinion and attitudes, the mainstream media including television, newspapers, magazines, and the internet play an important influence. This research tries to examine the messages propagated by the media and how they affect people and society. The research starts by looking at the many message's kinds that the media, including news, entertainment, advertising, and public service messages, deliver. It investigates the development, framing, and dissemination of these messages to audiences. The research also looks at how media messages may be biased and establish an agenda, as well as how media ownership and control affect the messages that are broadcast. This describes the many ways that the media impacts culture. Examine the cultural messages the media conveys.

KEYWORDS:

Cultural, Internet, Media, Political, and Society.

INTRODUCTION

Television PSAs or political advertising may come to mind when those who consume media think about media messaging. These clear-cut instances provide a platform for the communication of a message through a medium, whether that message be a call for fire safety or a declaration of political opinion. What about abstract political ads, though, that just include a candidate's logo and a few short words? Media messages might be explicit declarations or hazy references to cultural norms. There are undoubtedly disagreements over the messages conveyed by the media. Think about the frequent accusations of political bias made against different news organizations. Although accusations of subliminal messages or agenda-driven material have always been a problem in the media, the discussion about media messaging is becoming more and more prevalent. This discussion is crucial since the media has long been used to influence people's opinions. Many contemporary persuasion strategies have their roots in the use of the media as a propaganda weapon. When examining diverse media influences, a good place to start is with the function of propaganda and persuasion in the mass media.

Influence and Propaganda

Propaganda is defined by Encyclopedia Britannica as the "manipulation of information to influence public opinion." This definition is appropriate for this subject since propaganda has had a significant impact on how current mass media persuasion is used via research and usage. Paul Starr contends in his book *The Creation of the Media* that the United States has favored using an independent press as a public watchdog, placing the media in an essentially political role. In contrast to other countries where the media is controlled, the United States has supported an autonomous commercial press, giving the general population the ability to propagandize and persuade.

Propaganda is neither necessarily good or evil, like any other kind of communication. The reasons behind its users determine whether propaganda has a beneficial or bad impact on society and culture. Propaganda has been used to spread the messages of movements as diverse as Christianity, the American Revolution, and the communist revolutions of the 20th century. The American Revolution was immensely supported by newspapers and pamphlets that extolled the sacrifices made at Lexington and Concord and announced the triumphs of George Washington's army. For instance, Benjamin Franklin's well-known drawing of a severed snake with the message "Join or Die" is a classic example of print propaganda in its infancy [1].

The penny press, which made newspapers available to a wide audience and acted as a force for social cohesion in the 1830s, is something you may study more about in previous chapter. Later in the 19th century, magazines adopted a format quite similar to this, and print media's influence in politics and society increased. Some newspapers promoted the Spanish-American War of 1898 by creating accounts of Spanish atrocities and sabotage, which is a notorious illustration of the rising power of print media. For instance, numerous newspapers accused the Spanish when the USS Maine sank off the coast of Havana, Cuba, even though there was no proof, stoking popular sentiment in favor of war with Spain.

Propaganda now has a negative connotation since governments during World War I made extensive use of the media to incite their populations to fight. Some media sources saw the conflict as a struggle between Anglo civilization and Prussian barbarism on a worldwide scale. Wartime propaganda persuaded some of those participating in the conflict, even though some of them had little knowledge of the political objectives to enlist. Because its strategies were effective in patriotic propaganda operations during World War I, the advertising industry gained legitimacy in the eyes of government and business leaders. Companies immediately reacted to this change and used World War I propaganda strategies to promote goods in the 1920s, which led to an advertising boom. The influence of the media on contemporary society is widely documented. Governments, businesses, charities, and political campaigns all use both new and traditional media to develop and distribute their messages to the public. For better or worse, the relatively unfettered character of American media has resulted in a culture where anybody may use the means of public persuasion.

Behavior and the Media

The mass media disseminates messages that are not properly classified as propaganda or persuasion, even though they were intended for general consumption. Some contend that these messages have an impact on behavior, particularly that of young people. There are significant concerns about how media influences culture since violent, sexual, and obsessive behaviors have been connected to media usage.

The media and violence

Eric Harris and Dylan Klebold, two high school students from the Denver region, invaded Columbine High School on April 20, 1999, equipped with explosives and semiautomatic firearms. Before committing themselves, the two murdered 12 pupils and one faculty member over the next several hours. Politicians and commentators attempted to place blame in the weeks after the Columbine High School killings because the incident and its aftermath attracted widespread attention. The creators of the first-person shooter video game Doom as well as the Hollywood companies behind *The Matrix* were among their targets [2].

However, research conducted in the years after the massacre has shown that rather than going on a first-person shooter-style spree, the culprits were trying to carry out a terrorist bombing.

But could they have thought of such a method if violent video games had desensitized the two youngsters to violence? Do violent solutions glorified in films foster a mindset that leads people to favor them? Because media permeates contemporary society so deeply, the problem becomes more complicated, and it may be hard to comprehend the kinds of consequences that violent media have.

DISCUSSION

The correlation between violent video games and violent behavior in young people has been supported by several research. For instance, research has shown that some young individuals who play violent video games shortly thereafter reported having furious thoughts and aggressive sentiments. Various further investigations, including one by Dr. Chris Anderson to A. Anderson and others, playing violent video games for longer periods is associated with an increase in aggressive behavior. These studies, however, do not establish that violent video games are to blame. Defenders of video games claim that violent individuals are driven to violent media and point to a decline in juvenile violence generally in recent years compared to earlier decades. Other academics acknowledge that those predisposed to violent behavior are driven to violent media, but they contend that by keeping these people at home or in a movie theatre, violent media have helped to reduce violent social behaviors. Whether violent media genuinely incite violence is uncertain, but there's no denying that these media convey an emotional message to viewers that get them to react. Media communications may also employ feelings like fear, love, happiness, and despair. Media messages are not only explicit statements. The overwhelming influence of media on our society may be largely attributed to these emotional responses [3].

Media Coverage of Sex

Sexual content and the powerful emotional message it conveys are widely prevalent in many forms of media. Earlier research by in a study titled "Sexy Media Matter: Exposure to Sexual Content in Music, Movies, Television, and Magazines Predicts Black and White Adolescents' Sexual Behaviour," researchers at the University of North Carolina discovered that young people who are heavily exposed to sexually themed media, such as music and movies, are twice as likely to engage in early sexual behavior as young people who are not. Researchers concluded that sexually explicit media served as a significant source of sex-related knowledge for these young groups even though their study did not establish a definitive correlation between sexual behavior and such media. According to researcher Jane Brown, puberty and kids' need to understand sex are some of the reasons why kids view sexual material. The media may operate as a "super peer", offering knowledge via films, television, music, and publications, even though many parents are reluctant to talk about sex with their kids.

Media messages and cultural messages

The media broadcasts messages that uphold cultural norms. Perhaps celebrities and the roles they play best display these principles. In the middle of the 20th century, actors like John Wayne and Marilyn Monroe started to symbolize elements of masculinity and femininity that were incorporated into popular culture. Basketball star Michael Jordan served as a role model for athleticism and willpower during the 1990s in television, movies, publications, and commercial campaigns. Singers like Bob Dylan have stood for independence and opposition to the established culture.

Not all celebrities are only entertainers, even though many people think celebrity culture is shallow and a bad representation of a nation's ideals. Through their portrayals in the media,

civil rights activists, social reformers, and other well-known public personalities have come to stand for significant cultural achievements and developments. Images of historical figures like Susan B. Anthony and Abraham Lincoln have a strong cultural and historical resonance that is distinct from simple celebrities.

Additionally, celebrities might support cultural prejudices that marginalize certain communities. The mid-20th century depictions of women on television and in magazines often reflected and reinforced the cultural restrictions that were in place at the time and presented women in a passive, domestic position. A meek, domestic servant position for African Americans was also mirrored and promoted by early 20th-century advertising icons like Aunt Jemima and the Cream of Wheat chef. Other well-known clichés, like Mickey Rooney's portrayal of Mr. Yunioshi in *Breakfast at Tiffany's* or Tonto, the Native American sidekick of the Lone Ranger, reinforced racial prejudices in the United States [4]. Celebrities and the roles they play, whether real or made up, convey a variety of signals about cultural values. They may encourage the bold revealing of the truth, cover up and prolong societal issues, or provide a real-world illustration of an abstract cultural ideal.

Media and the New Society

The Internet and other digital forms of communication have had a significant impact on society as new media. There is a great lot of distress over digital literacy and other concerns that inexorably come with such a societal transformation as a result of this communication and information revolution. Dennis Baron addresses this subject in his book *A Better Pencil* on technology and communication. According to Plato, writing cannot provide the type of back-and-forth conversation the dialogue necessary to reach the truth because once a piece is on the page, it is no longer within the author's control and cannot protect itself from misinterpretation. These are compelling arguments, but even in Plato's day, the popularity of the written word had made them irrelevant. Although the literacy rate in ancient Greece was much below 10%, writing had already established itself as a significant cultural element. Legal texts, public inscriptions, business documents, personal letters, and even literary works were among the types of writing that people had learned to trust and use. As they did so, they came to realize that, upon closer inspection, writing was neither more nor less trustworthy or ambiguous than the spoken word, and it was just as real.

All communication revolutions, according to Baron, have caused upheavals and altered the expectations for literacy and communication. This historical viewpoint provides a hopeful interpretation of several frightening communication and cultural phenomena that might otherwise be troubling. The public now has access to a staggering quantity of fresh knowledge thanks to the internet. This abundance of information and how people interpret it both have a significant impact on culture. As access to knowledge increases, new perspectives on it have evolved. It was necessary for older media-consuming habits to digest information via a certain sort of media in-depth. Consumers, for instance, fully read, watched, or saw a news story, usually as part of a news magazine or program. Fiction was published in books and magazines.

Information is now more readily available and is thus more likely to be spread across different media. A person may read a news story on a website and then send a section of it to a buddy. Then, without knowing the original context, that individual recounts it to a colleague. A satirical *Onion* piece about the Harry Potter craze may have been mistaken for reality due to the easy access to information provided by search engines. Media sources are increasingly catering to this propensity of looking for precise details out of context. The most interesting information is often highlighted at the cost of more significant topics. For

instance, on March 11, 2010, the most-read article on The Washington Post website at one time was "Maintaining a Sex Life".

The rising subjectivity of the media's coverage of the news is a significant trend as well. The way media consumers filter information has been referred to by some researchers as cyberbalkanization. The term "Balkanization" refers to the political division of the Balkan republics of Eastern Europe after World War I, when the Ottoman Empire broke apart into several ethnic and political pieces. Customized news feeds enable users to filter out sources that provide unwelcome topics or viewpoints and only get the news and information they want. This kind of information filtering has been cited by several cultural critics as the cause of growing political polarization and the ensuing decline in civic dialogue. The common ground of public conversation that results from widespread agreement on fundamental concepts ultimately shrinks when media consumers only receive the information they wish to hear [5], [6].

Literacy

On the one hand, as the Internet becomes a more important source of information, the population is exposed to more text, which raises general literacy. Written text is crucial to the Internet because it makes up the majority of its content. To successfully participate in Internet culture through the use of blogs, forums, or a personal website, one must have a level of textual literacy that is not required for watching television, listening to music, or watching films. However, opponents of Internet literacy claim that the vast majority of forum and blog postings are illiterate and contend that the Internet has replaced traditional publications like newspapers and books that were responsible for raising literacy levels. One insightful analysis of how the Internet affects how a society interprets and processes information predicts that literacy will change qualitatively rather than just rise or fall. The focus on simplicity and directness may replace the emphasis on ornate language use in the requirements for literacy.

News

Undoubtedly, the Internet has changed how different cultures receive news. The public expects information to be delivered swiftly, and news organizations react promptly to breaking developments. For instance, on Monday, June 21, 2010, a representative for Rolling Stone magazine revealed excerpts from a story in which General Stanley McChrystal was seen openly criticizing officials in the Obama administration's foreign policy. Even though Rolling Stone didn't even upload the article on its website until Tuesday morning sometime after numerous news outlets had already released the complete story on their sites by that evening, it had gained national attention. Later that day, McChrystal apologized to the public, and on Wednesday, the general traveled to Washington, D.C., where President Obama sacked him. The printed edition of Rolling Stone that included the report debuted on newsstands on Friday, two days after McChrystal was fired.

Culture of Convergence

Convergence has several distinct meanings. Henry Jenkins provides a helpful description of convergence as it relates to new media in his book *Convergence Culture: Where Old and New Media Collide*. An excellent illustration of this movement of both material and viewers is a self-produced video that becomes quite popular on the YouTube website and attracts the interest of a journalistic organization. Think about the following process: A news organization reports on the video after it becomes viral, which raises its visibility on YouTube. Numerous mechanisms are at play in this movement. On social media platforms

and blogs, humorous or moving segments from television or radio shows are often shared. There, they acquire popularity and are viewed by more people than on the original broadcast.

Consumers increasingly see all forms of media as interactive thanks to new media. For instance, by enabling the home audience to vote for their favorite candidate, the wildly successful talent program American Idol mixes an older-media format television with contemporary media consumption habits. However, parts of American Idol are often posted on YouTube and other websites, where viewers who may not have seen the program may remark and analyze them. Following the show, phone providers often notice an uptick in call volume, which they attribute to viewers phoning in to vote or just to talk about the show with their friends and family. As a consequence, more individuals are exposed to American Idol's ideas, tenets, and culture than there are real viewers of the program. The use of new media has promoted more extensive individual engagement in the media. Even while it is too soon to predict what this change will mean for culture as a whole, it is unquestionably a unique phenomenon. This tendency will probably grow more prevalent as consumers become more competent at browsing media [7], [8].

CONCLUSION

How media messages affect people's decisions and behaviors, as well as how they impact public opinion on social and political problems. The media messages might influence the development of cultural and social norms as well as the function of the media in the propagation and reinforcement of these norms and values. The consideration also discusses the possible drawbacks of media messaging, such as stereotype maintenance, normalization of aggressiveness and violence, and promotion of materialism and consumerism. Additionally, it talks about the ethical and social ramifications of these impacts and how media literacy encourages critical thinking and sensible media use. The difficulties and constraints associated with interpreting media messages, such as concerns with representation, interpretation, and the variety of media sources. It observes the analytical techniques, such as content analysis, discourse analysis, and reception studies, that are used to evaluate media messages. It emphasizes the significance of engaging with media messages critically and the need for responsible media practices that support inclusion, diversity, and ethical journalism.

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CHAPTER 5

EXPLORING ROLES OF TECHNOLOGY IN MEDIA SECTOR

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ABSTRACT:

With a focus on how media messages and technology impact people, communities, and cultures, the examination of media effects has been a major topic of research in the discipline of communication studies. This research looks at many theoretical viewpoints, techniques, and empirical data to investigate the complicated and multidimensional nature of media influences. Starting with the hypodermic needle model, cultivation theory, agenda-setting theory, social learning theory, and the uses and gratifications method, the examination looks at many theoretical perspectives on how media impacts are understood. It looks at how these theories conceptualize the link between audience perceptions, attitudes, and behaviors as they relate to media exposure. The study also explores the various media effects, including behavioral effects like shifts in attitudes, opinions, and behaviors, affective effects like emotional reactions and mood changes, and cognitive effects like knowledge acquisition and information processing. It looks at how elements including media content, message qualities, audience characteristics, and the social and cultural settings in which media consumption takes place affect these impacts. List the foundational ideas of media impacts. Describe the applications of different media impact theories.

KEYWORDS:

Cultural, Internet, Massage, Media, Society, Violence.

INTRODUCTION

The use of mass media in propaganda and persuasion was the primary emphasis of early media studies. To better understand how the media and communications affect society, journalists and scholars rapidly turned to behavioral sciences. To address this, academics have created a wide range of methodologies and ideas. As you do research and think about how the media affects culture, you may make use of these ideas. The so-called direct effects model of media studies was developed in response to widespread concern that messages from the mass media would overwhelm other stabilizing cultural forces, such as those of family and community. This paradigm assumed that viewers would respond to media messages in predictable ways and would passively accept such messages. For instance, several people panicked and thought the War of the Worlds narrative was genuine when it was aired on the radio in 1938.

Direct Effects Theory Challenges

The findings of the People's Choice Study put this approach under scrutiny. The 1940 research sought to determine how much influence political campaigns had on voters' decisions. Researchers discovered that voters who used the most media had often made up their minds about which candidate to support, while those who were still unsure typically sought advice from friends and family. As a result, the research refuted the direct effects concept and had an impact on several other media theories. These theories aim to shed light

on a specific facet of media impact rather than necessarily providing an all-inclusive picture of media effects.

Theory of Agenda-Setting

The agenda-setting theory of media claims that, in contrast to the direct effects model's extreme viewpoints, mass media establish the topics that the public is concerned with, not the population's opinions. According to this hypothesis, the topics that get the greatest media attention are those that the public discusses, debunks, and calls for action on. This implies that the public's perception of certain topics and events is influenced by the media. Consequently, when the media ignores a certain problem, it gets marginalized in the eyes of the general people [1], [2]. This argument is used by detractors to argue that a certain media organization has an agenda. Agendas may be anything from the promotion of ruthless business ideals in films to a supposed liberal slant in the news media.

The agenda-setting hypothesis, for instance, explains events like the development of anti-smoking sentiment in society. Smoking was seen as a personal health concern until the media started to take an anti-smoking position. The mass media made smoking a public health concern rather than a private health issue by spreading antismoking emotions via commercials, public relations initiatives, and a variety of media channels. Natural catastrophe coverage has gained prominence in the press more lately. The general public's interest, however, declines as news coverage does. The salience, or relative relevance, of a topic, is examined by media academics who specialize in agenda-setting research to better understand what makes it relevant. An issue's position on the public agenda is determined by its relative prominence, which in turn affects how public policies are developed. Agenda-setting study follows the development of public policy from its inception as an agenda to its eventual manifestation as a law or policy.

Theory of Uses and Gratifications

The uses and gratifications theory's proponent's research on how the general population utilizes media. According to this view, consumers utilize the media to gratify certain wants or requirements. For instance, you could enjoy watching a program like *Dancing with the Stars* while chatting with your pals about it on Twitter. Many people use the Internet to obtain amusement and information, to connect with others who share their interests, or to express themselves. Each of these applications fulfills a certain need, and the requirements dictate how media are utilized. Researchers may ascertain the reasons for media consumption by looking at the aspects that influence the media preferences of various populations.

Typical uses and gratifications research investigates the justifications for media usage and the results of such use. You use the Internet to interact with friends and for entertainment in the instance of Twitter and *Dancing with the Stars*. Researchers have discovered a variety of typical reasons why people consume media. These include a variety of interpersonal and social requirements, as well as opportunities for social engagement and leisure. Researchers may better understand the causes of a medium's appeal as well as the functions that the medium plays by looking at the motivations behind the consumption of that medium in the community. For instance, a study of the motivations behind a certain user's involvement with Facebook might provide light on Facebook's place in society and its attraction. Media theories of uses and gratifications are often used to analyze current media problems. This is shown by the examination of the connection between media and violence that you read about in the sections before this one. As people with aggressive tendencies were driven to violent media, researchers used the uses and gratifications hypothesis in this example to demonstrate a complicated set of variables surrounding violent media use.

Interactive Symbolism

Symbolic interactionism, another popular media theory, contends that human interaction is where the self emerges and evolves. This implies that your behavior towards someone or something depends on the significance you assign to that person or object. People employ symbols with common cultural meanings to communicate efficiently. Almost anything may be used to create symbols, including tangible objects, knowledge, and even verbal communication. Therefore, these symbols play a crucial role in the development of the self. Because of the significant role that the media plays in the creation and spread of shared symbols, this theory aids media academics in better understanding the area. The media can create symbols on its own because of its influence. Researchers may examine how media impacts a society's common symbols and, in turn, the impact of those symbols on the person by employing symbolic interactionist theory.

Advertising is one of the ways that the media constructs and makes use of cultural symbols to influence a person's sense of self. To make particular things appealing, marketers attempt to associate them with a common cultural meaning. What do you think of someone, for instance, when you see them driving a BMW? Because of the vehicle, a person is driving, you can conclude they are strong or prosperous. Luxury car ownership denotes belonging to a certain social status. In a similar vein, Apple, a technological business, has aimed to represent innovation and nonconformity via public relations and advertising. Therefore, using an Apple product might be symbolic and convey a certain message about the product's owner. The media also spreads more non-commercial symbols. Celebrities, religious symbols, and national and state flags all acquire common symbolic connotations as a result of media exposure [3], [4].

DISCUSSION

The importance of the media in the establishment and preservation of prevailing beliefs is explained by the spiral of silence theory, which holds that people who have a minority perspective silent themselves to avoid social isolation. The pressure from society to follow the majority viewpoint increases when minority viewpoints are suppressed, creating the appearance of agreement. As a result, minority voices are diminished to a minimum and it is thought that the public is entirely supporting the dominant viewpoint. For instance, many Germans opposed Adolf Hitler and his policies both before and during World War II, but many remained quiet about it out of concern for exclusion and disgrace. This hypothesis is often used to describe the relationship between media and public opinion since the media is one of the most significant indicators of public opinion. The spiral of silence idea states that if the media spreads a specific idea, then the appearance of the agreement will effectively quiet any competing viewpoints. This hypothesis is particularly relevant to public polls and media coverage of it.

Logic Media

According to the media logic theory, popular media forms and styles are used to shape how people see the outside world. Today, viewers just need to spend a little amount of time with a specific television program to recognize it as a news program, a comedy, or a reality show. This is due to the media's deep cultural roots. Due to their widespread usage, our society interprets reality using the tone and subject matter of these programs. Consider a TV news program that regularly features tense arguments between opposing viewpoints on political matters. For individuals who regularly watch this kind of program, this kind of debating has come to be seen as the standard for how to handle disagreement. Institutions are impacted by media logic just like people. The development of contemporary televangelists may be traced

to religious leaders using television to promote themselves, much as political candidates now see their physical appearance as an essential component of a campaign.

Agricultural Analysis

According to the cultivation analysis hypothesis, people who are exposed to a lot of media eventually acquire an erroneous perspective of reality that is based on the most constant and repeated messages of a certain medium. Because of how widespread and repetitious television is, this theory is most often used to examine television. According to this hypothesis, a person who watches a lot of television could have an impression of reality that isn't accurate. The number of violent actions that are shown on television, whether in news reports or plays, is far higher than the number of violent acts that most people experience daily. The world may seem more violent and scary than it is to someone who watches a lot of television.

Research topics for cultivation analysis studies range widely, including how heavy and light media consumers perceive various media. To put this theory into practice, one must examine the media that a person typically consumes for different kinds of messages. To accurately identify other characteristics that affect a media consumer's view of reality, researchers must next take into account that person's cultural background. For instance, children's television watching and the way they interpret media messages are influenced by the socially regulating forces of family and peer groups. The social signals that a person gets from her family and friends may compete with the ones she receives from television if these aspects of her life are important to her [5].

Media Effects Research Techniques

List the popular media research techniques. Describe how to apply media research techniques in a research assignment. The framework provided by media theories allows researchers to tackle concerns regarding the impact of media on topics as diverse as how Internet usage impacts literacy to as specific as how 10-year-old boys respond to cereal advertising. Researchers must choose real research methodologies after visualizing a topic and establishing a theoretical framework. Modern research methodologies are quite diverse and might include anything from studying historical newspapers to doing controlled trials.

Content Evaluation

A research approach called content analysis examines the content of diverse media. Researchers want to comprehend both the individuals who produced the information and those who used it via content analysis. It is not necessary to conduct complex experiments for a typical content analysis job. This sort of study is a simpler and more affordable substitute for other types of research including difficult surveys or human participants since it just needs access to the right media for analysis. Researcher selection of the media kinds to be examined is necessary for content analysis investigations. For instance, researchers looking into media violence would have to choose the medium to analyze, like television, and the forms to look at, like kid's cartoons. The words used in the study would then need to be defined by the researchers. Media violence may be categorized based on the characters engaged, the sort of violence, or the setting of the violence. These are only a few examples of how content-analysis methods may be used to study media violence.

Numerous internet providers offer older radio programs for free or paid downloads. Numerous films and television shows have also been made accessible online via distributors for free download, rental, or purchase. The possibilities are accessible and may be found by

doing an internet search for a certain book. Many media sources are archived via tools like the Internet Archive. Website archiving is one of the Internet Archive's key functions. Because they preserve deleted or modified websites, internet archives are crucial for the study of online media. Internet content studies that would not have been feasible without the help of these archives are now possible.

Surveys

In today's world, surveys are commonplace. Data collected by questionnaires may range from political views to personal hygiene practices. In general, media polls take one of the following two shapes. Finding the existing status of things, such as public opinion or customer preferences, is the goal of a descriptive survey. By counting the number of individuals who watch or listen to certain programs, descriptive surveys in the media are used to calculate television and radio ratings. But an analytical survey does more than just record the state of the world. Instead, it seeks to understand why a certain circumstance occurs. To find out the answers to their queries or hypotheses regarding the media, researchers undertake analytical surveys. The association between various media consuming practices and media consumers' lives and habits may be ascertained by analytical surveys [6]. Open-ended or closed-ended questions may be used in surveys. In contrast to closed-ended questions, which require the participant to choose an answer from a list, open-ended questions allow the participant to come up with responses on their own. Although there is a wider range of possible replies with open-ended questions, closed-ended questions' outcomes are simpler to tabulate. Even though surveys are helpful in media studies, it is important to be aware of their limits when using them.

Analysis of social roles

Parents educate their children about social duties as part of child raising. For instance, when parents get their kids ready for school, they go over the fundamentals of the curriculum and what is expected of a student to assist the kids comprehend their role as students. Similar to a character's position in a play, this role comes with unique expectations that set school apart from home. As they balance their obligations as parents, workers, friends, and citizens, adults often take on a variety of roles. Depending on their particular life choices, everybody may play a variety of roles. Examining different people in the media and determining the kinds of roles they each perform entail's social role analysis of the media. Role analysis studies may look at how men, women, kids, people of color, or people from any other social group are portrayed in certain media. For instance, if kids constantly play a different role in cartoons than they do in comedies, then certain inferences could be made. concerning each of these formats. Researchers may better comprehend the messages that the mass media conveys by analyzing the roles that are employed in the media.

Interviews in Depth

The depth interview is a research method used in anthropology and media studies. Depth interviews go beyond surveys by enabling researchers to ask study participants direct questions to better understand their perspectives and experiences. Depth interviews have been utilized in studies attempting to understand why people read romance novels as well as studies that follow newspaper reporters to see why they cover certain stories. Depth interviews may help us understand certain groups of people's media consumption patterns better. Rhetorical analysis entails looking at the media's use of style and trying to comprehend the sorts of messages that are being sent. Form, presentation, composition, use of metaphors, and logical flow are all examples of media styles. The meanings that are not clear from a rigorous reading of the material are revealed via rhetorical analysis. To better

understand the functions of style and rhetorical devices in media communications, studies including rhetorical analysis have concentrated on media, such as advertising.

Focus groups

Focus groups enable academics to better comprehend public reactions to media, just as in-depth interviews do. However, in contrast to a depth interview, a focus group enables the participants to create a group dynamic that is more reminiscent of regular media consumption. Focus groups may be used by media studies researchers to assess how a group responds to certain media styles and content. This may be a useful tool for figuring out why people choose to consume certain media. Controlled experiments that expose a test group to a media experience and assess the consequences of that experience are sometimes used in media research studies. The measurements are then compared to those of a control group that had important components of the experience removed. For instance, researchers may show one group of kids a cartoon with three violent occurrences while showing another control group of kids the same video without the violent incidents. The outcomes are then compared after researchers ask identical questions of the kids in both groups.

Researchers attempt to integrate themselves into the community they are investigating via participant observation. Although this method is often utilized in anthropological studies, when a researcher spends time with people from a specific culture to better understand their beliefs and way of life, it is also used in media research. Consumption of media often occurs in groups. Children may watch Saturday morning cartoons with a group of their peers, families or friends get together to watch favorite programs, and adults may hold watching parties for broadcast athletic events or award presentations. These organizations provide new perspectives on how the media affects the public. A researcher can decide to become a part of a football-watching group and stick with them for the full season. By joining the group, the researcher participates in the experiment and can shed light on significant media impacts on culture.

Online role-playing games like World of Warcraft have been the subject of research in this way. These games highlight an intriguing element of group dynamics: while not being physically close to one another, players work together to complete the game. Playing these games allows researchers to investigate them. The findings of a group of academics' participant observation studies were covered in the book *Digital Culture, Play, and Identity: A World of Warcraft Reader*. The findings provide insightful explanations for why players devote so much time and effort to the game while also revealing the amazing complexity of culture and unwritten laws that exist in the World of Warcraft environment [7], [8].

CONCLUSION

The research also looks at how media technologies influence media outcomes. It examines the effects on people and society of both conventional mass media (such as television, radio, and newspapers) and digital media platforms (such as social media, online news, and streaming services). The research examines how media technologies mediate and magnify the impacts of media, taking into account elements like interaction, personalization, and the spread of user-generated material. The paper also discusses the possible drawbacks of media exposure, including the transmission of false information, negative consequences of media violence, and bad effects on body image. It analyses the moral and social ramifications of these impacts and looks at ways to be media literate, think critically, and use media responsibly. The study also takes into account the difficulties and constraints associated with researching media impacts, including causation, measurement, and the significance of individual variations. It examines typical methods used in media impact research, including

experiments, surveys, content analysis, and longitudinal studies. This research offers important insights into how media messages and technology impact people and society via a thorough investigation of media effects. It emphasizes how crucial it is to comprehend the subtleties and intricacies of media impacts and how they affect media literacy, media regulation, and the growth of ethical media practices.

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CHAPTER 6

THE ROLE OF BOOKS IN MASS COMMUNICATION

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ABSTRACT:

Books have long been acknowledged as an effective mass communication tool because they provide a forum for the sharing of knowledge, ideas, and cultural legacy across many groups. This abstract examines the many functions of books in mass communication, focusing on their effects on information sharing, cultural preservation, and social change. Books are tools for widespread information transfer. They allow people to obtain specialized knowledge and broaden their intellectual horizons by providing an in-depth examination of many different topics. Books provide a trustworthy and thorough source of information, from textbooks to scientific literature, enabling education and encouraging critical thinking in society. Identify the book's historical and cultural sources from the ancient and medieval periods. Describe the impact of mechanical moveable type on contemporary culture.

KEYWORDS:

Ancient, Books, Communication, Development, Knowledge.

INTRODUCTION

Books assist the transfer of traditions, tales, and ideals between generations by acting as archives for cultural heritage. A civilization's practices, beliefs, and historical tales are reflected in literature, which captures the essence of that community. Books inspire empathy, tolerance, and respect for other viewpoints by conserving cultural variety and fostering cross-cultural understanding. Additionally, they act as a tool for cultural resistance, giving voice to underrepresented perspectives and questioning accepted beliefs. Less than half of the population read any literature in 2002, a record low since the survey's inception in 1982, according to the study A survey, which questioned participants whether they had read any literary fiction in the previous year, revealed particularly alarming results among the youngest individuals [1]. The rate of decrease among adults aged 18 to 24 was 55 percent higher than the whole adult population. The NEA estimates that the total 10% decline in literary readers resulted in the loss of 20 million prospective readers, the majority of whom were young. Young adults were the group most likely to read literary works in 1982; by 2002, they were the group least likely to do so.

Despite these realities, more books than ever before are being published by the publishing business. In 2003, 175,000 new books were published in the US, a 19% increase from the year before, only one year after the NEA's doomsday warning about the condition of reading. Since the beginning of the twenty-first century. Although the U.S. publishing business has seen an average yearly financial growth rate of 1.1 percent, net sales have decreased in the last year from \$26 billion to \$23 billion. In contrast, the NEA research states that in 2002, electronics accounted for 24 percent of Americans' leisure expenditures while books only made up 5.6 percent. Furthermore, they are essential to the democratization of knowledge because they provide everyone the capacity to learn, to think critically, and to take an active part in society dialogue. Unsurprisingly, fewer books were read in homes with more

television viewing. The survey said that at the current rate of loss, literary reading as a leisure activity will virtually disappear in half a century.

The NEA's Big Read program, which is effectively a city-wide book club where people of the community are encouraged to read the same book at the same time, was introduced in 2006 in response to the worrying figures. The NEA supplied readers' guides, funds for launch events, and advertising. The inhabitants of Washington, DC, picked Ernest J. Gaines' *A Lesson Before Dying* in the hopes that the book would spark discussions on racism, justice, and violence, while the citizens of Tampa, Florida, read *The Joy Luck Club* and received a visit from author Amy Tan. The DC programme director for the big read expressed his hope that the book will start a conversation among young people, adding that it poses several pertinent topics, such as "Do we give individuals a second opportunity when they make errors, particularly young people in DC? What about juvenile offenders in the legal system? He said that "so many persons who have dealt with the juvenile court system would attest that a book set them free.

Many individuals were once again taken aback when the NEA's 2008 statistics were made public. According to the figures, reading has reversed its downward trend for the first time in 26 years. Once again, young adults saw the biggest rise, as there was a 21% increase from 2002. The 2008 research was the first to include internet reading, which may have had a role. The NEA applauded the "millions of parents, teachers, librarians, and civic leaders [who] took action... [to ensure that] reading became a higher priority in families, schools, and communities." Examining how books operated in the past and speculating on how they could evolve in the future might help us comprehend what books mean in the world of e-readers and digital libraries today.

Older Books

The majority of historians attribute the book's inception to the ancient Egyptians, whose papyrus scrolls resembled modern books very little. Egyptians began writing on a variety of materials, including metal, leather, clay, stone, and bone, circa 3000 BCE, when they created their first written script. The custom of writing on papyrus scrolls using reed pens was the most prevalent, nevertheless. Papyrus was in many respects the perfect material for the Egyptians. Tall reeds that grew abundantly in the Nile Valley were used to make it. Papyrus scrolls were created by adhering or sewing together separate sheets of papyrus. The largest Egyptian scroll ever discovered was over 133 feet, or about as long as the Statue of Liberty when it was fully extended. A typical scroll was around 30 feet long and 7 to 10 inches broad [2]–[4].

Papyrus was the most popular writing material in the Mediterranean by the sixth century BCE, and the Greeks and Romans, both utilized it. Egypt was the only place where papyrus could be grown, giving the Egyptians a near monopoly on the papyrus trade. Many ancient civilizations kept their scrolls in huge libraries that served as both information reservoirs and symbols of their political and economic might. According to some experts, the Royal Library of Alexandria had between 30 and 70 percent of all literature at the time roughly 500,000 scrolls in its collection. However, the Egyptians' monopoly over the papyrus trade was starting to irritate other significant players in the ancient world.

Animal skins that had been processed and scraped thin to provide a uniform, pliable surface were used to make parchment. Papyrus offered various benefits over parchment, including durability, the ability to write on both sides, and the lack of an Egyptian trade monopoly. Its expansion occurred at the same time as another significant turning point in the book's history. The Romans started binding folded sheets of papyrus or parchment during the second and

fourth century and placing them between coverings made of wood. The structure of this medium, known as the codex, is quite similar to that of modern books. Compared to the papyrus scroll, the codex was far more convenient for users to use since it was lighter, simpler to store and carry, and less costly to make. Additionally, it made it simple for readers to switch between parts. A codex could be held open in front of a reader, allowing for note-taking, but reading a scroll required two hands. The scroll, however, remained the preeminent format for secular writings for many decades in the ancient world since traditions altered slowly there. The codex was the ideal format for early Christian manuscripts, and as Christianity expanded, it gradually came to dominate the scroll; by the sixth century CE, it had almost done so.

DISCUSSION

The adoption of block printing on paper, the next significant development in the history of books, started in Tang Dynasty China approximately 700 CE, but it wouldn't reach Europe for over 800 years. The tiniest, 2.5-inch-wide scrolls of Buddhist prayers ordered by Japan's Empress Shtoku in 764 CE are the earliest known instances of writing written on paper. The Diamond Sutra, a Buddhist literature, is the first printed book that can be dated. A page of text had to be meticulously carved into a wooden block, which was then inked and pressed to print the page in woodblock printing.

However, scribes were still painstakingly transcribing documents by hand throughout mediaeval Europe. Monasteries, which evolved into hubs of intellectual activity, dominated book culture throughout the Middle Ages. Monks copied, embellished, and conserved holy and secular books in spaces called scriptoria found in the biggest monasteries. The industrious medieval monks who conceived of research, including the study of secular and pre-Christian literature, as a means of becoming nearer to God, are responsible for the preservation of many of the classical works we have today. In comparison to modern mass-produced books, the hand-copied volumes made throughout the Middle Ages were significantly more elaborate. These handwritten volumes were then embellished with painted illuminations in the form of illuminated manuscripts. Some medieval books were purposefully decorated with coatings of gold or silver to physically make them shine. The term enlighten is derived from the Latin illuminate, which meant to light up. Intricately created borders, ornamental capital letters, and images were further elaborate touches. The level of ornamentation varied depending on the purpose of the book and the owner's wealth. Due to the great value of medieval manuscripts, some scribes added so-called book curses to the front of their works as a warning to anyone who might steal or alter the copy. For instance, the following warning is found in a copy of the Vulgate Bible: "Whoever steals this book let him die the death; let be him frizzled in a pan; may the falling sickness rage within him; may he be broken on the wheel and be hanged."

Illuminated books were highly esteemed, but their production was costly and time-consuming. The papal library at Avignon, France, only had a small number of manuscripts left by the end of the Middle Ages, as opposed to the roughly half-million ancient books discovered at the Library of Alexandria. When paper became the predominant writing medium in the West, bookmaking became considerably more affordable. A method developed in China in the second century to create paper from rags and other fibers eventually made its way to the Islamic world in the eighth century, when book culture flourished. Marrakesh, in present-day Morocco, was claimed to have had a boulevard lined with a hundred bookshops by the 12th century. However, Europe didn't start making paper in earnest until the 14th century.

Industry-Changing Invention of Gutenberg

Papermaking occurred at the same time as Johannes Gutenberg's development of mechanical movable type in 1448, which was a significant development in the history of books. It is impossible to overestimate the significance of Gutenberg's invention and the impact it had on the world, even in the modern day of digital gadgets and microchips when the mere act of creating little, moveable letters may seem banal. Prior to Shakespeare, Galileo, and Columbus, The Biography Channel, A&E, and Time magazine all chose Gutenberg as the single most influential person of the second millennium. The movable type was named as the single most significant innovation of the previous 1,000 years by Time magazine. Without a doubt, Gutenberg's innovation altered the course of history [5].

Many details of Gutenberg's life are unknown. He was a prominent German book printer and goldsmith who spent the 1440s collecting funds for an unknown enterprise. This turned out to be the printing press, which merged his original innovation of individual metal letters and punctuation marks that could be freely rearranged with pre-existing technologies such as the screw press, which was previously used for manufacturing paper to revolutionize how books were produced. Even though Gutenberg is likely to have printed other, earlier works, it was the Bible he produced in 1455 that made him famous. Gutenberg utilized his movable type machine in his modest print business in Mainz, Germany, to create 180 copies of the Bible, 135 on paper and 45 on vellum. The so-called Gutenberg Revolution in Europe was started by this book, also known as the Gutenberg Bible, and it prepared the way for the industrial mass printing of books. For \$2.4 million, the Harry Ransom Humanities Research Centre at the University of Texas in Austin acquired the whole Gutenberg Bible in 1978.

The printing press revolutionized the production, distribution, and reading of books throughout the next few centuries. Compared to handwriting books, printing books was a much faster method, and paper was far less costly to create than parchment. Prior to the invention of the printing press, books were often ordered and then copied. A scribe would have needed at least a year to handwrite the Bible, but the printing press made it possible to produce several identical copies of the same book quickly. The fundamental concept of what a book looked like started to shift as additional printing businesses sprung up all across Europe as a result of Gutenberg's innovation. In the Middle Ages, books were the priceless, unique result of many hours of labor, and no two were alike. After Gutenberg, it was possible to create and distribute books at relatively low costs and in large quantities. Early printed books were decorated with hand-drawn ornaments to resemble illuminated manuscripts. Printing became a speculative industry as printers attempted to predict how many copies of a certain book would be sold when they realized the financial benefits of creating several identical copies of a single text. Printing shops had cropped up all across Europe by the end of the 15th century, 50 years after Gutenberg creates moveable type, with an estimated 300 in Germany alone. With the triumph of Gutenberg's innovation, book printing and sales exploded. Before the development of the printing press, the number of books in all of Europe was, according to the Harry Ransom Humanities Research Centre, approximately 30,000. By 1500 CE, there were 10–12 million volumes in circulation across Europe as the book was flourishing as an industrial good.

Effects of Book Production on Masses

The invention of the printed book revolutionized the post-Gutenberg world. The format of the book itself did not, however, alter much. The old version of the codex was mostly unaltered, except for a few small adjustments. The production and distribution of books, as well as the global flow of knowledge, underwent a fast evolution. Simply said, the mechanical

replication of books resulted in more volumes being made accessible at a reduced price, and the expansion of global commerce enabled these books to be more widely distributed. The Renaissance, a time of individual celebration and a shift towards humanism, was fueled by the increasing middle class's need for knowledge and the newly discovered availability of classical books from ancient Greece and Rome. For the first time, writings could be disseminated broadly, enabling the development of political, intellectual, religious, and cultural ideas. For the first time, a large number of people had access to the same books and ideas at the same time, which gave birth to mass media and mass culture. Science had a revolution as well. For instance, publicly available, standardized books allowed scientists in Italy to learn about the ideas and discoveries made by those in England. Technology and intellectual ideas disseminate faster due to enhanced communication, allowing scientists from other fields to more readily build on the discoveries and triumphs of others.

The middle class expanded in number and literacy rates rose as the Renaissance went on. Books were accessible to individuals outside of monastic or academic institutions, therefore more books were available to women. This was in contrast to the few hundred priceless volumes stored in monastery or university libraries. In essence, the mass production of books contributed to the democratization of knowledge. This knowledge was not shared without opposition, however. The Roman Catholic Church, which had dominated mediaeval Europe, saw its hold on the continent eroding, in part because of the rise of heretical beliefs. Pope Innocent VIII required that all books be prescreened by church officials before they were permitted to be printed in 1487, only a few decades after Gutenberg printed the Bible for the first time. The Bible published in any language other than Latin, which was a language that few people outside of clergy or academic circles knew, was one book the church forbade.

Martin Luther started the Protestant Reformation in 1517. By claiming that individuals had the right to read the Bible in their language, he questioned the authority of the church. Vernacular Bibles were something the church properly dreaded because the more individuals had access to the text, the less control the church had over how it was understood. Accessible printed Bibles and the wave of Protestantism they promoted greatly weakened the church's hold over the hearts and minds of the faithful since the church's interpretation of the Bible governed how many people lived their lives in no little part. The Catholic Church's effort to preserve control over the printing business was unsuccessful, and over the next several centuries, the church would see a sharp loss in its authority since it was no longer the only repository of religious knowledge as it had been throughout the Middle Ages [6].

Not only the Bible was starting to be translated into languages other than Latin. People desired to read books written in their local language as books became more accessible to the middle class during the Renaissance, which witnessed a rise in interest in works produced in the vernacular, or the dialect of the "common people." Early examples of popular works in the local language are Chaucer's *Canterbury Tales* and Dante's *Divine Comedy*. Plays and poetry are two genres that have gained significant popularity. The 16th and 17th centuries saw a rise in the popularity of low-cost chapbooks. Chapbooks were compact and inexpensively produced; they often included well-known songs, amusing tales, or religious tracts. Chapbooks were widely available, which was evidence of how the written word had changed as a result of the Gutenberg Revolution. Many people would have access to reading material in only a few hundred years, and books would no longer be revered artifacts.

Libraries grew significantly throughout the Renaissance due to the great emphasis put on human knowledge at this time. Libraries were once again a means of exhibiting national authority and riches, just as they had been in ancient Egypt. Other European institutions, like the British Library in London in 1759 and the National Library of Spain in Madrid in 1711,

quickly followed the establishment of the German State Library in Berlin in 1661. Universities, clubs, and museums all had libraries attached to them, albeit these were sometimes exclusive to subscribers. The establishment of free, public lending libraries was encouraged by the Public Libraries Act of 1850 in the United Kingdom. After the American Civil War, women's organizations' fundraising and lobbying efforts helped public libraries thrive in the newly United States. The philanthropist Andrew Carnegie contributed to the establishment of more than 1,700 public libraries between 1881 and 1919, bringing the Renaissance ideals of patronage of the arts and democratized knowledge into the 20th century [7], [8].

CONCLUSION

Books play a significant part in public communication. They act as channels for the spread of information, the preservation of cultural traditions, and social change. Books empower people, cross-cultural barriers, and promote change by using the power of written language. The lasting impact and importance of books in public communication cannot be overstated in this day of growing digitalization. Finally, books contribute to societal change by influencing collective awareness and public opinion. Novels, essays, and memoirs are examples of literary works that can arouse emotions, foster empathy, and motivate social change. Books address social challenges, foster empathy, and foster critical thinking via narrative and the examination of complicated human experiences. They encourage discussion, confront stereotypes, and help build inclusive and knowledgeable communities.

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CHAPTER 7

IMPACT OF MODERN TECHNOLOGY ON SOCIETY

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ABSTRACT:

Modern technology has radically changed many facets of human life by revolutionizing the way we live, work, and interact. This chapter examines the tremendous effects of contemporary technology on society, the economy, communication, and personal life, emphasizing both the benefits and possible drawbacks that result from its rapid growth. Modern technology has had a significant influence on society. While encouraging efficiency and innovation across sectors, technology has also upended established economic systems. Manufacturing has transformed because of automation and artificial intelligence, which has boosted output and stimulated the economy. In addition, technology has made it easier for people to access information, healthcare, and education, which has empowered both individuals and communities. But as technology changes society dynamics, worries about job loss, privacy, and social injustice have also surfaced.

KEYWORDS:

Artificial Intelligence, Copyright, Internet, Society.

INTRODUCTION

Modern technology has enabled unparalleled interconnectedness in the field of communication. The emergence of social media, the internet, and mobile technology has changed how people communicate, exchange information, and mobilize for social issues. Communication obstacles have been removed, enabling immediate contact across borders and cross-cultural interaction. But now that they have emerged, problems like information overload, cyberbullying, and the loss of personal privacy need careful supervision and oversight. Since its inception, the book business has seen significant development. The development of the papyrus scroll and the advent of the e-book are only two examples of how new technology have changed how readers see and interact with literature. Oldmedia sectors, like the book industry, must discover strategies to adapt to the rise of digital media. Some believe that the industry will be destroyed by this new technology, while others claim that it would benefit it. But one thing is certain: the publishing business as we know it will change as a result of digital technology.

E-Books

The early electronic book readers had similarities with personal digital assistants—pocket-sized gadgets that gained popularity in the 1990s and could store and display enormous volumes of text. Early electronic book readers persisted on the market, however, becoming popular in certain techie subcultures but failing to catch on with the general populace. The text on early e-readers was difficult to read and had a short battery life. The Apple iPhone and the iPad helped readers feel more at ease reading on a tiny screen during the 2000s thanks to technology advancements that made it possible for smaller and more streamlined devices. Many e-readers were released in the second part of the decade. When Oprah Winfrey lauded

the Kindle on her broadcast in October 2008, the technology gained momentum. Sales of e-book readers were growing over that Christmas season, and interest in them had expanded beyond the realm of the technologically adept. More than 1.5 million books were downloaded onto the Apple iPad within its first month of availability in 2010 despite some critics claiming that it offers a reading experience that is inferior to that of specialized e-readers.

Less than 5% of today's books are electronic, although this percentage is rising. About 400,000 books were available on the Kindle reader at the start of 2010. Some gadgets have wireless accessibility, so an e-reader may view books without being linked to a computer all it requires is an open Wi-Fi connection. It makes sense that the modern consumer is enamored with the e-book when there is such easy access to a dizzying variety of publications. In a device that is lighter and smaller than the typical hardcover book, an e-book reader can hold thousands of books. E-books are often less costly than their hardcopy counterparts, sometimes they are even free, despite the fact that the devices themselves might be pricey. More than a million books in the public domain are now accessible as free e-books thanks to initiatives like the Gutenberg Project and Google Books [1].

Anything that encourages reading and books should benefit the publishing sector, right? Unfortunately, it's not so easy for American publishers. Some publishers fear that the increased sales of e-books might undermine their financial standing. Amazon effectively established the \$9.99 pricing point for best-selling or recently released e-books during the Kindle's first year of availability. Amazon was selling these books at a loss because it was acting as a wholesaler and purchasing them for \$25 or less per new hardcover, which is typically half of the publisher's advertised price. A short-term setback, though, could have had long-term benefits for Amazon. The corporation has a 90% market share of e-books at the beginning of 2010. Traditional publishers were concerned that customers would avoid buying a new hardback priced at \$25 when faced with e-books that cost less than \$10. The rivalry between Amazon and the publishing industry reached a breaking point in January 2010. One of the six largest publishing houses in the United States, Macmillan, approached Amazon with a new business plan that was similar to the agreement the Big Six publishers had made with Apple for e-book sales on the Apple platform.

In essence, Amazon had been permitted to purchase books from publishers at a discount roughly half the list price for hardcovers and then establish whichever retail price it pleased. As a result, Amazon was free to decide to offer books at a loss to encourage more people to purchase Kindles. In Macmillan's concept, rather than serving as a distributor, Amazon would serve as a commission-earning agent. According to Macmillan's suggested arrangement, the publisher would choose the list price and keep 70% of every sale, leaving 30% for the reseller. Amazon couldn't be forced to accept this contract, but Macmillan could drive a hard bargain: If Amazon declined Macmillan's offer, it could still sell the publisher's books under the wholesale model, but the e-book copies would be released 7 months after the hardcover versions. There was a standoff that ensued. Amazon didn't only reject Macmillan's request; it also disabled the "buy" button from each Macmillan book that was posted on its website, thereby forbidding the sale of Macmillan publications. After a few days, however, Amazon capitulated and agreed to Macmillan's terms, though not before issuing a strongly worded press release claiming that they agreed to sell Macmillan's titles "at prices we believe are needlessly high for e-books," because "Macmillan has a monopoly over their own title". Nevertheless, it appears that Macmillan and the other publishers have won this battle.

The \$10 book, though, may not even be the publishing industry's biggest concern. More over half of the top-selling Kindle books were free in the beginning of 2010. Some of these publications, like *Pride and Prejudice*, were in the public domain, but many others were free

books published by publishers to promote books by live writers. The value of free e-books is a topic on which the industry is still divided. Some book publishers believe it to be a practise that lowers the worth of books in the eyes of readers. Other publishers see free e-books as a promotional tool to increase word-of-mouth and expose readers to new writers. "At a time when we are resisting the \$9.99 price of e-books," David Young of the Hachette Book Group told *The New York Times*, "it is illogical to give books away for free."

Other e-books appear from sources other than the established publishing industry. mobile phone novels, or books designed to be read on mobile phones, accounted for four of the top five best-selling books in Japan in 2007. Traditionally, amateur authors have authored cell phone novels and posted them on free websites. Since readers may download copies for free, no one is really profiting anything from this new genre. The mobile phone novel is seen by some publishers as a further indicator of the devaluation of books in a world where browsers demand material to be free, even if the practice has not yet taken off in the United States [2], [3].It's difficult to predict what e-book sales, which are predicted to quadruple by 2015, will look like in the years to come. E-readers, which allow consumers to purchase and read small pieces at a time, have been predicted to increase the popularity of short stories. Some people have threatened to end the book business as we know it. Whatever the shape of books in the future, new technologies are causing fast changes in everything from how they are created to how we read them.

Library Digitization

Since the beginning of the Internet, there have been discussions about creating digital libraries. A digital library keeps all of its books in a digital version that computers can access. Digital libraries may be accessed locally in certain cases or remotely over a computer network in others. The earliest digital library, Project Gutenberg, was established by Michael Hart in 1971, three years before the launch of the Internet. Initially, Hart wanted to create 10,000 of the most-consulted. By the turn of the century, books will be freely accessible to the public. Possibly realising that book digitization had the potential to revolutionise how people make and read books in the same manner as Gutenberg's invention had done centuries earlier, the forward-thinking Hart named his project after the creator of the moveable type printing machine. Hart and his fellow book digitising volunteers had to physically copy text up until 1989, which made the process cumbersome at initially. Scanners and text-recognition software enabled them to partially automate the procedure in the early 1990s.

Take a look at 2010 now. There are more than 30,000 public domain titles available for free download in Project Gutenberg's free online library. 1,000 book pages are scanned every hour by a robotic page-turning scanner at Stanford University. Google Volumes, a collaborator with Stanford in the creation of digital libraries, has scanned over 10 million volumes since it launched Google Books in 2004. More than half of all Chinese-language books produced since 1949, according to a Chinese business, have been digitalized. Given the massive drive for book digitization, it is very likely that virtually all known books might be digitised within 50 years. According to *The New York Times*' 2006 estimate, humanity have created at least 32 million books throughout history [4]–[6].

The idea of having widely available, readily searchable, free libraries is compared by some to the expansion of free libraries in the 19th century, which caused a spike in literacy rates. One of Project Gutenberg's declared objectives is "to break down the bars of ignorance and illiteracy" with its collection of digitalized books. People with Internet connection have access to a large variety of materials thanks to digital libraries, which has the great potential to democratise knowledge. Some of us have thousands of books at home, can walk to

magnificent big-box shops and well-stocked libraries, and can get Amazon.com to deliver the next day, as Bill McCoy, the general manager of Adobe's e-publishing division, said in a 2006 interview with *The New York Times*. The most dramatic impact of digital libraries won't be on us, the well-booked, but on the billions of people who lack access to regular paper books around the world. Academic libraries can share key texts without shipping books across the country by digitising their collections and making them available to browsers.

DISCUSSION

Although it counts numerous as partners, the biggest online library, Google Books, is not administered by an academic institution. The majority of free digital books that are accessible via Google Books or other sources are in the public domain, which accounts for around 15% of all books. Over a million of these books are now fully, freely, and completely searchable and accessible thanks to Google Books. There are also printed books in the Google Books digital collection whose publishers have agreements with Google. While the whole text of some of these books is accessible online, others just provide a few page samples. A Google Books search result often includes links to the publisher's website and to bookstores as part of its collaboration with publishers. When Google Books started digitising the millions of books with ambiguous legal status, such as out-of-print volumes that weren't yet in the public domain, it ran into issues. Many of them are regarded as orphan works, which means that it is unclear who precisely owns their copyright. However, it would only display sentence-long excerpts to searchers. In 2004, the website revealed intentions to scan these writings and make them searchable. Copyright owners have the right to request the removal of these excerpts at any time. According to Google, this digitising strategy would assist readers and academics find previously unobtainable works as well as writers, whose writings would no longer languish in the realm of out-of-print books.

Authors and publishers disagreed with Google. Many criticised Google's decision to scan first and determine copyright ownership afterwards; other people believed that Google's benefiting from works that were still protected by copyright was a flagrant violation. Google claimed that it was merely building a massive online card catalogue; the Authors Guild and AAP claimed that Google was attempting to monopolise information and make money from it. In 2005, the Authors Guild of America and the American Association of Publishers sued Google for "massive copyright infringement". In 2008, Google and the publishers and the Authors Guild reached a \$125 million settlement. A portion of the sum would be sent to copyright owners directly, while another portion would be used to establish the Book Rights Registry, a nonprofit organisation that would make sure users of material are compensating copyright owners. Copyright holders would get payment from Google as well as from possible book sales, while Google would profit from advertising, book sales, and institutional library subscriptions [7], [8].

However, not everyone supported the choice. Amazon, the Internet Archive, and the National Writers Union are just a few of the organisations that joined together to establish the Open Book Alliance out of concern that Google's exclusive control over so much copyrighted content may have violated antitrust laws. Digital degradation is a problem in the field of digital libraries, as was already established. *The New York Times* quoted a Harvard University librarian as saying, "We really don't have any methodology [to preserve digital material] as of yet". We just keep the discs in our climate-controlled stacks and are looking for some kind of globally accepted Harvard standards.

Demand-Side Printing and Self-Publishing

The ability to manufacture books in large quantities was one of the factors that made Gutenberg's printing machine so revolutionary. It may take months or even years for a scribe to manually transcribe a manuscript for readers in the Middle Ages. However, despite all of their benefits, printed books come with their own set of dangers for both writers and publishers. Publishers take a risk when they produce books in large quantities, hoping to produce just enough to meet demand while avoiding having excess copies sit about in warehouses. The publisher may incur a loss when a book doesn't sell as well as anticipated if the expenditures of producing the book outweigh the proceeds from sales. Strangely enough, current technology has made it possible for certain writers and publishers to adopt a modernised version of the mediaeval strategy of manufacturing books on demand for individual consumers, enabling them to avoid the danger of maintaining a large inventory of books that may or may not sell. The rise of self-publishing and the print-on-demand method, which prints books only when an order is received, might change the business in the twenty-first century.

Self-publishing, a practise in which an author, rather than a business, is in control of creating and disseminating a work, is not a recent idea. In their lives, a lot of writers, like Oscar Wilde and Virginia Woolf, self-published their writings. Recent bestsellers like *The Joy of Cooking* and the *Chicken Soup for the Soul* series were first published independently. When they are turned down by conventional publication, many writers turn to self-publishing. 48 agencies turned down Daniel Suarez's techno-thriller *Daemon* before he decided to self-publish. Suarez finally secured a two-book contract with Dutton, a Random House division, after sparking interest on blogs. Additionally, writers who desire control over their own material may find self-publishing to be a compelling alternative. Authors may exercise independent judgement when it comes to editing, designing, and marketing rather than deferring to the publisher.

The stigma that self-published books may carry is a significant obstacle for writers who decide to go it alone. Prior to recent years, the majority of self-published authors used so-called vanity presses, which charge authors more to have their works published. These self-publishing endeavours were often seen as taking advantage of authors' desire to have their own work published, as the term suggests. A minimum order of a thousand copies was common in order to cover the expense of printing, and unless writers were successful in finding a readership, they had little chance of selling them all. Some readers were wary of self-published novels since there was no quality control and vanity publishers often published anybody with money. Major distributors and merchants often wouldn't stock them, thus writers were forced to depend on their own marketing initiatives to sell the books. Before the Internet, this often meant either depending on mail-order catalogues or selling copies in-person, neither of which are particularly dependable ways to sell enough copies to cover expenses.

However, self-publishing has seen a significant transition since the early 2000s. Self-published publications may now more easily resemble professionally published ones because to advancements in publishing technology. Free professional typesetting software enables authors to style their text for the page, while Adobe Photoshop and other tools make picture editing and graphic design accessible to both pros and novices. The Internet has transformed marketing and distribution, enabling writers of books in specialised areas to connect with readers all over the globe. As a consequence, a large number of fresh, Internet-based self-publishing businesses have emerged, providing a range of services. While some businesses, like Lulu Enterprises and CreateSpace, provide a basic service without many extras, others

provide a bundle of services that may include marketing, expert editing, and cover and interior design. Additionally, the procedure has been simplified. For instance, an author may publish a book with Lulu by uploading a PDF of a correctly written text file, selecting the size, paper, and binding choices, and creating the cover using a template. Self-published publications are often more affordable per book, but they take longer to create and give authors a smaller percentage of the revenues. Self-published publications thus often have a higher list price [9].

While vanity publishers were criticised for charging writers hundreds of dollars or more to publish their works, utilising Lulu or CreateSpace to create a book doesn't cost authors anything. This is so because users who upload their material are effectively constructing a prospective volume rather than an actual, physical copy of a book. Because books are produced only after an order is made, print-on-demand technology considerably reduces the financial risk for self-publishers. Books with a small or specialised readership might benefit the most from print-on-demand. Self-publishers aren't the only ones employing print-on-demand; tiny presses and academic publishers also utilise the technology for out-of-print publications. With print-on-demand, publications that may only sell a few dozen copies a year can continue to be published without the publisher worrying about producing a complete run of copies and being left with unsold inventory.

Many self-published writers fail to reach a large readership, however others succeed. Instead of 100 books that each sell one million copies, Lulu's creator, Bob Young, told the London Times that his aim is to publish one million books that each sell 100 copies. The conventional idea of the publishing company, which served as a kind of gatekeeper for the book business, bringing a few bright, fortunate authors in and keeping others out, is challenged by Lulu and other innovative self-publishers. There are no restrictions in the realm of self-publishing; anybody holding a book in a PDF file can create a professional-looking paperback in under an hour. This has opened up the market and made it possible for authors who had been turned down by conventional publishers to find their own readers.

However, it has also resulted in the publication of a significant amount of literature that lacks literary worth. Few writers will be able to support themselves via self-publishing if, as Bob Young told the London Times, a bestseller in the Lulu world is a book that sells 500 copies. For better or worse, the traditional publishing model still has the social cachet and sales to dominate the industry. In fact, the majority of self-publishing success stories feature authors whose self-published works sold well enough to land them a book deal with one of the traditional publishing houses.

Since the 1990s, the popularity of e-books among consumers has grown. The publishing sector is concerned that pricing e-books at \$9.99, as Amazon first did for the majority of titles, may discourage readers from purchasing more costly physical books. Amazon lost money on each \$9.99 e-book, but it anticipated that the cheap rates would encourage people to purchase its Kindle e-book reader. In order to offer publishers greater control over e-book prices, Macmillan and other publishers compelled Amazon to alter its pricing scheme in 2010. Project Gutenberg launched the first digital libraries in 1971.

Anyone with an Internet connection may access millions of digitised books, and some proponents believe that digital libraries will increase the world's literacy rate. Public domain books are in the millions and may be downloaded for free. The biggest digital library, Google Books, has encountered issues with its aim to digitise as many books as it can, including those that are now subject to copyright. Google is charged by the Open Book Alliance for monopolising copyrighted material in order to profit. Self-publishing used to be associated

with a negative social stigma and exorbitant costs. The option of self-publishing is becoming more and more well-liked among both amateur and professional authors because of print-on-demand services. It appeals to writers who may have a specialised readership or who want greater creative autonomy. Because of print-on-demand, books can never run out of copies [10].

CONCLUSION

Modern technology has improved convenience and efficiency in people's everyday lives at the individual level. Smartphones, wearable technology, and home automation systems have ingrained themselves into people's daily lives, easing activities and allowing for customized experiences. The availability of personalized content and immersive digital experiences has further revolutionized entertainment and media consumption. However, worries about excessive technology use, social isolation, and mental health effects have emerged, highlighting the need for careful use. The effects of contemporary technology on society, communication, and people have been significant. Numerous advantages, including higher productivity, easier access to resources, and better connection, have been brought about by its improvements. The quick speed of technological advancement, however, also brings with it difficulties, such as the potential for economic upheavals, moral quandaries, and detrimental consequences on human welfare. To guarantee a sustainable and inclusive future, it is essential to strike a balance between using contemporary technology's promise and tackling the problems it presents.

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CHAPTER 8

ROLE OF NEWSPAPERS IN MEDIA AND MASS COMMUNICATION

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ABSTRACT:

Newspapers have been a pillar of mass media and communication for decades, playing a crucial role in educating, enthralling, and influencing the public. The complex function of newspapers in media and mass communication is examined in this chapter, emphasizing their importance as reliable news sources, initiators of public dialogue, and facilitators of social change. As a starting point, newspapers are important sources of news and information. They have a reputation for providing reliable, fact-checked information since they are classic print media. Newspapers are essential in the collection, analysis, and dissemination of news reports about regional, planetary, and global events. They act as watchdogs, demanding accountability from public personalities and organizations and giving the public the data they need to make wise decisions. Newspapers continue to be seen as trustworthy sources of journalism despite the growth of digital media. There have also been described the antecedents of the contemporary newspaper business.

KEYWORDS:

Company, Internet, Media, Newspapers, Mass Communication.

INTRODUCTION

Newspapers also promote democratic involvement and public conversation. They act as venues for the discussion of various points of view, promoting lively discussions on social, political, and cultural topics. People may share their thoughts and interact with a larger audience via op-ed sections and letters to the editor. Newspapers support a pluralistic society and democratic principles by offering a forum for many views and opinions. Newspapers also often act as community connectors by covering neighbourhood activities, spotlighting grassroots efforts, and promoting a feeling of civic involvement and shared identity. Last but not least, newspapers have traditionally been a major force behind societal transformation. Public awareness and action have been ignited by investigative journalism, in-depth reporting, and editorial campaigns that have revealed social injustices and fought for human rights. Newspapers have acted as catalysts for social transformation, helping to mobilise public opinion and bring about constructive change in society, from civil rights movements to environmental initiatives.

In the midst of an unparalleled decline in print media, wired magazine said on April 26, 2010, that a "clash of the titans" between The Wall Street Journal and The New York Times was about to occur. The Wall Street Journal's owner, Rupert Murdoch, had stated that his publication was starting a new section that would concentrate on local news north of Wall Street, a topic that had been a priority for The New York Times when it first started more than a century before. In their terse response to the change, CEO Janet Robinson and Chairman Arthur Sultzberger Jr. of the New York Times welcomed the new section while also acknowledged the challenges a company may have when going up against the venerable New York Times.

Even with its snide comment, The New York Times had to admit that Murdoch's choice to cover local news did pose a danger to the newspaper. This is especially true as both outlets continue their separate shifts from the print to the internet market. In fact, some people think that the decision to introduce the new section by The Wall Street Journal had less to do with local coverage than it did with the Internet. Newspapers are in a dangerous situation because traditional readership is falling down as they struggle to develop a successful internet revenue model. The Wall Street Journal and The New York Times are both attempting to stay relevant in the face of escalating competition and the declining profitability of the print medium.

The Wall Street Journal's new section might have a disastrous impact on The New York Times given the difficulties confronting the newspaper business. The choice, according to Wired magazine, was "two-pronged" to "starve the enemy and capture territory." The Journal would generate money by providing discounted ad space in the new Metro section while severing a portion of The Times' main funding. The new content would be accessible to users over the Internet, on cellphones, and on the iPad, according to Wired magazine. The Wall Street Journal may have the financial advantage it needs to dominate the online journalism sector if it were to attract advertising income from The New York Times. In a hard economic environment, a strong online presence may help newspapers in their shift from print publications to online publications by securing more readers and, in turn, more advertisers and thus, more income.

This new front in the continuing conflict between the two biggest newspapers in the nation highlights an issue the newspaper business has been dealing with for some time. Before Murdoch's decision, these two journals coexisted happily for nearly 100 years, serving distinct audiences by concentrating on various stories. New York has long been a battlefield for other newspapers. However, newspapers have been concerned about their future ever since the development of radio. The advent of the Internet and the ensuing accessibility to online news has resulted in an extraordinary decline in subscriptions since the beginning of the 21st century, despite the fact that reading has been dropping since the 1950s. Most newspapers have had to make expense reductions as a result of the economy's shaky advertising. To appeal to new audiences, several artists have altered their styles. However, some have just shut down. It is hardly surprising that The Wall Street Journal is attempting to outperform The New York Times given the ongoing war for profit. How did newspapers get to this stage, though? In order to provide light on the growing issues facing the business today, this chapter gives historical background for the newspaper medium and presents an in-depth analysis of journalistic techniques and trends [1], [2].

Newspaper History

The publication has experienced several changes throughout the course of its lengthy and complicated existence. Understanding the historical foundations of newspapers might provide some insight into how and why the newspaper has developed into the complex medium that it is today. Acta Diurna, also known as daily doings, was the first newspaper ever published, according to scholars, in 59 BCE. While no copies of this newspaper have been found, it is commonly believed to have published accounts of gatherings, events, births, funerals, and gossip on a regular basis. Another precursor to the contemporary newspaper first emerged in Venice, Italy, in 1566. These handwritten avisi, or gazettes, had a political and military emphasis. However, the Acta Diurna and the Venetian periodicals' dissemination was significantly constrained by the lack of printing-press technology.

The Development of the Printing Press

The printing press invented by Johannes Gutenberg fundamentally altered the publishing industry. A movable-type press that Gutenberg created in 1440 allowed for the high-quality replication of printed texts at a pace of around 4,000 pages per day, or 1,000 times faster than could be achieved by a scribe writing by hand. This invention made printed materials more affordable and, for the first time, available to a large market. The advent of the printing press drastically changed the scope and audience of the newspaper, opening the door for contemporary journalism.

European Ancestry

In 1609, the first weekly publications using Gutenberg's press appeared. To avoid government retaliation, the newspapers *Aller Furnemmen*, printed by Johann Carolus, and *Aviso Relations over Zeitung*, printed by Lucas Schulte did not identify the cities in which they were published. However, their general location can be determined due to the German language they used. The journals were a success despite these worries about persecution, and they swiftly expanded across Central Europe. Weeklies appeared in Basel, Frankfurt, Vienna, Hamburg, Berlin, and Amsterdam during the next five years. Under the name *Corante*, or weekly pieces of news from Italy, Germany, Hungary, Poland, Bohemia, France, and the Low Countries, England published its first paper in 1621. Almost every nation in Europe had a newspaper by 1641 as publishing extended to France, Italy, and Spain.

There were two main forms used by these early publications. The first was the *corantos* in the Dutch tradition, which was a tightly packed two to four-page paper. The second was the pamphlet in the German tradition, which was a larger 8 to 24-page document. Many publishers started off publishing in the smaller Dutch size, but as they became more well-known, they switched to the bigger German format [3], [4].

Press Freedom And Governmental Control

Many of these early periodicals were subject to government regulation, therefore they were unable to cover local news or events. However, when Oliver Cromwell and Parliament sought to overthrow King Charles I in 1641 and civil war broke out in England, people looked to their local newspapers for coverage of these important events. A weekly publication called *The Heads of Severall Proceedings in This Present Parliament* started covering local news in November 1641. The article sparked a debate on press freedom that was subsequently expressed in 1644 by John Milton in his renowned work *Areopagitica*.

The *Areopagitica* addressed newspapers even though its primary emphasis was on the Parliament's prohibition on certain publications. By saying, "Whoever kills a man kills a reasonable creature, God's image; but he who destroys a good book kills reason itself, kills the image of God, as it were, in the eye," Milton criticised the strict restrictions on their content. Despite Milton's preference for books over newspapers, the treatise had a significant impact on printing laws. Newspapers were released from governmental authority in England, and people started to appreciate the value of a free press. Papers started publishing more regularly as a result of their increased independence. Papers have more room to carry advertising and market reporting with biweekly editions. As company owners and investors began to depend more and more on the papers to sell their goods and to assist them in predicting market movements, this transformed the position of journalists from passive spectators to active participants in commerce. Publishers started creating daily publications after they saw how popular and profitable newspapers were becoming. The oldest continuously published daily newspaper in the world, *Einkommende Zeitung*, was first

printed in 1650 by a German publisher. In 1702, London's Daily Courant was first published by an English publisher. Such daily publications transformed newspapers into essential components of individuals' daily life by using a relatively new headline structure and the enrichment of images.

Newspapers from Colonial America

Benjamin Harris' publication of *Public Occurrences, Both FOREIGN, and DOMESTICK* on September 25, 1690, marked the introduction of newspapers to the American colonies. Harris was a newspaper editor in England before emigrating to America for writing a piece on a supposed Catholic plot against England. The first line of the first item published in his brand-new colonial publication read, "The Christianized Indians in some parts of Plymouth, have newly appointed a day of thanksgiving to God for his Mercy." *Public Occurrences*, however, only ran one issue since the other essays followed Harris's earlier, more contentious writing style.

Before the *Boston News-Letter*, the next American newspaper, debuted, fourteen years elapsed. The *Boston Gazette* started running fifteen years after that, and the *American Weekly Mercury* in Philadelphia launched right after. These early articles cautiously avoided political commentary to avoid irritating colonial authorities and avoid following in Harris's footsteps. Politics returned to American newspapers in 1721 after a protracted hiatus when James Franklin wrote a critical article on smallpox vaccinations for the *New England Courant*. Franklin was imprisoned the next year when the publication published allegations that the colonial authority had neglected to defend its residents from pirates.

A court ruled that Franklin was prohibited from printing or publishing *The New England Courant* or any other pamphlet or paper of a similar kind unless it was first supervised by the secretary of this province after he once again outraged authorities by insulting religion. Franklin immediately handed the paper to his younger brother Benjamin after receiving this directive. The *Pennsylvania Gazette's* publisher, Benjamin Franklin, and the idea of subscription libraries had a significant effect on the printing business. Franklin later rose to prominence as a politician and was a key figure in the American Revolution [5], [6].

DISCUSSION

The concentration of newspaper ownership has increased dramatically as the number of newspapers declines and newspaper proprietors experience financial difficulties. Many big businesses now hold many newspapers all throughout the nation after purchasing independently held publications to help them survive. Since 1975, more than two-thirds of independently owned newspapers have vanished, so the transformation has been going on for a while. However, since 2000, there has been a noticeable rise in newspaper consolidation as more publications cede ownership to bigger businesses. 39% of all newspapers in the nation were owned by the 22 biggest newspaper groups in 2002. But those publications account for 70% of daily readership and 73% of Sunday circulation. And it looks like their influence is expanding. These circulation rates are one full point greater than they were in 2001. Four chains stand out among the 22 firms that own the majority of the newspapers: Gannett, the Tribune Company, the New York Times Company, and the McClatchy Company. These businesses not only individually possess several papers around the nation, but they also have a larger profit margin in comparison to smaller chains [7], [8].

Recent Trends in Ownership

In addition to consolidation, the demise of print newspapers has resulted in several ownership changes as businesses seek to boost profits. The Wall Street Journal was acquired by media magnate Rupert Murdoch's News Corporation in 2007 with an unsolicited \$5 billion proposal. Murdoch's News Corporation pledged to "pour money into the Journal and its website and use his satellite television networks in Europe and Asia to spread Journal content the world over." Murdoch has urged readers and newspapers to accept change by using the acquisition to bring the publication into the electronic age. He assured readers in a 2009 article published in *The Wall Street Journal* that "the future of journalism is more promising than ever—limited only by editors and producers unwilling to fight for their readers and viewers, or government using its heavy hand either to overregulate or subsidise us." Murdoch is of the opinion that journalism can succeed if it adapts to the way people in the world now consume news. If he is right, only time will tell.

Despite power shifts, the trend toward consolidation is plateauing. Even major businesses must reduce expenses to save papers from being completely shut down. The newspaper sector saw 2,252 layoffs in January 2009; overall, the U.S. newspaper sector shed 15,114 jobs that year. Some in the news profession are starting to look at different ownership possibilities, such as charity ownership, in response to the twin difficulties of layoffs and declining readership. It could be time for a more radical redesign of the daily newspaper, according to one piece in the *Chronicle of Philanthropy*. Some newspapers may find success by switching to a nonprofit ownership structure, which would allow them to apply for charitable donations and get tax breaks.

The newspaper business is about to undergo significant transformation. The business will probably continue to go through a full upheaval over the next years as a result of declining readership and significant changes in how people consume news. Readers adapt and look for reliable information in various ways as newspapers struggle to stand out in a constantly evolving industry. The growth of Internet communication has significantly impacted the newspaper business. Traditional newspapers struggle to stay competitive and retain their loyal readers as people turn to the Internet for free news. But there is more to the Internet than just free information. This section goes into further detail about the Internet and how it affects the printing sector. "The Internet and Social Media," the Internet and its role in media are discussed in further depth.

The Threat of Blogs

Weblogs, or blogs, have provided a fresh perspective on the conventional news landscape. Blogs provide news and opinion posts by one or many writers. On the other hand, there is disagreement among journalists as to whether blogging the act of creating a blog is really a kind of journalism. Indeed, many traditional journalists disagree that blogging qualifies as official journalism. Bloggers are not compelled, like journalists, to cite reliable sources in their posts. In other words, news articles posted on blogs are often neither verified nor verifiable. Bloggers are speakers and authors of their own creation, at large in the public arena, according to Jay Rosen, a professor of journalism at New York University. They are taking part in the massive game of influence known as public opinion. Many people still turn to blogs to learn about news in spite of the hazy boundaries of what qualifies as "true" journalism and in spite of the fact that bloggers are not held to the same standards as journalists. As a result, blogs have an impact on the news media. Blogger and seasoned print journalist Gina Chen assert that "blogging has changed journalism, but it is not journalism".

Compared to print media, Blogs are unconstrained by the restrictions of journalism in other ways as well, which makes them more competitive with conventional print newspapers. This goes beyond the absence of responsibility in blogging. Importantly, Internet publishing enables authors to report news as it happens. The Internet is always available, and information is available at the click of a mouse, unlike a paper that publishes just once a day.

In 1998, the Bill Clinton/Monica Lewinsky affair was first reported on the Internet before it was reported by any major print magazine. The issue was originally made public by The Drudge Report, a news website that mostly consists of links to articles. The website claimed to have heard of the incident only after Newsweek magazine declined to print it. The news was first reported online on January 18, 1998, with the headline "Newsweek Kills Story on White House Intern." Blockbuster Report: Former intern in the White House, age 23, had a sexual relationship with the president. The post concluded with the line "The White House was busy checking the Drudge Report for details". The report included some specifics about the controversy. Because the Internet is more timely than print media and poses a threat to its relevance, this conduct demonstrated the strength of the latter [9], [10].

Space limitations are a persistent problem for print media as well, although the Internet is unaffected. Several editors see the benefit of this specific problem when newspapers consider switching from print to online versions. The possibility this affords for absorbing more and lengthier stories, according to N. Ram, editor-in-chief of The Hindu, is one advantage that online versions may offer. As opposed to the print version, there need not be any space restrictions. Online writers can examine issues more thoroughly, to offer more depth, and to publish interviews or other texts in their entirety because of the Internet's limitless writing space possibilities that many print journalists have long yearned for since newspapers first started appearing.

A platform for amateur writers to transition into the field of professional writing is offered online writing. As a result of newspapers being forced by cost-cutting measures to lay off writers, more and more aspiring journalists are looking online for methods to get into the industry. It's interesting that the blogosphere has given journalists employment that they would not have otherwise chosen. When Molly Wizenberg, a blogger, didn't know what to do with herself, she started the site Orangette instead: "The only thing I knew was that, whatever I did, it had to involve food and writing." Wizenberg switched to write for a conventional media source when Orangette achieved fame as a culinary blog: the food magazine *Bon Appetit*.

Online Journals

Most newspapers have adopted the cultural shift and shifted to online journalism as a result of dwindling readership and rising competition from blogs. For many publications, this has meant developing an online version of their printed publication that readers can access from anywhere, at any time. More than 10,000 newspapers have gone online by 2010. However, several smaller papers, especially those in two-paper areas, have stopped printing their printed editions altogether in addition to launching websites.

The *Post-Intelligencer* in Seattle is one such instance. The publication ceased publication in 2009, "leaving the rival *Seattle Times* as the only big daily in town." Being the second newspaper in Seattle didn't work, according to Steve Swartz, president of Hearst Newspapers and owner of the *post-Intelligencer*, on the transition to online-only publishing. However, we are really excited about this endeavor to build a Seattle-based digital-only company with a strong community website at its center. The change resulted in a sharp drop in the *post-Intelligencer's* employment of journalists. Only two dozen journalists work for the online

edition of the newspaper, Seattlepi.com, compared to 135 who work for the printed version. This change has been particularly uncommon for Seattlepi.com since the online-only publication isn't actually like a conventional newspaper at all. Very few visitors to our website attempt to simulate the experience of reading a newspaper, which would include devoting 30 to 45 minutes to really reading most of the articles, as stated by Swartz. On the Web, we don't see individuals acting in that way. In truth, the online newspaper is still figuring out who it is. In fact, this unpleasant situation is one that many online-only periodicals are acquainted with: being caught between the world of printed news and the online world of blogs and unauthorised websites.

Many professional journalists are seizing the chance to join the blogosphere, the online community of bloggers, while newspapers go through this period of upheaval. Journalist bloggers, often referred to as beatbloggers, have started using blogs as "tool[s] to engage their readers, interact with them, use them as sources, crowdsource their ideas, and invite them to contribute to the reporting process," according to beatblogger Alana Taylor. As beatblogging becomes more popular, online newspapers are leveraging its appeal and crowdsourcing its resources to benefit from the enormous Internet audience. The presence of blogs on news websites is growing, and the homepage of virtually every major newspaper's website includes a link to the paper's official blogs. The print industry's aim to stay relevant in a world that is becoming more and more online is reflected in this subtly added feature to the web pages.

CONCLUSION

Newspapers are important for mass communication and the media. They act as reliable news and information sources, arming individuals with the information needed for democratic engagement. Newspapers also encourage public dialogue by giving other viewpoints a chance to be heard and by encouraging an open flow of ideas. Finally, newspapers may spur social change by drawing attention to injustices and inspiring citizen action. Newspapers continue to be essential to an educated, involved, and democratic society even as the media environment changes.

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CHAPTER 9

IMPORTANCE OF MAGAZINES IN MASS COMMUNICATION

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ABSTRACT:

Magazines have long been seen as an important type of mass communication, helping to spread knowledge, sway public opinion, and promote cross-cultural interaction. This abstract examines the value of magazines in mass communication, emphasizing their capacity to provide in-depth analysis, engage a wide range of readers, and create bridges between different groups. Additionally, magazines act as cultural touchstones and exchange venues. They display works of art, books, and concepts that are representative of the variety of human experiences. Magazines foster cross-cultural understanding, question social conventions, and support the development and preservation of cultural heritage. In addition to fostering empathy and bridging cultural divides, magazines also help to create a society that is more inclusive and integrated by showcasing tales from other groups.

KEYWORDS:

Importance of Magazines, Culture, Celebrity, Market, Time.

INTRODUCTION

Magazines provide a venue for in-depth research and thought-provoking material. Magazines have the benefit of lengthier lead periods than newspapers or internet news sources, enabling thorough research, investigative reporting, and perceptive commentary. Magazines explore intricate subjects, give context, and present nuanced viewpoints, allowing readers to get a better grasp of themes beyond breaking news. This in-depth study helps to create a society that is more educated and critical. Magazines can appeal to niche interests and engage a variety of consumers. Magazines appeal to a variety of demographic divisions and specialized communities because they cover a broad range of subjects, from politics and science to fashion and leisure. Magazines provide a feeling of community, offer readers useful information, and serve as sources of inspiration by customizing material to individual interests. This individualized strategy cultivates devoted followers and enables marketers to successfully target niche markets.

The acclaimed cuisine magazine *Gourmet* will end with the November 2009 edition, according to an announcement made by publisher Condé Nast on October 5, 2009. Many readers were shocked by the decision because they had believed since 1941 that *Gourmet* "was to food what *Vogue* is to fashion, a magazine with a rich history and a perch high in the publishing firmament." Even though Condé Nast also axed the parenting magazine *Cookie* and the bridal magazines *Elegant Bride* and *Modern Bride*, *Gourmet* received the most attention due to its long history and standing in the industry. While some readers were upset by the abrupt print stop, others saw that the closure was merely a result of the market shifting. For years, magazine publishers have struggled with the fight for advertising money. The financial crisis that started in the autumn of 2007 had a significant impact on the magazine industry, with several magazines completely ceasing publishing, others switching to online-only business models, and virtually all using mass layoffs to save expenses. High-end stores

that sponsor Condé Nast magazines were obliged to cut their advertising expenditures as a result of the crisis, and the consequent drop in advertising income placed the Condé Nast publications in danger.

Magazines may not be outdated, even though this seems to be bad news for a sector of the economy that has endured since the 17th century. Many observers are optimistic that the magazine business, with its lengthy, complicated heritage, is only going through a downturn. About 7,383 magazines were published in 2008, according to the Magazine Publishers of America. Veronis Suhler Stevenson, a media private equity group, forecast that magazine ad sales will stabilize in 2013 the following year. Despite his predisposition, former Newsweek financial reporter Daniel Gross thinks the sector will grow. Even while he recognizes that he may be incorrect in his conviction that the present decreasing trend is only a blip in the road, he characterizes the fear of those who speak to the destruction of print media as indications of an "irrational depression surrounding print". If I'm mistaken, I may have to retract what I said, as Gross put it. Many people have started to question the future of the magazine industry. "And I'll be doubly sad because I won't have *Gourmet* to tell me what wine goes best with them".

If the collapse of *Gourmet* is any indicator, cross-media integration, especially between print and television, will produce the magazines of the future. This trend indicates that the best and possibly the only way for magazines to remain viable is to gain an audience via another medium and then use that celebrity-driven status to sell the print product. "Advertising support for luxurious magazines like *Gourmet* has dwindled, while grocery store advertisers have continued to buy pages at more accessible, celebrity-driven magazines like *Every Day with Rachel Ray*, which specializes in 30-minute meals, and *Food Network Magazine*". Over the next several years, the magazine business may undergo significant upheaval. A variety of factors, including the Internet, a younger audience, changes in the cost of advertising, and the economic recovery from the 2008 crisis, might have an impact on this progression. It will be interesting to watch whether, in the face of these developments, the magazine business can maintain its position as a major player in American society.

Magazine Publishing History

The magazine, like the newspaper, has a rich history influenced by the societies in which it was born. Understanding the history of the industry and how it changed through time will help to better comprehend it now.

Vintage Magazines

The magazine was first conceived by early publishers once the printing press became widely used in Europe. Almanacs, booklets, and brochures the forerunners of the familiar contemporary magazine first appeared in the 17th century. Publishers soon realized that inconsistent publishing schedules took too much time and effort. Publishers then gradually changed as they looked for loyal readers with certain interests. But the first magazine was distinct from all other works. It wasn't a newspaper, but it wasn't enough of a news source to be labeled such either. Early magazines stood somewhere in the midst of the two [1]–[3].

Leading the Pack are Germany, France, and the Netherlands

Between 1663 and 1668, German poet and theologian Johann Rist produced the first real magazine. The English *Philosophical Transactions of the Royal Society*, the French *Journal des Sçavans* of Denis de Sallo, and the Italian *Giornale de'letterati* of Francesco Nazzari were among the literary journals across Europe that were first printed as a result of

Rist's *Erbauliche Monaths-Unterredungen*, or *Edifying Monthly Discussions*, publication. To avoid French censorship, exiled Frenchman Pierre Bayle published *Novelles de la République des Lettres* in the Netherlands in 1684. The writings greatly contributed to a widespread resurgence of learning in the 1600s and stoked interest in education. *Le Mercure Galant*, the first "periodical of amusement", was published in 1672 by another Frenchman, Jean Donneau de Vizé. It included news, poetry, and short tales. Other publications imitated the magazine because of its very successful blend of news and enjoyable reading. Instead of providing articles for instruction, this lighter magazine targeted a different reader than the other, more cerebral periodicals of the time.

The 18th century brought with it a rise in literacy. Women, whose literacy rates significantly increased, started reading in historic numbers. This expansion had an impact on the whole literary community, encouraging many female authors to develop books specifically for female readers. More women turned to magazines as a source of information and enjoyment, which contributed to the magazines' growth. In reality, several periodicals seized the opportunity to connect with women. In 1693, *The Athenian Mercury*, the first publication created solely for women, debuted.

There are British Magazines

Similar to how it closely followed continental Europe in publishing newspapers, Great Britain did the same with magazines. Early in the 18th century, Daniel Defoe, the creator of *Robinson Crusoe*, published the *Review*, Sir Richard Steele produced the *Tatler*, and Joseph Addison and Steele created the *Spectator*. Each of these three magazines was released daily or many times each week. Their substance was more similar to that of magazines even though they were provided as regularly as newspapers. The *Review* offered political opinion pieces and largely covered internal and international issues. The *Tatler*, which was published from 1709 to 1711, was superseded by *The Spectator*. *Tatler* and *Spectator* both emphasized life and culture and often utilized humor to encourage virtue. Particularly *Tatler* and *Spectator* attracted a sizable female readership, and both periodicals later established editions specifically geared towards women: *Female Tatler* in 1709 and *Female Spectator* in 1744 [4], [5].

American Publications

The first American magazines were published in Philadelphia in 1741, only three days apart, by Andrew Bradford's *American Magazine* and Benjamin Franklin's *General Magazine*. However, neither publication endured for very long; *American Magazine* shut down after just three months and *General Magazine* after six. Despite this early setback, magazines started to flourish in the latter half of the 18th century, and by the end of the 1700s, more than 100 magazines had appeared in the fledgling United States. The short lifespan of the publications likely had less to do with the outlets themselves and more to do with the fact that they were "limited by too few readers with leisure time to read, high costs of publishing, and expensive distribution systems." Although they published a lot, typical colonial publications nonetheless had little distribution and were regarded as high culture.

Mass-appeal Publications

All of this changed in the 1830s when publishers started creating less-priced magazines with a larger readership to take advantage of a widespread reduction in the cost of printing and sending publications. Magazine design changed as well. Later periodicals emphasized entertainment whereas earlier ones emphasized improvement and reason. Magazines stopped focusing on the wealthy. Publishers started providing family magazines, children's

magazines, and women's publications to capitalize on their newly enlarged readership. Women's periodicals have once again proven to be a very profitable business. Godey's Lady's Book, a Philadelphia-based monthly that was published between 1830 and 1898, was one of the first American women's publications. By hiring over 150 women, this magazine specifically targeted its readers who were women.

DISCUSSION

The Saturday Evening Post was the first American mass-circulation magazine to achieve true popularity. This weekly publication started publishing in 1821 and continued until 1969, when it momentarily discontinued distribution. But a new owner changed the magazine's emphasis to health and medical advancements in 1971. The Saturday Evening Post gained popularity soon after its first release in the early 1800s; by 1855, it had a circulation of 90,000 copies annually. The Saturday Evening Post has said that placing artwork on its cover "connected readers intimately with the magazine as a whole." Undoubtedly, The Saturday Evening Post took advantage of the format by featuring the work of renowned artists like Norman Rockwell. The magazine is widely credited with revolutionising the way that magazines look. The Saturday Evening Post used well-known painters to increase circulation because "Americans everywhere recognized the art of the Post and eagerly awaited the next issue because of it." However, the publication also included works by well-known writers like F. Ring Lardner, Scott Fitzgerald, and Sinclair Lewis. These authors' widespread appeal led to the magazine's ongoing success [6], [7].

Youth's Friend

Youth's Companion, another early American mass publication, ran from 1827 until it merged with The American Boy in 1929. This Boston, Massachusetts-based publication included a considerable amount of religious material and had a reputation as a healthy publication that inspired its youthful audience to live moral and virtuous lives. In the end, the magazine included tame entertainment items in an effort to appeal to a bigger, adult readership. However, the publication eventually started showcasing the work of well-known authors for both children and adults and developed into "a literary force to be reckoned with."

Larger Audiences Are Attracted by Price Drops

Although publications like Youth's Companion and The Saturday Evening Post were very well-read, the industry still failed to reach mass distribution. The majority of magazines were expensive at the time, costing 25 or 35 cents each issue, which restricted circulation to the relatively wealthy few. All of this changed in 1893 when Samuel Sidney McClure started offering his literary and political publication, McClure's Magazine, for sale at a low cost of only 15 cents each issue. The fad became popular. Munsey Magazine soon dropped to 10 cents, while Cosmopolitan went up to 12.5 cents. These three journals were all very popular. For the first time, magazines could be sold for less than it cost to print them, according to Frank A. Munsey, proprietor of Munsey Magazine, who claimed that between 1893 and 1899 "the ten-cent magazine increased the magazine-buying public from 250,000 to 750,000 persons." Publications might charge more for advertising space as a result of increased circulation and lower consumer costs.

By 1900, advertising had grown to be an essential part of the magazine industry. Due to publishers' inherent affinity for books and writing, several journals made an effort to keep ads out of their issues in the early days of the business. To reach the broader audience, however, marketers looked for space in magazines after circulation rose. In response, magazines raised their advertising prices, which eventually improved their profitability. By the start of the 20th

century, ads had become commonplace in magazines, especially certain women's publications where they made up close to half of the content.

Developments in the early 20th century

The 20th century ushered in a new era of magazines, including image, business, and news publications. These journals eventually began to rule the market and draw significant readerships.

Newsmagazines

Publishers created the newsmagazine to simply communicate the new influx of global information that technology made possible in the late 19th and early 20th centuries. Time was the first news magazine to concentrate on global news when it launched in 1923. Although the periodical struggled in its early years, it found its footing in 1928 and its readership grew. Time's founding thesis was that "people are uninformed because no publication has adapted itself to the time which busy men can spend simply keeping informed." To a large extent, the magazine's ultimate success may be attributed to its distinctive approach of concisely presenting well-researched news. During this time, several other news magazines were also released on the market. In 1929, Business Week was established with an emphasis on the international market. As a biweekly publication, Forbes, one of the most well-known financial publications, started publishing in 1917. A former international editor of Time created Newsweek in 1933; it today has a readership of close to 4 million. Today's rivalry between Newsweek and Time is a continuation of a pattern that was established in Newsweek's early years.

Images Magazines

Early in the 20th century, photojournalism the art of presenting tales via photographs also rose in popularity. Even while magazines had been publishing graphics since the 19th century, picture magazines also became more and more popular as photography gained recognition. Henry Luce's Life, a pictorial magazine that was published often between 1936 and 1972, had the biggest impact. Life reached a 1 million circulation within a few weeks after its debut. The publication's stated goal, according to Luce, was "to see life; to see the world; to witness great events; to watch the faces of the poor and the gestures of the proud; to see strange things." It did not fall short in this regard. Life immediately piqued readers' interest and is widely recognized for founding photojournalism. Even the first issue, which had 96 large-format glossy pages, was sold out. The first image showed a doctor cradling a newborn child with the text "Life begins".

Although Life was the most significant picture magazine, it was by no means the only one. Look was a well-known biweekly picture magazine that was published between 1937 and 1971. It claimed to be able to compete with Life by appealing to a wider readership. Although Look presented Life with fierce competition throughout their almost equal print runs, Life is generally regarded as having a bigger legacy. Life served as an influence for several other picture magazines, including Focus, Peek, Foto, Pic, and Click. The emergence of Internet technology started to have a significant impact on the magazine business and print media as a whole in the late 20th and early 21st centuries. Magazine publishers, like those newspapers, have had to reconsider their organizational methods to appeal to an increasingly online consumer.

Publicity for the National Market

The widespread distribution of magazines in the United States increased in the late 19th century. As a result, periodicals that previously solely catered to a certain region of the nation suddenly started reaching a national readership. This transition to widespread publication resulted in unusual phenomena, the emergence of national trends, in addition to the obvious advantage of greater magazine income. Mass circulation enabled news, stories, consumer items, and styles to be disseminated and promoted to national rather than local audiences for the first time in American history. The widespread distribution of magazines brought people from all across the nation together as they shared the same stories and adverts [8].

This increase in reading made ads more and more important to the magazine business. Magazines voluntarily provided advertisers with the option to reach a broad audience by selling advertising space for premium prices. A business manager at the early, well-known magazine *Scribner's Monthly* used the audience explosion to entice advertisers. The *Scribner's Monthly* publishers will include a few pages of adverts for characters that are likely to appeal to magazine readers in every issue of the publication. These will significantly improve the publishers' capacity to make their publications legible and appealing without increasing postage. The push of advertising in our first issue demonstrates how fast the new magazine's assertions about the business community are taken seriously. Our edition will be fairly sizable and have a wide distribution. It is now widely acknowledged that the finest advertising medium available is provided to all men looking for a national market by a high-quality popular magazine.

For publishers and marketers, that nationwide market was completely uncharted territory. Market research had become standard practice for journals by the 1930s as magazines and marketers sought to understand better what consumers wanted from their products. Market research has limitations, however, so many publishers chose to embrace the ability of magazines to simply inform readers of what they want or need. This strengthened the position of the magazine as a source of popular culture. As one *Vogue* editor put it, "If we find out what people want, it's already too late".

Magazine Popular Literature

Magazines provided a platform for writers and poets to reach a wide audience in addition to serving as a venue for advertising. Numerous journals routinely commission articles from both emerging and seasoned writers. The urge for these writers to publish their work grew as circulation rose. During the 19th century, literary journals experienced a boom and published some of the most significant literature of the time. Nearly every significant American author has contributed to literary magazines at some time; for instance, during their careers, Mark Twain, Walt Whitman, and Ernest Hemingway all published in magazines. Even foreign-based authors like James Joyce and Ezra Pound looked for American periodicals to publish their works after they had been outlawed elsewhere.

Magazines gave writers a platform to share their work with a broad audience and gave readers a sample of the literature that was out there. Even now, sections of novels are printed in periodicals, giving readers a sneak peek at the whole thing. In magazines, passages from literary masterpieces including *Uncle Tom's Cabin*, *Walden*, *Moby-Dick*, *Tom Sawyer*, *Huckleberry Finn*, and *Ulysses* were first published. Some books, including *Tarzan of the Apes* by Edgar Rice Burroughs, *Hiroshima* by John Hersey, and *The Old Man and the Sea* by Ernest Hemingway, were even published in full in magazines before being released as books. For writers, the chance to publish in magazines has been priceless, but literary journals have also been crucial to the growth of American culture. Journals that publish literary works have

championed now-classic tales that have impacted American history and defined American literature, such as the ones described above. The pulp magazine, a wholly fictional journal named after its coarse wood-pulp paper, was founded in the late 1800s. The pulps at the time qualified for the same low postal rates as magazines, but dime novels did not. People now had access to affordable periodicals like *Adventure*, *Horror Stories*, *Startling Stories*, and *Weird Tales* that included popular genre literature.

The pulps, widely accepted as Frank Munsey's creation, began as adventure publications but gradually branched out into genres including love, detective, and western. Up until the middle of the 1930s, when newspaper comics started to compete by publishing collections on the same pulp paper, the fiction pieces fared very well. However, when the two categories merged in 1937 with the release of *Detective Comics*, the business saw a significant uptick. Despite being aimed at children, the bloody, horrifying comics attracted a sizable adult readership. Although the public was split on the nature of this new medium, the graphic content of the pulp strips generated a commotion. Defenders of the comics referred to them as harmless, while detractors said they would encourage readers to imitate the graphic content. Legislators struggled with pulp comics much as they do now with discussions about the banning of TV, music, and the internet. Fredric Wertham, a child psychologist, claimed in multiple papers that pulp comics were influencing kids to become criminals, which helped fuel the reaction against them. In response to the debate, a trade association known as the Association of Comics Magazine Publishers created the Publishers Code in 1948 to police pulp comics' content. However, the Publishers Code was not consistently upheld; many publishers choose to disregard it, which is why the debate raged on. The pulp comics business chose self-censorship when Senate hearings threatened government regulation in 1954; as a consequence, the far tighter Comics Code Authority was formed to regulate what information reached consumers.

Despite the debate surrounding the publications, business was booming, and ultimately new pulp magazine formats appeared. Science fiction was given by *Amazing Stories*, and hand-drawn pinups filled so-called "Girlie Pulps," which nevertheless found readers despite a setback in 1934 when authorities confiscated and destroyed 10,000 copies. The public protested both new genres for being indecent, but the pulps kept becoming more and more popular. Many claim that the 1930s public was primed for the amusement provided by fictitious heroes because of the hardships of the Great Depression and the uncertainties of an impending global war, giving the pulp genre a ready following.

Entertainment Periodicals

The growth of entertaining fan magazines was a fundamental change in mainstream journalism that was influenced by the popularity of the pulps. Fan magazines, which are often focused on television, movies, and music, were popular nationwide in the early 20th century. Magazines like *Photoplay*, *Picture Play*, *Movie Mirror*, and *Movieland* started publishing during the early years of motion pictures and gave members access to behind-the-scenes footage of popular films. Because of their success, comparable publications were created to cover radio and television as they gained popularity. Weekly schedules of programs were also supplied to readers and listeners of periodicals with a concentration on television and radio. Even now, a significant portion of the magazine market is controlled by entertainment journals like *Entertainment Weekly*, *Rolling Stone*, and *TV Guide*, even though the focus of the fan magazine has evolved over the years. These journals provide a platform for celebrities and media producers to sell their new items in addition to giving readers entertainment news [9], [10].

Teen Publications

Many publishers started focusing on teens in the 1940s, a hitherto untapped market. In 1944, *Seventeen* magazine first appeared on newsstands, paving the way for succeeding magazines like *Tiger Beat* and *Teen People*. These publications included articles on fashion, cosmetics, celebrity news, and lifestyles and were aimed towards young women. Teen publications have kept their text short from the beginning, instead targeting their target consumers with vivid and striking photographs. One young star of the time is featured on the collaged covers of *Tiger Beat*, for instance. Teen magazines have an impact on popular culture not just via their coverage of celebrities, but also through their articles on celebrity style, which readers utilise to copy celeb fashion. Teen magazines serve as effective marketing vehicles for celebrities and other media creators, much as entertainment publications do.

In their early years, the majority of teen magazines targeted readers who were in their late teens and even included college-related topics. Today, however, these same publications purposefully target the adolescent market by promoting younger performers and containing more teenage celebrity gossip in order to attract a broader readership. As a result, the magazine business continues to have a stronger effect on American popular culture through appealing to younger and younger consumers.

Celebrity Publications

Celebrity rumours are not only for teenage audiences. The wide variety of adult-targeted celebrity publications, commonly referred to as gossip magazines, may be seen just taking a walk through a supermarket checkout queue. These celebrity publications, which first gained popularity in the 1970s, provide readers an intimate look into the lifestyles of renowned people. Numerous periodicals generate rumours that humanize celebrities by portraying them negatively. The placement of celebrities in these publications may make or break their reputations and spark a lot of turmoil within the celebrity world, despite the best efforts of the celebrities and their representatives. Celebrity publications may pay enormous amounts of money to celebrities or other sources for exclusive articles and photographs due to the fierce rivalry for news. Later in this chapter, we'll go into more depth about celebrity publications.

CONCLUSION

Magazines are essential for mass communication because they provide in-depth analysis, draw in a variety of readers, and promote cross-cultural interaction. They help to create a connected and informed society by going beyond the headlines, catering to niche interests, and bridging cultural divides. Magazines continue to develop as important and powerful channels, influencing public opinion and enhancing the media environment as they use digital technology. Additionally, magazines have expanded their audience and effect by adjusting to the digital world. Instant access to material, interactive features, and multimedia components is made possible by online publications and digital platforms. Due to the digital revolution, magazines may now engage a worldwide readership, enable social sharing, and test out cutting-edge narrative methods. The interactive aspect of magazines has been increased by the incorporation of social media and digital platforms, increasing reader interaction and fostering dialogues.

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CHAPTER 10

EXPLORING IMPORTANT MAGAZINE INDUSTRY PUBLICATIONS

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ABSTRACT:

The magazine sector, with its wide variety of publications, is essential to the media landscape because it informs, amuses, and influences cultural trends. The relevance of significant magazine industry publications is examined in this chapter, with special emphasis on their contributions to journalism, target markets, and the development of print and digital media. Publications that are leaders in their fields act as examples of superior journalism. Magazines with a reputation for in-depth research, investigative journalism, and thought-provoking features include *The New Yorker*, *Time*, and *National Geographic*. These newspapers preserve journalistic ethics while offering incisive commentary and presenting significant stories that influence public opinion. They establish standards for high-quality journalism in the magazine business through their meticulous reporting and editing know-how, and they motivate other publications to pursue greatness. Key publications in the magazine sector cater to specialized audiences and interests. By concentrating on certain subjects, pastimes, or demographics, magazines like *Vogue*, *Sports Illustrated*, and *Scientific American* have developed devoted readerships. These periodicals create a feeling of community and a thorough awareness of their readers' interests by offering personalized material and professional insights. Within their specialized fields, they can set trends, start discussions, and act as cultural touchstones.

KEYWORDS:

Celebrity, Family, Health, Important Magazine, Industry Publications.

INTRODUCTION

Important magazine industry publications have also embraced the digital revolution, increased their reach and adjusting to shifting consumer tastes. *Wired*, *The Atlantic*, and *Vanity Fair* are just a few publications that have successfully made the switch to digital platforms by fusing print news with multimedia and interactive experiences. These newspapers reach a bigger audience, interact with readers in real time, and test out cutting-edge storytelling forms thanks to their internet presence. By providing its readers with news, entertainment, literature, and photography, magazines have had an impact on the globe. Furthermore, the magazine business has had a significant impact on American popular culture. Individual publications have targeted distinct populations and filled specific niches as magazines have evolved throughout time. The impact of some well-known publications on the readership they are intended for is examined in this section.

Magazines With A Large Audience

The top 10 American magazines with the biggest circulation all have quite different audiences and styles. This list, which includes publications like *AARP*, *Better Homes and Gardens*, *Family Circle*, and *National Geographic*, shows the variety of readers and interests

that are drawn to this medium. The top three periodicals will be examined in this section: Reader's Digest, AARP Bulletin, and AARP The Magazine.

AARP Bulletin and AARP The Magazine

Some people would be shocked to find that the two publications with the biggest circulation in the US AARP The Magazine and AARP Bulletin cannot be easily purchased at a newsstand or grocery store. Both are automatically sent to the more than 40 million members of the charitable organization AARP. AARP The Magazine, a bimonthly journal that is "geared exclusively towards 50+ Americans seeking to enhance their quality of life as they age," provides lifestyle stories and has sections on travel, relationships, money, health, and other topics. Its mission is as follows: For readers to feel empowered by an editorial created just for them, AARP The Magazine offers three editorial editions tailored to various life phases. To inspire readers to ponder, interact, and have fun, annual editorial packages, great service journalism, and celebrity profiles will be presented in a warm, lively, and welcoming fashion.

In addition, AARP produces AARP Bulletin, which is "a monthly news publication that reaches influential consumers and policymakers." This publication concentrates on news topics of relevance to its target demographic rather than offering lifestyle tales. The AARP Bulletin tracks and explains significant social topics affecting Americans aged 50 and above. These powerful readers are inspired to participate in public policy on consumer protection, financial security, and health care by receiving news, fair analysis, and condensed tales in an easily accessible manner.

Reading Digest

Among American periodicals, Reader's Digest has the third-highest circulation. This well-known pocket-sized journal was first published in 1922 as a "digest of condensed articles of topical interest and entertainment value taken from other periodicals," and it was first made on a shoestring budget by a husband and wife team who were confident the magazine would succeed despite being repeatedly rejected by magazine publishers. They were accurate. Reader's Digest became successful nearly right away and today consistently outsells rival publications. With subscribers all around the world, the monthly publication aims to "create products that inform, enrich, entertain and inspire people of all ages and cultures around the world".

News Publications

As was mentioned previously in this chapter, the 1920s saw the rise of news magazines. Today, news periodicals account for a significant amount of magazine sales, with a number of them being in the top 30 for circulation. Numerous news magazines, such as Time, Newsweek, and the U.S., have made their marks on the market throughout time [1], [2].

Newsweek

The first edition of Newsweek, which was published in February 1933 under the name News-Week, included seven distinct images from the previous week's news as its cover. The weekly publication currently "offers comprehensive coverage of world events with a global network of correspondents, reporters, and editors covering national and international affairs, business, science and technology, society, and the arts and entertainment." Using a wide range of reporters, Newsweek also distinctively publishes a reader-penned section titled "My Turn." The publication has had difficulties, nevertheless. A Newsweek piece analyzing Sarah Palin's book *Going Rogue: An American Life* appeared in November 2009. On the cover of

the edition was a picture of Palin wearing running gear, taken for a Runner's World article. How Would You Address a Problem Like Sarah?" were written all over the picture. Readers who saw the cover criticized it, calling it sexist and unjust. According to one reader, Newsweek would never publish an image of Barack Obama wearing such clothing. In retaliation, Newsweek produced an image of President Obama wearing swim trunks in its subsequent edition, however, this image was smaller and appeared on an inner page as opposed to the cover.

Time

Since its start decades ago, Time has continued to be a significant newspaper. The magazine is organized into four major sections: Briefing, The Well, Life, and Arts. Today, the newspaper takes pleasure in its "rare convergence of incisive reporting, lively writing, and world-renowned photography", which together have won it the acclaim of being "journalism at its best". Briefings contain succinct summaries of significant international and domestic news events. The cover story and lengthier stories on the world and business may be found under the Well section. Life is filled with tales about the environment, science, technology, and health. Last but not least, Arts includes critiques of theatre, movies, books, music, exhibitions, and architecture. Time prides itself on being "the guide through chaos" in an age of information overload and, like Newsweek, has received countless honors [3], [4].

DISCUSSION

The U.S. was formed by combining a newspaper with a magazine. Over the years, News & World Report has grown in stature. Journalist David Lawrence launched the United States News, a weekly newspaper, in 1933, the same year that Newsweek premiered. He started a weekly journal called World Report six years later. The two weeklies were combined to become the new U.S. in 1948. World Report News. Similar to Time and Newsweek, the magazine focuses on the U.S. Although it published weekly for the majority of its lengthy history, News & World Report announced in 2008 that it would switch to a monthly printing schedule, vowing to focus on its website. News report concentrates more on political, economic, health, and education stories, perhaps in part because it is based in Washington, DC. The magazine's yearly rating of American universities may be its most well-known accomplishment. America's Best Colleges and America's Best Graduate Schools are now included in this list, which started in 1983. Since the newspaper started using the rating method, students have consulted it for information on the advantages and disadvantages of academic institutions.

Women's Publications

because in the early 19th century, female readers have been significant to the magazine business, primarily because it was thought that because women were not often working, they had more free time to read. This thriving industry has only expanded over time. Many publications have looked for methods to broaden their reach in the increasing internet age. Other publications, including Ladies Home Journal, Good Housekeeping, and Better Homes and Gardens, have stuck to their original goals while still making money. These three publications are a member of the "Seven Sisters", a collection of journals that have historically catered to women.

Women's Health Journal

The first edition of Ladies' Home Journal appeared in 1879 as a women's feature in the Tribune and Farmer newspaper. The publisher's wife started writing her husband's column

herself since she wasn't fully pleased with it. Because of how quickly the column gained readers, Louisa Knapp Curtis produced her first significant supplement, the Ladies Home Journal and Practical Housekeeper, in 1883. Currently ranked twelfth in circulation, Ladies' Home Journal has a readership of close to 4 million. The magazine focuses on style, health, relationships, and food. Its publishers describe it as "a unique lifestyle magazine dedicated to the millions of American women who want to look good, do good, and feel great." Its most well-known aspect may be a piece with the subject "Can This Marriage Be Saved?", which first appeared in 1953. The regular column tells the tales of real-life couples who are having marital problems, provides counsel from marriage and family therapists, and forecasts the results.

The Best Housekeeping

To supply "information about managing a home, a broad range of literary offerings, and opportunities for reader input," Good Housekeeping started publishing in May of 1885. Fifteen years later, the magazine established the Good Housekeeping Research Institute. A team of scientists, engineers, dietitians, and researchers examine a broad range of items at the research institute's product evaluation laboratory. The publication then informs readers of its results to "improve the lives of consumers and their families through education and product evaluation". Using the Good Housekeeping Institute's resources, articles on diet, exercise, beauty, and childcare are published every month. The magazine will promote healthy living for the modern lady, including topics like money management, travel, and human interest stories as well as social problems [5], [6].

Home and Garden Better

Better Homes and Gardens entered the market later than its competitors, first in print in 1922. The magazine now has a readership of more than and is rated sixth in terms of circulation in the United States at 6.8 million. The magazine has always placed a strong emphasis on the design and ornamentation of homes and gardens. Home is where the lady who reads Better Homes and Gardens writes her life's narrative. It is her haven, where she raises her family, hosts friends, and enjoys life's major and little victories. She creates her world there and gives in to her fantasies there. Home is where she feels most emotionally and where life occurs. Better Homes and Gardens acknowledges this and provides her with many opportunities for expression and creativity. Each issue has insightful, accessible commentary on design and personal style, home décor and gardening, cooking and entertaining, as well as health for the individual and the family. She finds aid from Better Homes and Gardens to make the transition from planning to action. Six categories i.e., food and nutrition, home, health, family, gardening, and lifestyle are included in the monthly publication.

Cosmopolitan

Originally intended to be a "first-class family magazine," the female-targeted Cosmopolitan has undergone significant changes since its inception in 1886. In the first issue, the editor promised readers that "there will be a department devoted exclusively to the interests of women, with articles on fashions, on household decoration, on cooking, and the care and management of children, etc., also a department for the younger members of the family." Just two years later, however, the magazine had become a fashion. When Helen Gurley Brown "transformed an antiquated general-interest mag called Cosmopolitan into the must-read for young, sexy single chicks," the magazine's popularity increased in the 1960s. Brown changed the magazine from the family-focused read it was to the somewhat controversial read it is today, with an emphasis on sex, work, and fashion. The metamorphosis is described in the magazine as follows: In addition to being the best-selling monthly magazine on newsstands

throughout the years, Cosmo has also acted as a catalyst for social change by inspiring women all over the world to pursue their dreams [7].

With Brown's ideas in mind, Cosmopolitan redesigned its publication in 1965. The first issue after the redesign included a piece on birth control pills, which were then a hotly debated new invention. Large numbers of people read the magazine's challenging pieces, yet many others felt them to be insulting. Some feminists felt the material was too focused on beauty and pleasing men, while conservatives thought it was too raunchy. However, Cosmopolitan magazine's proprietors thought they were providing a fresh take on feminism. According to Brown, Cosmo is feminist because we think that women are capable of achieving whatever that men can since they are just as clever and competent as men. However, it also recognizes that whilst work is important, so too are men. The Cosmo girl loves guys wholeheartedly". Cosmopolitan still draws readers today by upholding the same principles that Brown promoted in the 1960s. Every issue devotes around 30% of its content to interpersonal interactions, particularly sex. The remaining content consists of articles on self-improvement, fashion, health, and fitness.

Men's Publications

In the same way as women's magazines have been there for a large portion of the medium's history, several publications have been produced specifically for male readers throughout the years. Sports Illustrated is one of those publications that has lasted the longest and is the most read.

Sporting Publications

Henry Luce, a co-creator of Time, started Sports Illustrated in 1954, but his team had their doubts. The new magazine did not make a profit for the first 12 years it was published because spectator sports had not yet attained the degree of popularity they have now. But when spectator sports were introduced to the expanding suburbs via television, their appeal soon grew, and Sports Illustrated became a hit. The magazine's current structure was created by managing editor Andre Laguerre, who gathered a team of skilled, devoted authors and implemented the widespread use of color images. Laguerre started the Sports Illustrated Swimsuit Edition in 1964 as a strategy to boost sales in the winter, when there aren't as many sports-related advancements. The magazine sold better after featuring model Babette March in a bikini on the cover, and the swimsuit issue started to become a yearly tradition. The issue, which features images of models wearing skimpy swimsuits and sparks some controversy, is routinely the magazine's best-selling one each year.

Celebrity Publications

Celebrity magazines generate large revenues and help create American pop culture, despite occasional criticism for their less-than-sophisticated approach to journalism. This feeds the preoccupation some Americans have with the ordinary day-to-day aspects of celebrities' lives. People, OK!, and In Touch are three of the most well-known celebrity publications now available. as well as Us Weekly.

People

People have been a top celebrity magazine ever since it started out as a spin-off of Time magazine's "People" section in 1974. By publishing human-interest stories with celebrity images and writing, the magazine differentiates itself from other celebrity gossip publications. The editors of People claim that they steer clear of Hollywood gossip items and won't run anything that hasn't been verified. Because of its distinctive editorial perspective

among celebrity publications, the journal routinely scores rare celebrity interviews and picture sessions. People, which ranks thirteenth worldwide with a confirmed readership of over 3.6 million in 2010, has become the most popular celebrity magazine in circulation thanks to the publishers' and certain celebrities' considerably more cordial relationship. A British-owned publication that debuted in 1993, says it will "bring you the truth and the inside scoop about celebrities." Initially, OK! had the policy to run only positive celebrity profiles despite being known for its exclusive interviews that often result in public announcements of pregnancies and engagements. The magazine chose to go from precedent and publish the irregular interview with pop diva Britney Spears in 2007 as a result of this policy shift. Spears consented to a second interview with the magazine in 2008 during which she spoke up about her prior actions, resulting in a more favorable picture of the singer. The very popular journal has a global readership and various subsidiary editions.

Us Weekly, which was first published in 1977, had a bimonthly entertainment news and review format up until 2000 when it changed to a weekly format to become the authority on celebrity news and fashion. This magazine "delivers a mass audience of young, educated, and affluent adults who are compelled by breaking celebrity news, Hollywood style, and the best in entertainment." The fashion sections of Us Weekly have become well-known, including "Who Wore It Best?," a reader poll that compares two celebrities wearing the same outfit, and "Fashion Police," where comedians provide their opinions on the fashion choices and gaffes of famous people. Us Weekly, which had a readership of around 2 million in December 2010, takes pride in being a pioneer in the celebrity magazine sector [8].

CONCLUSION

Important magazine industry publications act as exhibits of visual creativity and design in addition to their journalistic substance. Magazines with aesthetically appealing layouts, fascinating imagery, and striking cover designs include National Geographic, The Economist, and Rolling Stone. These publications use visual storytelling to capture readers, tell stories, and elicit emotions, improving the reading experience as a whole. Important magazines are significant organisations that influence journalism, target certain demographics, and adjust to the changing media environment. They embrace technological innovation, cater to niche interests, and set the standard for journalistic quality. These magazines contribute to the cultural fabric of society by offering rich and interesting material, and they develop as crucial sources of knowledge, inspiration, and pleasure in the contemporary media ecosystem.

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CHAPTER 11

IMPACT OF MAGAZINES ON PUBLIC INFORMATION ACCESS

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ABSTRACT:

By acting as a bridge between different information sources and the general public, magazines play a crucial part in controlling public information access. Magazines serve as filters in the information-overflowing, easily-accessible digital era by selecting and distributing trustworthy material to their audience. This abstract investigates how magazines control how the general public may get information, highlighting its function in presenting a range of viewpoints, fact-checking, and encouraging critical thought. By providing a forum for many viewpoints, periodicals help the general public obtain knowledge. They provide readers with a thorough understanding of the world by discussing a broad variety of subjects, such as politics, culture, science, and entertainment. Magazines encourage readers to think critically and from a variety of angles before drawing their conclusions by giving a variety of thoughts and opinions on a variety of topics. There have been described the differences between the forms of newspapers and magazines.

KEYWORDS:

Impact of Magazines, Public Information, Internet, Digital Era, and Media.

INTRODUCTION

Publications maintain the value of veracity and reputation by conducting extensive fact-checking procedures. Reputable publications have editorial standards and employ experienced journalists who are trained to check the authenticity of the material they offer, unlike social media platforms or unreliable internet sources. Magazines contribute to the fight against false information and the upkeep of public confidence by making sure the material they publish is trustworthy and based on verifiable facts. Last but not least, publications often act as gatekeepers by choosing and filtering material based on quality and relevancy. In an age of information overload, magazines serve as filters, sorting through the massive quantity of information accessible and providing readers with well-written, well-researched content. Magazines convey information that is judged useful and worthy of readers' attention in this way, saving them time and effort. Numerous mechanisms are used by magazines to limit the public's access to the material. The magazine business, like the newspaper industry, controls not only what stories are published but also how those stories are presented. The industries that control information in newspapers and magazines have many commonalities, but some important distinctions need investigation.

Magazine Format

In general, a subject may be covered in greater detail in most magazines thanks to their structure than it can in newspapers due to their relatively limited amount of space. Even the longest pieces in the majority of big publications, like The Washington Post or the Los Angeles Times, are often limited to 1,000 words. However, magazines usually permit a word limit that is doubled when publishing very interesting stories. However, length varies from

publication to publication and from narrative to story. An excellent illustration of this variation may be seen in the coverage of the Iraq War. Researchers looked at the differences in reporting across Time, Newsweek, and U.S. magazines over 4 weeks in 2003. The conflict in Iraq took up almost a third of the space and more than a fifth of all the articles in these four issues. Additionally, these articles had a higher tendency than others to be lengthy and in-depth. The ways in which the three periodicals handled the incident varied as well. Time gave the battle the greatest airtime, with a 37% share, compared to Newsweek's 34% and U.S.'s 24%. News. Time once again offered lengthy tales. In the four issues under examination, Newsweek published six in-depth features, including U.S. News published two lengthy pieces. The findings show editorial decisions and, thus, the influence the magazine business has over information control, even if these variations may not seem to be all that significant [1], [2].

Decision to Publicise

By selecting which pieces to publish, magazines, like newspapers, decide which stories are seen by the public. The selection of tales is influenced by current politics and world events, as one would anticipate. Leading news publications Time and Newsweek both saw significant content changes in the latter half of the 20th century. There was a significant growth in scientific articles, entertainment pieces, and personal health tales between the 1970s and the 1990s. Interestingly, despite both newspapers' claims of being dedicated to journalism, there was a sharp decline in articles on internal and international politics. Uncertainty surrounds whether these alterations represented a movement in reader interest or a change in the editors' viewpoints, but either way, they show that the magazine and its editorial team alone have the last say in what is published.

Advertising's Impact

A little over half of a magazine's revenue comes from advertisements. Advertisers may have a significant impact on which articles are carried since they have such a significant stake in the magazine business. Because magazines rely heavily on advertising for funding, they are selective about the material they publish. Controversial topics are often avoided by magazines because they risk alienating advertisers. Recently, a major American automaker wrote a message to roughly 50 publications requesting that their ad agency be informed if upcoming editions of the magazine had pieces that may be seen as provocative, contentious, or objectionable due to their discussion of political, sexual, or social topics.

It takes a fine balance for publications to satisfy their advertising. Since advertising costs are what drive the magazine business, many publications are compelled to appease advertisers by staying away from potentially divisive articles. Another tale about how stories are controlled by advertising shows how some publications must comply with their requests. A large corporation informed several magazine publishers that the content of their publications would be closely scrutinised for several months and that a significant advertising contract would be given to the publication that best portrayed their industry. This was an even more blatant attempt to sway magazine content.

It may be simple to portray the advertising business as an evil, oppressive force that wants to hide things from the people when there are tales like this. Advertisers may have some influence on stories, but they also have a lot to lose. Many marketers are switching from pricey print advertising to less expensive web-based adverts as internet media expands. Since the 1990s, advertising income has continuously declined, paralleling the growth in online reading. In order to prevent more financing losses, this decline in advertising may actually push publications to give marketers greater influence over their content. Advertisers' amount

of influence on magazine content may be difficult to quantify, but evidence shows they do have some impact [3].

Editorial Perspectives

Each magazine has a distinct editorial perspective that influences which articles are published and how they are presented. A 2003 investigation of the top news periodicals Time, Newsweek, and U.S. By displaying variances in how the media presented their content to the reading audience, News & World Report was able to confirm these discrepancies. U.S. A more plain explanation of the facts of events with less of a writer's "take" or view on what those events signify may be found in News & World Report. It is also the most likely to feature highly conventional hard news issues. Newsweek is more casual, more focused on covering lifestyle and celebrities, and more likely to publish articles with an emotional undertone. Between the two, Time magazine resembles a cross between both. Its tone is more American. Neutral and information-focused news. Its covers, on the other hand, are much more similar to Newsweek's, emphasising entertainment and a fashionable lifestyle. Although these differences between the three periodicals may appear minor, they have an impact on the content found within their covers. However, these editorial slants do not elevate one publication over the others in stature or validity; U.S. Newsweek may give the human perspective on an event, whereas News & World Report can provide the statistics and data. However, readers should be aware that each publication's contents are influenced by a number of different factors.

DISCUSSION

The way the public gets information has changed substantially as a result of the Internet. The power that magazines formerly had over information has been substantially diminished by the emergence of internet news sources. Today, a number of online-only magazines provide news and coverage that was previously only accessible via print publications for little to no money. Slate, an online-only publication that compiles news from newspapers all around the world each day, and Salon, which gives readers numerous items for free and more in-depth coverage for a membership fee, are two examples of online-only magazines. Online magazines, like their print counterparts, depend on advertising income, but since that advertising is less expensive, marketers may not be as invested in online content. All of these elements play a part in shifting perceptions about how information is managed in the media sector [4], [5].

Magazine Specialisation

Magazines have gradually shifted into more specialised, dispersed groups throughout the last century. With the rise in popularity of television, general-interest magazines started to become specialised. Print newspapers attempted to differentiate themselves from their rivals by carving out specific market niches in order to withstand the challenge presented by the success of broadcast media. Magazine editors discovered that by specialising at this time, they were more enticing to marketers looking to target certain demographics. Ads weren't merely sent to the entire public anymore. Advertisers might instead choose to target people based on their gender, age, colour, class, and social and cultural interests.

Specialisation has become crucial for survival in a market that is expanding at an exponential rate, from the medical area to the car industry. However, the tendency may be most visible in the media, particularly in the publishing sector. This broad range of specialised publications reflects the rising specialisation of markets and consumers. In 2006, the Magazine Publishers of America trade organisation identified more than 40 unique categories of consumer

magazines. "In publishing, the magazine rack is a good indicator of the demand for specialised publications and books. There are publications devoted to photography, vehicles, economics, foreign policy, and more. Specialization is more likely to rise than fall. "Market fragmentation has grown and most likely will continue to do so. Individualization and customization are likely to remain popular trends.

Expert Trade Publications

Almost all trade associations provide a professional newspaper for their members. Many trade associations even have their libraries where they keep materials that are exclusively for their particular target audiences. For instance, Beltsville, Maryland's National Agricultural Library, which is close to Washington, DC, may be a good place to start if someone wants to learn more about organizations related to agriculture, forestry, fishing, and hunting. One of the greatest agricultural collections in the world is housed in this library, one of the four national libraries of the United States [6]. A national network of state land-grant and U.S. institutions gathers information and connects it. field libraries for the Department of Agriculture. The variety of trade-group periodicals available includes many more than this one. The Career Resource Library and other resources are accessible to anyone who want to peruse trade organisation publications.

Academic Publications

Since the early years of magazine printing, academic journals have existed in some form. The Universal Historical Bibliothèque was the first publication to accept academic submissions in the 17th century. The American Economic Review and The Journal of Marriage and Families are just two examples of the hundreds of scholarly publications that are available today. Every academic discipline also has its own set of journals to which experts may submit their work. Students and teachers may access these periodicals via library databases at the majority of universities. Journals are graded according to the kinds of papers they publish and how selectively they publish them in every academic discipline. Peer review is a common method used by academic publications to choose which papers to publish. An anonymous essay is reviewed by a panel of readers who then determine whether to approve, accept amendments, or reject the document outright. Both graduate students and university faculty members need to publish their work in scholarly journals to spread their ideas and advance in their professions.

Groups of Religion

Since many people's lives are centered on their faith, it should come as no surprise that there are many periodicals devoted to various religions. The majority of religious periodicals are Christian publications, which range from Christianity Today to Catholic Digest. But there are other faiths featured in publications than Christianity. Shambhala Sun is a Buddhist publication, whereas Kashrus Magazine caters to the Jewish community. Additionally, certain publications, like CrossCurrents, cater to readers of all religions. CrossCurrents, according to the magazine's proprietors, is "a global network for people of faith and intelligence who are committed to connecting the wisdom of the heart and the life of the mind".

Groups of Politicians

Political parties have also profited from the magazine market. Most individuals can locate a newspaper that represents their political views, whether they are liberal or conservative. The American Conservative and The American Prospect are two such publications. The American

Conservative is geared towards right-leaning people, whereas the American Prospect targets Democrats with "thoughtful views of America's progressive liberal Democratic issues, ideas, politics and policy". This fortnightly, whose editors include well-known conservatives Taki Theodoracopulos and Pat Buchanan, "is dedicated to reigniting the conservative conversation, engaging the neo-con agenda through its espousal of traditional conservative themes".

Magazines of Pulp And Genre Fiction

Even though there aren't as many pulp magazines published now as there were back in the 1930s, this distinct market segment is still vital to the magazine business. Asimov's Science is one such instance. Science fiction magazine Fiction was established in 1977 and is still widely read today. It was started because "Isaac Asimov, one of science fiction's most important and prolific authors, wanted to provide a home for budding SF writers a new journal that young writers might break into. In keeping with its initial purpose, the magazine publishes tales of all lengths for the ardent science fiction reader. Asimov's Science Fiction continues to be that home as well as the publisher of some of the genre's best-recognized writers.

Ellery Queen's Mystery Magazine is another contemporary illustration of a genre magazine. The journal was founded in 1941 to "raise the sights of mystery writers generally to a genuine literary form," to "encourage good writing among our colleagues by offering a practical market not otherwise available," and to "develop new writers seeking expression in the genre." A large number of now-famous authors have been published in the journal, including Rudyard Kipling, William Faulkner, Ernest Hemingway, Norman Mailer, and Alice Walker. Although pulp and genre fiction magazines typically have a low circulation Asimov's circulation in 2009 was about 17,000 the caliber of the authors they frequently attract gives these publications a great deal of influence within their respective niches. Today, the publication takes pride in being "on the cutting edge of crime and mystery fiction, offering readers the very best stories being written in the genre anywhere in the world".

Magazines of Interest and Hobbies

The category of hobby and special-interest periodicals may be the most popular one, reflecting the diverse range of interests and pastimes that people have. One may discover publications on subjects like sports, wellness, food, home improvement, travel, and geography under this category of periodicals. The majority of the time, readers may discover a magazine that focuses on their particular interests. For instance, photographers may subscribe to the British Journal of photographic, which has been published continuously since 1854 and is the world's oldest photographic journal. Music lovers can choose from a variety of publications, from more general ones like Spin and the International Early Music Review to highly specific ones like the Journal of the International Double Reed Society and Just Jazz Guitar. This journal prints "profiles of emerging talent alongside star names, a picture-led Portfolio section, business analysis, and detailed technology reviews." Additionally, there are publications solely dedicated to hobbies like crafts, such as the scrapbooking magazine Creating Keepsakes, and pet keeping, such as the aptly called Pet.

A very profitable and popular magazine market has been made possible by fashion. Vogue is the most well-known fashion publication and was founded in 1892. The magazine has a massive following, with a circulation of over 1.2 million subscribers. "Vogue has been America's cultural barometer, putting fashion in the context of the larger world we live in—how we dress, live, socialise; what we eat, listen to, watch; who leads and inspires us." According to Vogue's goal statement, which is as follows, the fashion magazine business will

follow its example: The history of *Vogue* is a narrative about women, culture, what is important to know and see, individualism and elegance, and the enduring force of earned influence. Every month, *Vogue* serves as the cultural eye for millions of women, inspiring and pushing them to view the world and themselves in new ways [7]. Even if *Vogue* has a large audience, most niche publications have fewer subscribers. For editors tasked with increasing subscriptions to increase profit, this might be concerning. However, the attractiveness of such niche markets brings in more money from advertisers who can buy magazine space with confidence that their advertisements will be seen by a certain demographic.

The Internet's Impact on the Magazine Industry

Describe the adjustments made by print publications to the internet market. cite a special advantage of print periodicals keeping past issues online. The headline of a piece by *Consumerist* from March 2010 was "Print edition of *TV Guide* tells me to go online to read most of cover story". In the article, it is said that *TV Guide* published a report identifying "TV's Top 50 Families," but startled viewers by only including the top 20 families. Readers have to visit the website to get the remainder of the list. The shift towards online reporting, which has alarmed some readers, is a long-standing trend in magazine journalism. Magazines have been significantly impacted by the influence of the Internet, much like their newspaper relatives. As a result of readers and advertisers accessing material online due to the abundance of information accessible, readership and income have decreased. Magazines are being forced by these modifications to adapt to an increasingly online market.

Online-only Publications

Salon debuted the first significant online-only magazine in 1995. Salon, the award-winning online news and entertainment website, combines original investigative stories, breaking news, provocative personal essays, highly respected criticism, along with popular staff-written blogs about politics, technology, and culture. The website organises its material into categories similar to those found in many print magazines, including entertainment, literature, comics, life, news and politics, and technology and business. This online publication shows the potential viability of web-based media with an average of 5.8 million monthly unique visits.

Slate and *PC Magazine* are two further online-only publications. Like the majority of online publications, all three magazines rely in part on advertisements that run alongside articles and other material. Slate was established in 1996 and describes itself as a "general interest publication offering analysis and commentary about politics, news, and culture." Slate describes itself as "a daily magazine on the Web," providing online articles, podcasts, and blogs for readers interested in news and politics, the arts, business, technology, and science. Numerous awards have been given to the popular magazine in recognition of its services to journalism [8]. *PC Magazine* is considerably different from Slate or Salon in that it was first published in print. The computer magazine, which debuted in 1982, issued editions in hard copy for more than 15 years until announcing in 2008 that its January 2009 issue would be its last printed edition. The shift was covered by *PC Magazine* in an open letter to its readers:

PC Magazine will switch entirely to digital publishing in February 2009. We will thus provide *PC Magazine* Digital Edition to all of our print subscribers in addition to our well-liked network of Websites. In reality, the *PC Magazine* Digital Edition has been accessible since 2002. Therefore, the advantages of this special media are already apparent to many people. And as we work hard to improve your digital experience in the next months, those advantages will keep growing. Although it may seem appropriate that this computer-focused

magazine is among the first print publications to go to a fully online format, its motivation for the change was commercial rather than artistic. Jason Young, CEO of Ziff Davis Media, explained the choice by saying, "The viability for us to continue to publish in print just isn't there anymore." Young's view unfortunately matches a pattern that has been developing for some time, which is bad news for the magazine business. Several other periodicals have made the switch from print to exclusively being available online, following in PC Magazine's footsteps. Previously print-only publications like Teen People and Elle Girl are now solely accessible online. More publications will probably undergo similar changes as printing costs increase and advertising and subscriber income fall.

Sites that Resemble Magazines

Websites that perform many of the same tasks that magazines formerly did but aren't publications themselves have grown in popularity in recent years. For instance, the online music industry journal Pitchfork Media. The site, which has been around since 1995, provides visitors with criticism and commentary on modern music and includes many of the same elements as a typical music magazine, such as reviews, news, essays, and interviews. It is arguable whether the website is capitalizing on the popularity of print magazines by adopting their format or whether it is just reacting to its consumers by giving them a usable online experience. Of course, the internet also contains a lot of features that aren't accessible in print, such a music and movie streaming playlists. This combination of magazine-like material with new media content gives a potential glimpse into the future of print publications on the internet platform.

Magazines in Print That Have Online Presence

The majority of print periodicals have websites. Nearly all significant print publications have a website that is accessible for free or by membership. However, there are fundamental distinctions between print and internet media. Offering back-issue material is another strategy used by publications to attract readers online. Readers don't need to recall which issue the material was initially published to peruse back issues. From publication to publication, this fluctuates in price. CookingLight.com provides prior issues for free, but CooksIllustrated.com publishes recipes from earlier issues as part of a premium online subscription program. Even while such collections seldom publish whole articles or entire issues, several periodicals include online archival collections. As an example, Time provides "hand-picked covers and excerpts from the best articles on a wide variety of subjects". The advice from Time is to "use them as chronological guides to Time's past coverage of a person, event, or topic." However, there is a clear advantage to being able to look back for items from 1923 from a computer, even without having the whole collection online.

The New York Times published an article in 2008 titled "Mourning Old Media's Decline," written by David Carr, in which he lists several announcements of job losses in the print sector. The decline in subscriber and advertising demand resulted in the layoffs of thousands of people working at magazines and newspapers. The issue at hand, he says, is how many people will be left to cover it as clearly the sky is falling. The paradox of all these pronouncements is that newspapers and magazines do not have an audience issue newspaper do not have an audience problem, says Carr, who also explains the transition in viewership from print to digital. Websites are an important and expanding source of news, but they do have an issue with users. One has to question how the business will survive given that the bulk of periodicals and newspapers are accessible online for free. Even while magazine operating expenses are partially covered by advertising, this may not be enough.

The magazine business is being infiltrated by the contentious discussion about print's continued viability. Glamour's editor-in-chief, Cindi Leive, said at a 2006 editorial gathering that she loves this subject. In response to the comment, the editor-in-chief of More magazine said, "It's what we talk about all day long." However, there is an equally vociferous faction advocating for the complete abolition of the print medium for the same number of individuals who are fighting for the print business to stay viable. Former print editor-turned-blogger Jeff Jarvis faced up against John Gryphon, head of the magazine division of the National Geographic Society, in a discussion on the subject that was published in 2005. Print is not dead, according to Jarvis. Where words die are in print. Gryphon spoke in opposition, saying, "Actually print is where words go to live we're still reading the ancient Greeks". Whatever your point of view, the print business is certainly struggling. To succeed in a world that is becoming more and more online, magazines are reevaluating their marketing approaches. However, a lot of people are optimistic that journals will find a method to publish both in print and online. After all, "reading a large, glossy magazine has a distinct, unusual, almost luxuriant quality to it. Or, in the words of Marie Claire editor Joanna 1 Coles, "There will always be a monthly magazine as long as people take baths".

CONCLUSION

By providing in-depth and thought-provoking stories, magazines also encourage readers to think critically. They dive into intricate topics, offering context, insight, and analysis that go beyond the surface level of news headlines. Magazines build a more educated and discriminating society by encouraging readers to think critically, challenge presumptions, and participate in informed debates. Finally, periodicals are essential for controlling how the general public may get information. In a world where information is abundant, they provide a variety of viewpoints, fact-check data, encourage critical thought, and serve as filters. By carrying out these duties, magazines help to create an educated and involved society that empowers people to make better-informed choices and take part in public dialogue.

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CHAPTER 12

INVESTIGATING INTERNET AND SOCIAL MEDIA SITES

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ABSTRACT:

The way individuals acquire and exchange information has changed dramatically in the digital era thanks to websites and social media platforms. This chapter investigates how social media and websites affect public access to information, highlighting how they foster connectedness, aid in the distribution of knowledge, and provide users with both possibilities and difficulties. Additionally, social media and websites provide distinctive options for involvement and interaction. Users may discuss, like, comment on, and share information, adding to discussions and arguments on a variety of subjects. The platforms' interactive features promote activism, civic participation, and the development of online communities centered on common interests. It also exposes users to echo chambers and filter bubbles, where they are mostly exposed to material and ideas that support their own beliefs. This might reinforce prejudices and restrict exposure to a variety of viewpoints.

KEYWORDS:

Computer Networks, Internet, Protocol, Social Media, Information Exchange.

INTRODUCTION

Social media platforms and internet sites have greatly improved connectedness amongst people all over the globe. Through these platforms, users may communicate with friends, family, coworkers, and even strangers across distances. Internet sites and social media promote a feeling of global connectivity by facilitating the flow of information, ideas, and viewpoints via online communities, forums, and networking tools. These platforms have developed into effective instruments for the communication of information. Users may instantly share news, articles, movies, and personal thoughts with a large audience by just clicking a button. The democratization of information production and delivery has given everyone the capacity to actively participate in influencing societal discourse. As disinformation and false news may travel quickly via these platforms, it also raises questions about the veracity, authenticity, and accuracy of the material conveyed.

Applying for a job used to be very straightforward: email your résumé, including a cover letter, and contact a few references to ensure they would be favorable. The hiring manager is aware that this is a biased opinion formed to enhance the applicant's appearance, yet anything is acceptable in that case. Since everyone who applies for a job goes through the same procedure, the likelihood of anything exceptionally unfavorable landing on a hiring manager's desk is not very high, barring major catastrophes. The candidates' virtual selves must now be hidden as a necessary step in this application procedure, a new step that was previously optional. This can include "Googling" their name to see the results of a Google search. It would be a good idea to make your Flickr album private so that only friends can access it if the first item that pops up is one from the cocktail party with an Olympic theme from last month.

Web 2.0 social media's widespread use makes it possible for anybody to create an online identity as early as birth. Although this persona may not be a true reflection of the person, it may be one of the first things a stranger sees. Although one's online identity could be a hiring manager's initial impression of a potential employee, the same online photographs might not seem negative to friends and family. Before contacting references, a recruiting manager may use an Internet search to gather details on prospective recruits. When creating a professional-looking online identity, it's crucial to keep first impressions in mind. Your internet presence may be compared to your first words spoken to a stranger. It could be a better idea to conceal those photos and exchange them with a well-written blog or a polished website instead of displaying them to a total stranger.

The information shared on social networking websites like Facebook, where users utilize the Internet to make new friends and keep up with old ones, is almost unbreakable and could not genuinely belong to the person. *How Sticky Is Membership on Facebook?* appeared in *The New York Times* in 2008, while Facebook was gaining popularity swiftly. *Just Try Breaking Free* is a title that functions as both a cautionary tale and a big-brother jab. Although the website does offer the option to deactivate an account, "Facebook servers keep copies of the information in those accounts indefinitely." This is a catch-22 situation because, on the one hand, users who become disenchanted and stop using Facebook can return at any time and resume their activity, but, on the other hand, their information is never completely deleted. If the existence of a Facebook profile might jeopardize a job application, it is feasible to start again, although laboriously. Every single wall post, group membership, image, and everything else must be deleted one by one by the user.

Although MySpace and Friendster still ask users to confirm their account deletion requests numerous times, they do provide a simple "delete" option. However, the persistent nature of Facebook information is nothing new. Even the Internet Archive retains decades-old historical documents, and Google even saves a cache of erased web pages. Although it may seem unusual, this move from transient media, such as TV and radio, which are essentially finished as soon as they are transmitted, to the permanent permanence of the Internet is built into the system in certain respects. Understanding the origins of the Internet may provide light on how it operates today, from the challenges of removing an online identity to the quick and almost ubiquitous access to information.

The Internet's Evolution

The Internet has gone a long way in a short time, from its early days as a network restricted to the military to its present position as one of the developed world's main sources of information and communication. However, there are a few features that haven't changed and provide a logical thread for understanding the beginnings of the now-dominant media. The first is the ongoing existence of the Internet, whose design as a decentralized, unbreakable communication network was inextricably influenced by its Cold War origins [1]. The second component is the creation of computer communication rules that allow the machines to transform unprocessed data into insightful knowledge. These guidelines, or protocols, were created by computer scientists after much deliberation to enable and regulate online communication and to define the way the Internet functions. Facebook is a straightforward illustration of a protocol: Users may easily interact with one another, but only if they accept protocols like wall postings, comments, and messages. Facebook's protocols enable communication while also regulating it. These two components link the history of the Internet to its current form. You may better understand the development of the Internet, from the Cold War to the Facebook age, by keeping these points in mind as you read.

The Internet's History

A military concept called decentralization, which is also utilized in secure voice communication, is what gives information on the Internet its nearly indestructible nature. The RAND Corporation created a technique that enabled users to transmit encrypted audio communications in the early 1970s. This new system allowed a voice message to be sent through an entire network, or web, of carrier lines, without needing to pass through a central hub, allowing for many different possible paths to the destination. This is in contrast to the hub-and-spoke model, where the telephone operator would patch two people through directly. The U.S. military was worried that a nuclear assault during the Cold War would destroy the hub in its hub-and-spoke arrangement; but, with this new web-like approach, a secure voice communication would be more likely to withstand an extensive attack. Even if any of the locations of the nodes where the web of connections intersected were destroyed, a network of data paths would still be able to send encrypted speech "packets." The only way the web's data could be erased is by destroying every node, which is unlikely to happen in a highly decentralized network. The only way for this decentralized network to operate was via standard communication protocols. Any kind of machine-to-machine communication must adhere to protocols, much as humans do when using the telephone "hello", "goodbye," and "hold on for a minute" are three examples. These protocols serve as a common language that enables easy and transparent communication between computers [2]–[4].

DISCUSSION

1973 saw the U.S. The Defence Advanced Research Projects Agency started looking at protocols that would let computers talk to each other across a dispersed network. Particularly in the area of a web-based network model of communication, this effort matched work done by the RAND Corporation. DARPA employed this innovative packet-switching technology to transport tiny bundles of data across a line as opposed to utilising electrical signals to transmit an endless stream of ones and zeros. This allowed for the packaging of a message that would have otherwise been an uninterrupted stream of binary data that was highly prone to mistakes and corruption.

Consider a discussion over the phone in which any signal static would render the discourse incoherent. Humans can deduce meaning from "Meet me [static] the restaurant at 8:30," but computers may not always be able to do the same. This continuous flow of data is perplexing and incomplete to a computer, or "corrupted," to use the technical phrase. Computer to computer transmission would appear to be practically impossible given how easily electronic communication may be disrupted by noise or other factors. However, this packet-switching technology's packets contain a feature that enables the receiving computer to confirm that the packet has arrived intact. A single big message could be divided into numerous smaller ones and delivered via a vast network of links because to this new technology and the common protocols that enabled computer-to-computer communication. This sped up transmission and improved the security of that transfer.

A host is one of a network's essential elements. A host is a physical node that has an Internet connection that "directs traffic" by sending and receiving data packets from and to other computers that are linked to it. A particular machine is often linked to the Internet via a host in a typical network rather than directly. In this instance, an Internet protocol, or IP, address designates a host. Although every individual IP address points to a specific place on the vast Internet, one IP address might act as a gateway for a variety of different machines. Each student's computer may thus have its own local IP address on the school's network if, for instance, a college campus has a single global IP address for all of its students' computers.

Numerous separate global hosts, each with any number of computers linked inside their internal networks, are made possible by this tiered arrangement. Imagine a campus postal system where each student has an internal mailbox while having the same worldwide address.

After the United States, the early Internet was known as ARPANET. Advanced Research Projects Agency, with only UCLA, Stanford, UC Santa Barbara, and the University of Utah serving as hosts. There are already more than 500,000 hosts, and each one presumably provides service to thousands of users. Each host connects to a network of computers that is constantly expanding via protocols. Due to this, the Internet is not a physical thing that exists in a single location; rather, it is the term we give to the vast network of linked computers that together make up what we refer to as the Internet. The protocols are what allow for this connection; the Internet is not a physical structure.

The Transmission Control Protocol gateway is another essential element of the Internet. The TCP gateway, which was first suggested in a paper published in 1974, functions "like a postal service." Without knowing a specific physical address, any computer on the network can ask for the owner of any IP address, and the TCP gateway will consult its directory of IP address listings to determine precisely which computer the requester is attempting to contact. As a result of the advancement of this technology, computers could now interact with one another without knowing the precise address of a receiver since the TCP gateway would handle everything. The TCP gateway also checks for faults and guarantees that data arrives at its destination without being tampered with. TCP/IP, as it is known today, is the combination of TCP gateways and IP addresses that serves as the equivalent of a global phone book for all hosts on the Internet.

The Evolution of the Electronic Mailbox

In some ways, email has been around for quite some time. Electronic communications were first stored in a solitary mainframe computer system. Each individual using the computer would have a unique folder, thus all that was needed to send a message to that person was to create a new document in that person's folder. It was quite similar to placing a message on someone's desk for them to view when they signed on to the computer. However, when networks grew, things got a little bit more challenging. Ray Tomlinson, a computer programmer, is credited with creating the current name convention, which uses the @ sign to indicate the server. In other words, Tomlinson is credited with creating the first network e-mail in 1971 using his program SNDMSG, which directs the host "gmail.com" to drop the message into the folder belonging to "name". One of the key drivers behind the Internet's explosive growth is frequently credited to the development of a straightforward standard for email, which is today one of the medium's most popular services.

Later commercial advancements, particularly America Online, which made connecting to e-mail considerably simpler than it had been at its beginning, contributed significantly to the growth of e-mail use. Most online browsers incorporated some kind of e-mail service, and internet service providers bundled email accounts with Internet access. Along with the ISPs, free email accounts were also offered by services like Hotmail and Yahoo! Mail, which were funded by tiny text adverts placed at the bottom of each email message. These free "webmail" services quickly grew to make up a significant portion of the email services offered today. The maximum inbox sizes of today's email services, like Google's Gmail service, often provide gigabytes of free storage space, much beyond the initial maximum inbox sizes of a few megabytes.

Written communication has been revolutionized by email. E-mail is a major rival to postal services that pride themselves on speed, such as FedEx and UPS, due to its speed and relative

affordability. Email correspondence with a person on the other side of the globe is just as rapid and affordable as correspondence with a neighbor. However, the expansion of internet commerce and businesses like Amazon.com has in some ways increased the prominence of the postal service and shipping firms, not necessarily for communication but rather for delivery and distant company operations.

Web 1.0 hypertext

Tim Berners-Lee, an Oxford University alumnus and software developer at CERN, came up with the concept of employing a novel protocol to transfer documents and data over the internal CERN network in 1989. He invented a brand-new language called hypertext markup language instead of just transferring normal text-based content. Text that extends outside of a single page is referred to as hypertext. Links to other documents, text-style formatting, graphics, and a broad range of other elements may all be found in hypertext. The fundamental concept is that documents may be built out of various connections and viewed just as if they were on the user's computer. For computers to understand this new language, a new communication protocol was needed, and Berners-Lee chose the moniker hypertext transfer protocol. Hypertext documents may be sent between computers via HTTP, and a browser can subsequently parse them to create viewable web pages. World Wide Web, the browser that Berners-Lee invented, was a hybrid browser-editor that let users read other HTML pages and write their own [5].

In contrast to the increasingly complex tools being advertised for making web pages, modern browsers like Microsoft Internet Explorer and Mozilla Firefox simply permit the reading of online pages. Even the most complex page may be authored fully using a program like Windows Notepad. The most popular browsers have adopted certain protocols, which make it possible to generate web pages using the most basic tools. Creating web pages is as easy as understanding the language of these browsers since Internet Explorer, Firefox, Apple Safari, Google Chrome, and other browsers all read the same code in a manner that is essentially identical. America Online, or AOL for short, was the moniker given to the Internet connection service Q-Link in 1991, the same year that Tim Berners-Lee developed his web browser. Based on providing Internet access to everybody with a telephone connection, this business ultimately expanded to employ over 20,000 people. A dial-up modem a device that links any computer to the Internet over a telephone line and the telephone connection itself were all that were needed to form communities centered on almost any topic in 1991, even though the web was not what it is today.

Also, AOL combined the functionality of Instant Messenger and chat rooms into a single program. While Instant Messenger enabled two users to discreetly interact through text-based communications, chat rooms allowed several users to compose live messages to a "room" full of people. The most significant feature of AOL was how it combined all these formerly independent programs into a single user-friendly package. Although AOL was subsequently criticized for poor customer service concerns such as people being unable to cancel their services, its contribution to making the Internet accessible to the general public was crucial. The World Wide Web, in contrast to AOL's exclusive offerings, required a separate web browser to be seen. The National Centre for Supercomputing Applications at the University of Illinois published the program Mosaic, which was the first of these browsers to gain popularity. Due to characteristics that today appear essential to the web, Mosaic gained a lot of popularity very rapidly and was made available for free. The introduction of things like pictures, which are now an essential component of the online, and bookmarks, which let users record the position of certain sites without having to remember them, made the web more useable for more people.

Although Mosaic hasn't had an update since 1997, the engineers that worked on it later went on to build Netscape Navigator, a very well-liked browser in the 1990s. The Navigator web browser was discontinued in 2008 when AOL acquired the Netscape business, partly as a result of Netscape Navigator's market share loss to Microsoft's Internet Explorer web browser, which comes pre-installed on Microsoft's widely used Windows operating system. However, Netscape has been gradually replacing its Navigator software with Mozilla Firefox, an open-source application that is now the second-most popular web browser on the Internet. Given its lack of advertising and Microsoft's inherent advantage of bundling Internet Explorer with the majority of home computers, Firefox has approximately a quarter of the market, which isn't terrible [6].

Role of Internet

The availability of web browsers as a less-restricted substitute for AOL's exclusive service led to an increase in the number of new businesses on the internet. The Web of this time, often known as Web 1.0, included a large number of niche websites that used the Internet's capacity for immediate, worldwide communication to establish a new class of companies. The "dot-com boom" is another moniker for this 1990s free-for-all. It appeared possible during the boom for nearly anybody to create a website and sell it for millions of dollars. The "dot-com crash" that had a place in that decade, nevertheless, appeared to suggest otherwise. Many of these Internet start-up businesses failed, taking their investors with them. Then-chairman of the U.S. Federal Reserve, Alan Greenspan, described this phenomenon as "irrational exuberance," in large part because investors may not have known how to evaluate these specific business ideas and because businesses that had never made a profit may be sold for millions of dollars. Although the new Internet business models may have performed well on the stock market, they were not always tenable. Investors as a whole made several errors in their evaluation of these businesses' commercial potential, and as soon as they realized what they had done wrong, most of the previous market gain vanished. The development of new technology may lead to the harmful perception, the "irrational exuberance" that Greenspan mentioned that traditional business principles are no longer relevant. However, long-term growth is not always a result of this risky assumption.

Some dot-com companies that were founded during the boom and were fortunate enough to escape the bust still exist today. For instance, eBay turned what seemed to be a risky practise into a regular occurrence with its online auctions. A less fortunate business, eToys.com, had a promising beginning its stock doubled the day it went public in 1999, but filed for Chapter 11 bankruptcy under the heading "The Internet and Social Media" in 2001. TheGlobe.com, one of these firms, offered one of the first social networking platforms that quickly gained popularity. TheGlobe.com's shares rocketed from a target price of \$9 to a closing of \$63.50 a share when it went public. The website itself was launched in 1995, and it relies on advertising for revenue. TheGlobe.com ceased to be profitable and shut its doors as a social networking site as skepticism about the dot-com bubble rose and advertisers were wary of the value of online marketing. The present approach, which is mostly based on the highly targeted Google AdSense service, did not emerge until much later, even though advertising is already prevalent on the Internet. The same ad could have been shown on hundreds of different web sites during the early days of the dot-com boom, but today's advertising is often tailored to the particular page's content. However, it did not signal the end of online social networking. The issue with social networking has persisted from at least Usenet's inception in 1979, and it was always one of profitability. Nearly everything previously seen in media was different from this concept of open access to user-generated material, and funding sources would need to be as innovative [7].

Early Social Media Years

The Internet has been readily adapted and expanded into many other areas of our life because of its common, generalized protocols. Everything is influenced by the Internet, from our daily lives (such as being able to read newspapers from across the globe) to how research and cooperation are carried out. The speed, volume, and "democratization" of publishing, or the availability of anyone to post ideas online, are three significant communication-related changes brought about by the Internet that has had a significant impact on how we interact with one another socially.

Social networking has contributed to one of the biggest and most dramatic shifts on the Internet. Without placing a single awkward phone call, we can now see what all of our friends are doing in real-time thanks to Twitter, blogs, and Facebook, as well as take into account the opinions of strangers who may never express themselves in traditional print media. Although the term "social media" currently appears to be associated with websites like Facebook and Twitter, it is important to take into account all the ways a social media platform influences the Internet experience. Recent years have witnessed an explosion of new content and services.

Usenet in the Late 1970s and Early 1980s

A former DARPA scientist called Larry Roberts launched Telnet, the first commercial packet-switching firm, almost immediately after TCP connected the different networks. The dial-up modem was created two years later, in 1977, allowing anybody on the globe to access the Internet. The Internet soon established itself as a standard for computer enthusiasts once its accessibility went beyond only academic and military communities. Usenet's establishment was one of the effects of the Internet's accessibility to amateurs. To send and receive messages, graduate students Tom Truscott and Jim Ellis of the University of North Carolina 1979 linked three computers to a tiny network using a series of programming scripts. This technology quickly became widely used throughout the expanding Internet. Anyone with a computer might publish a subject or react on Usenet, which functions much like an electronic version of community bulletin boards. According to the posting "What is Usenet?" the group was inherently and overtly anarchic. According to this text, "Usenet is not a democracy. Usenet is not managed by a person or organization. Usenet is not and cannot be a democracy, autocracy, or other "-acy" However, Usenet was used for more than just socializing, it was also utilized for teamwork. The service in some ways encouraged a novel form of cooperation that appeared to mark the beginning of a revolution. I was able to join rec. kites and collectively people in Australia and New Zealand helped me solve a problem and get a circular two-line kite to fly," one user told the UK's Guardian.

Pioneers of Yahoo! on GeoCities

Let's go back to 1995: David Bohnett, the president and creator of Beverly Hills Internet, declares that his business is now known as "GeoCities." With the condition that a modest banner advertisement be displayed at the top of each page, GeoCities allowed users to build web pages in "communities" for free. Anyone may create a GeoCities account and create a web page on a certain subject. Nearly all of the community names, including Broadway and Athens, were focused on certain subjects.

Perhaps Usenet is where the concept of focusing communities on certain subjects originated. The Usenet domain alt.rec.kites designates a particular subject among a group of related topics. Even on a massive website like GeoCities, people could organise themselves using this hierarchical structure. The difference with GeoCities was that it limited users to a very

modest amount of resources while allowing them to do much more than just submit text. Even though each GeoCities user only had a few megabytes of online space, the GeoCities main server included standardised images such as mailbox icons and back buttons. Because GeoCities was such a significant component of the Internet and these common symbols were so widely used, they have now really become a part of its cultural heritage. The Internet Archaeology website's Web Elements category is a fantastic illustration of just how commonplace GeoCities visuals have become [8], [9].

A freemium business model was used to establish GeoCities, where customers must pay extra for features like commercial sites and shopping carts. The similar business strategy is used by other Internet companies like Skype and Flickr to maintain a large user base and continue to make money from loyal customers. Many modern web businesses are using this freemium model to diversify their revenue sources since the loss of online advertising revenue was considered to be one of the primary reasons for the dot-com disaster. The business strategy of GeoCities was so successful that Yahoo! purchased it at its height in 1999 for \$3.6 billion. GeoCities felt like a sure thing at the time since it was the third most popular website on the internet. On October 26, 2009, ten years after it was launched, Yahoo! permanently shut down GeoCities in all countries save Japan. One of the most important components of online companies nowadays is revenue diversification; from YouTube to The Wall Street Journal online, practically all websites are now searching for different money sources to fund their services.

CONCLUSION

In conclusion, social media websites have changed how the general public accesses information by improving connection, allowing information transmission, and promoting user involvement. Although these platforms have many advantages, they also pose problems concerning information veracity, privacy, and internet security. Users need to be discriminating against information consumers, critically assess their sources, and actively engage in online communities while being aware of any hazards connected to these platforms. Last but not least, privacy, data security, and online harassment are issues that social media and internet sites raise. Users often give up their privacy when disclosing personal information online, and questions are raised about how these platforms acquire and handle this data. Additionally, to create a secure and welcoming online environment, serious concerns like online harassment, cyberbullying, and the dissemination of hate speech must be addressed.

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CHAPTER 13

AN ANALYSIS OF SOCIAL MEDIA AND WEB 2.0

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ABSTRACT:

The way individuals connect, communicate, and exchange information online has been completely transformed by social media and Web 2.0 technology. This chapter examines the effects of social media and Web 2.0 on numerous facets of society, including interpersonal interactions, commercial activities, and the diffusion of knowledge. It looks at the characteristics and functions of Web 2.0 and social media platforms, emphasizing their importance in establishing online communities, encouraging user-generated content, and influencing public debate. Additionally, social media and Web 2.0 have prompted crucial questions about data security, privacy, and online safety. Users often divulge personal information on social networking sites, which raises questions about data security and the possibility of abuse. Furthermore, problems like cyberbullying, harassment, and the dissemination of hate speech have proliferated on these platforms, prompting actions to guarantee a welcoming and secure online environment. List the main social networking sites, along with descriptions of each one's potential applications and target audience. Show the impact of blogs on information generation and delivery, both good and bad.

KEYWORDS:

Internet, Marketing, Networks, Social media, Web 2.0.

INTRODUCTION

First of all, Web 2.0 describes the transition from static web pages to dynamic platforms that promote user engagement and collaboration. Web 2.0 technologies, such as social networking platforms, are well known for allowing users to produce and share information, participate in debates, and interact with others in real time. These platforms have revolutionised interpersonal interactions by enabling people to stay in touch with friends and family across geographical boundaries and by fostering the growth of new online communities based on common identities and interests. Second, social media platforms have significantly changed how businesses conduct their operations by opening up new avenues for marketing, consumer involvement, and brand development. Social media may be used by businesses to reach a larger audience, get consumer feedback, and develop connections with them. Social media platforms' interactive features enable direct contact and individualised interactions, which improve client happiness and loyalty.

Furthermore, social media websites have developed into important news and information sources that shape public opinion and influence public dialogue. These platforms' user-generated material has facilitated citizen journalism by enabling users to report on events and express their viewpoints without the need for conventional gatekeepers. However, as misinformation and disinformation may spread swiftly via social media networks, the democratisation of information transmission also raises questions regarding the veracity and authenticity of the material disseminated.

Social networking has survived despite GeoCities losing market share and theGlobe.com never actually entering the twenty-first century. Social media now comes in a wide variety of forms, from blogging platforms like Blogger and WordPress.com to social networking sites like Facebook. All of these websites provide something unique, and some even attempt to contribute almost everything at once.

Using Social Networks

Social networking sites, such as Facebook, Twitter, LinkedIn, Google Buzz, and MySpace, offer a constrained but public platform for users to create a "profile". This can range from the 140-character "tweets" on Twitter to the highly customizable MySpace, which allows users to blog, customize color schemes, add background images, and play music. Each of these sites targets a certain audience; MySpace, for instance, caters mostly to younger users. Initially, this group found it appealing due to the vast diversity of functions it offered, but as corporate marketing and requests for pornographic websites proliferated, many users finally stopped using the service. Additionally, other social networking sites like Facebook have better user interfaces, which have attracted many of MySpace's members away from them. MySpace has made an effort to catch up by updating its user interface, but it is now up against the almost insurmountable challenge of pleased consumers of other social networking platforms. Most consumers have no qualms about switching to whatever website delivers a better experience given how quickly Internet technology is developing; most users maintain profiles and accounts on many sites at once. However, it is harder for newcomers and trailing rivals to deliver the same rich networking experience as relational networks grow more entrenched and centered on a few social media sites. It is difficult and impractical for a Facebook user with hundreds of friends in their social network to migrate to MySpace and carry their whole network with them. By integrating its Buzz service into its well-known Gmail service, guaranteeing that Buzz has a built-in user base, and minimizing the social costs of joining a new social network by using users' Gmail contact lists, Google has sought to get around the issue of attracting people to form new social networks. Google's strategy of incorporating Buzz into Gmail highlights how challenging it has gotten to compete with existing social networks like Twitter and Facebook. It is unclear if Google will be successful in building a crucial new social networking service [1], [2].

In contrast to MySpace, which was originally targeted toward a younger audience, LinkedIn is for business people searching for networking possibilities. Users may publish resumes and job credentials on LinkedIn for free. "Relationships matter," the company's motto, emphasizes the importance of relationships in today's corporate environment. Just as a musician may use MySpace to promote a new band, a LinkedIn user might use the website to advertise professional services. Although these two websites essentially have the same structure, they serve diverse functions for various social groups; the nature of social networking depends greatly on the kind of social circle.

By enabling users to "tweet" 140-character messages to their "followers", Twitter provides a unique kind of social networking. As a result, it may be compared to both blogging and instant messaging. Anyone visiting Twitter may easily find out what other users are saying about any topic since it is readily searchable. Journalists have found that Twitter is a helpful tool for both presenting the "best of" the Internet and covering breaking news. For marketers searching for a free public arena to share their messages, Twitter has proved helpful.

Through a \$25 million agreement that allowed Google and Microsoft to show its customers 140-character messages in their search results, it started to turn a profit in December 2009. Initially only available to Ivy League students, Facebook has recently been accessible to

anybody over 13 with an email address. The phrase "My parents joined Facebook" has become a typical criticism due to the service's explosive expansion among older groups [3], [4].

Blogs, another kind of social media, started as a public, online version of a diary or journal. These private websites, sometimes known as "web logs," provide anybody a forum to write about whatever they like. Tweeting on the Twitter platform is regarded as micro-blogging. Some platforms, such as LiveJournal, emphasize their capacity to provide current reporting on subjective sentiments, even going so far as to add a "mood" abbreviation after each post. Users with Google accounts may follow and comment on their friends' blogs using the Blogger service. Both LiveJournal and WordPress.com, the firm that developed the open-source blogging platform WordPress.org, use the freemium business model, which gives users the choice to pay for more advanced options like custom layouts and picture storage space. The fact that they combine social networking with a bigger platform for self-expression is what they all have in common. Today, the majority of conventional media outlets use blogs, Twitter, and other social media to provide their reporters the ability to update quickly and often.

There are several more forms of social media, many of which come to mind when one hears the words YouTube, Wikipedia, Flickr, or Digg. These social media platforms and similar ones are now being referred to as "Web 2.0" by traditional media sources, even though the phrase refers to an evolution of the web rather than a new version. A reference to the emergence of online technologies that support the greater emphasis on user-generated content and social interaction on the web. Instead of depending on professional reporters, someone might just search for "Iran" on Twitter and potentially find hundreds of tweets connecting to articles on blogs, CNN.com, and films uploaded to YouTube by Iranian residents themselves. Additionally, a large number of these tweets could represent true immediate updates from Iranian Twitter users. This enables consumers to get information directly from the source, free from government censorship or news organization vetting.

When Susan Boyle, a middle-aged Scottish lady without a job, sang "I Dreamed a Dream" from the musical *Les Miserables* on Britain's *Got Talent* in 2009, she instantly rose to fame throughout the world. It wasn't her performance that made her famous and sent her later-released record to the top of the UK Billboard charts, where it remained for six weeks. What started it was a performance video of hers that garnered 87,000,000 views on YouTube and counting.

Media that is shared between people, such as when a buddy gives you a link and says, "You have to see this! Advertising and marketing organizations have labeled usage of this phenomena in advertising as "viral marketing," however many YouTube hits have not originated from major marketing companies. For instance, the four-piece pop-punk group OK Go produced a music video for their song "Here" on a shoestring budget. In 2006, I published *It Goes Again* exclusively on YouTube. The video, which features a choreographed dance performed on eight different treadmills, soon went viral and, as of May 2011, has received over 7,265,825 views. One of the most noteworthy triumphs of viral Internet marketing, was the video-assisted OK Go in gaining millions of new followers and earned them a Grammy prize in 2007. However, viral marketing is infamously unpredictable and prone to produce remixes, spinoffs, and spoofs that may weaken or harm the ideas that marketers aim to disseminate. However, good viral marketing may, for a relatively little investment, reach millions of individuals and even make it into the mainstream media [5].

Recent viral marketing triumphs and disappointments show how challenging it is for marketers to maintain control over their message when it spreads virally. The band Radiohead made their album *In Rainbows* available for download online in 2007, and fans were allowed to pay whatever they wanted to do so. While Radiohead simultaneously sold a sizable number of \$80 collector editions and continued to sell physical CDs months after the digital release, *In Rainbows'* digital release still brought in more money than *Hail to the Thief*, the band's previous album. In contrast, the food corporation Healthy Choice hired Colleen Padilla of *Classymommy.com* to write a sponsored review of their product, which resulted in a featured *New York Times* piece about the blogger and a brief mention of the product. A product that is skillfully advertised will often first reach certain individuals online before breaking through to the mainstream media. However, as the article about Padilla demonstrates, occasionally the author of the article about the product takes centre stage.

However, not all viral media is promotional. On the video games forum of the website *4chan.org*, a link to a new *Grand Theft Auto IV* trailer was uploaded in 2007. This technique redirecting someone to that specific music video became known as "Rickrolling" and quickly became one of the most well-known Internet memes of all time. Users who clicked the link were met, not with a video game trailer, but with Rick Astley singing his 1987 hit "Never Gonna Give You Up". An Internet meme is a thought that spreads swiftly throughout the Internet and is often ludicrous and illogical. Another meme, "Lolcats," has captions with typos such as "I can hascheezburger?" Is a famous illustration over images of cats. The character Milhouse is informed that he is not a meme in the meme "Milhouse is not a meme," which often has a metatextual element. Memes are notoriously difficult to chronicle since they often come out of nowhere, spread quickly, and vanish before ever catching the attention of major media or even the average Internet user.

Advantages And Drawbacks Of Social Media

Social media enables an unheard-before level of casual, real-time personal conversation from anywhere in the globe. It enables users to stay in contact with friends who live in other countries while maintaining a discussion that is as informal as a Facebook wall post. Additionally, blogs provide "breaking news" a whole new definition and enable us to assess a broad range of viewpoints. Today, the news may be broadcast simultaneously from several points of view on the same occurrence across several prominent channels nearly instantly. Additionally, news organizations may use bloggers as sources for breaking news in real time, outsourcing part of their own news-collecting operations to onlookers.

Crowdsourcing is the process of using the internet resources of several people to solve an issue. The drawback of the apparently limitless amount of information available online is that there is sometimes little depth to the depth of any particular subject. Many journalists complain about the superficiality of information on the Internet because they feel pressured to submit news reports frequently in order to keep up with the "blogosphere," or the group of bloggers who post both original news stories and news that has already been published from other sources. While journalists used to be required to blog or tweet about every story and submit them with little to no analysis and often without enough time to verify the veracity of their sources, conventional print organisations once at least had the "luxury" of the daily print deadline [6].

In addition, news aggregators like Google News make money by linking to articles written by journalists at big newspapers and by selling advertising, but the news organisations and journalists who wrote the articles do not get any of these benefits. As profits from their efforts are being transferred to news aggregators, journalists and news organisations

increasingly lack the means to keep up this rapid pace. Journalists often struggle to keep up with the immediacy of the continuous news cycle. Similar issues arise with Twitter, as many users choose to read news stories directly from a Twitter feed rather than from a particular newspaper. The news cycle prevents journalists from having enough time for analysis or cross-examination. More often than not, they will just report on what a politician or public relations specialist says without investigating or fact-checking them. As a result, the news cycle is further shortened and it is much simpler to use journalists as propaganda mouthpieces.

As a result, some critics are concerned about blogs' very existence and their apparent significance even among conventional media. Internet entrepreneur Andrew Keen is one of these individuals, and his book *The Cult of the Amateur* expands on the famous thought experiment proposing that infinite monkeys, given infinite typewriters, will one day produce a great work of literature at random. Keen writes that "in our Web 2.0 world, the typewriters aren't quite typewriters, but rather networked personal computers, and the monkeys aren't quite monkeys, but rather Internet users." Commentators like Keen worry that this trend will cause young people's inability to distinguish reliable information from a mass of sources, ultimately leading to a sharp decrease in reliable sources of information. "These days, kids can't tell the difference between credible news by objective professional journalists and what they read on [a random website]," says Keen.

Online safety advocates may find this argument overstated: "A legitimate interest in the possible effects of significant technological change in our daily lives can inadvertently dovetail seamlessly into a 'kids these days' curmudgeonly sense of generational degeneration, which is hardly new." Greg Downey, the co-founder of the collaborative blog *Neuroanthropology*, claims that fear of children online and on social media, in particular, can slip into "a 'one-paranoia-ism'." Another justification for social media refutes the claim that young people's social skills are being ruined by time spent on social networking sites. "The debasement of the word 'friend' by [Facebook's] use of it should not make us assume that users can't tell the difference between friends and Facebook 'friends,'" argues Downey. On the contrary, social media sites may be a place where individuals with less similar interests can connect and find something in common. Additionally, social media marketing is free, making it a useful tool for small firms with limited marketing resources. For less money than running an advertisement in the newspaper, a community theatre may personally invite every single one of its "fans" to a brand-new production. Twitter has significantly altered how social media is thought of in many ways since many people believe that services like Twitter, with its "followers," are more linguistically acceptable than the "friends" found on Facebook and MySpace. Twitter enables social media to be used as a source of information alone, rather than engaging with "friends," making it far more attractive to adults. Additionally, although having just 140 characters may seem like a restriction to some, it may be quite helpful for users who are short on time and trying to catch up on current news.

DISCUSSION

The mere dullness of most of the dialogue on the Internet is another criticism of social networking. Downey maintains perspective once more: "The banality of most conversation is also pretty frustrating," he remarks. Many young people who use social networking platforms, according to Downey, perceive them as simply another form of communication. However, Downey cautions that since perpetrators of online bullying may remain anonymous, it has the potential to spread to wider social networks [7], [8]. Users often only encounter material and viewpoints that they are interested in or that agree with them, which is another drawback of many of the segregated communities on the Internet. This lack of

exposure to innovative ideas and opposing viewpoints may foster or promote a lack of understanding amongst those who have disparate perspectives, making it more difficult to reach political and social compromises.

There are undoubtedly some crucial points to take into account when it comes to the consequences of the internet and social media in particular, even if the situation may not be as severe as Keen predicts in his book. The two primary issues are whether the abundance of amateurish user-generated information on the internet is obscuring more thorough sources and if consumers can reliably distinguish between the two.

Social Media, The Internet, And Education

Facebook was created at Harvard University and swiftly spread to other Ivy League schools, but it has subsequently come under fire for being a distraction for students. The argument asserts that students will spend their time at the library browsing Facebook and contacting their pals rather than studying. Pupils who use Facebook often score a complete grade lower, a half point on the GPA scale, than pupils who do not, according to two doctorate candidates' research on the topic, Aryn Karpinski and Adam Duberstein. However, as Karpinski noted, correlation does not suggest causality since Facebook users may just be "prone to distraction".

On the other side, having access to technology and the Internet may enable students to further their education than they otherwise could. A school in Arizona gives out computers to kids in place of textbooks, and some of the school buses have Wi-Fi. As a consequence, students study throughout bus travels, especially the lengthy ones that are often necessary for high school sports. Even though not all students studied constantly, enabling students to work on bus rides satiated the school's desire to extend the educational hours past the typical 8 a.m. Of course, the students had laptops long before their rides were connected to the Internet, but the Wi-Fi technology has "transformed what was often a boisterous bus ride into a rolling study hall" to 3 P.M.

Problems with Social Networking Privacy

Social networking offers previously unheard-of opportunities to stay in contact with pals, but occasionally this capacity has drawbacks as well. Users may notify friends of their most recent accomplishments, such as "[your name here] just won three consecutive patience games, but may potentially unintentionally be updating superiors and other people from whom certain pieces of information should be kept private [9]. Social networks have quickly accelerated the erosion of online privacy, and for an unexpected cause: individuals' deliberate choices. It has become pretty common to post personal information online, even if it is restricted to a small group of friends. One of Dr. Kieron O'Hara's arguments is that legal issues of privacy are based on what is called a "reasonable standard," and that the excessive sharing of personal information online by some constitutes an offense to the privacy of all because it lowers the "reasonable standard" that can be legally enforced. O'Hara studies privacy in social media and calls this era "intimacy 2.0," a riff on the buzzword "Web 2.0." In other words, if societal norms about privacy deteriorate online, both individuals who choose to reveal their information and those who choose not to be affected.

Facebook's Settings For Privacy

It is hardly surprising that Facebook, which has more than 500 million members, is one of the major Internet battlegrounds for privacy. In late 2009, The Guardian stated that privacy

advocates, including the American Civil Liberties Union, "called" the developments "flawed" and "worrisome" after Facebook altered its privacy settings for these users. The creator of Facebook, Mark Zuckerberg, often talks about privacy problems in venues including conferences and his official Facebook blog. Early in 2010, at the Crunchies Awards in San Francisco, Mark Zuckerberg said that privacy was no longer a "social norm." This assertion stems from his company's late-2009 decision to make Facebook's default option for public information sharing. The new settings make this information publicly visible with no option to keep it private, in contrast to the prior settings where users could limit public access to basic personal information like their names and friends. Even while Facebook made the modifications public, many upset users only heard about them after it was too late and they had already unintentionally disclosed private information. Facebook claims that the privacy settings' increased complexity provides consumers greater control over their information. Opponents argue that adding more intricate privacy controls while simultaneously making public sharing the default setting for those controls amounts to a blatant ploy to coerce casual users into disclosing more personal data, which Facebook will then use to provide more precise advertising.

Many users have created their own grassroots protest organisations on Facebook in reaction to the privacy change. In May 2010, Facebook made three major revisions to its privacy policy in response to criticism. First, privacy settings are easier to use. Users may now choose who can view their information using a single primary control rather than several controls scattered across different pages. Second, Facebook released fewer details to the general public. Basic details like a user's name and profile picture are currently the only information that is accessible to the public. Finally, it is now simpler to prevent programs from accessing user information and third-party websites.

Social Media's Impact on Business

Internet social media has been around for a long, and marketers have always been somewhat interested in it. Marketers may target advertising very effectively because to the ability to use demographic data provided voluntarily to the service, such as age, political inclination, gender, and geography. However, as Facebook's user base surpassed 350 million, advertisers started rushing to use social media effectively. Radios are being rejected by the younger, harder-to-reach generation in favour of YouTube and Apple's iPod mobile digital gadgets. Marketers are increasingly using social networks to connect with these customers. Culturally, these changes show that customers no longer trust conventional marketing strategies; in order to sell their goods, marketers must now find new, more individualized methods to connect with consumers.

The efforts made by marketers to control the Internet's viral dissemination of media have already been covered earlier in the chapter. The objective of "going viral" is to get millions of YouTube views, become a trending issue on Google Trends, a website that tracks the most popular search terms on the internet, or even merely to be the subject of a post on a well-known blog. For instance, Procter & Gamble sent free samples of their Swiffer dust mop to bloggers who are stay-at-home mothers and have huge internet followings. Additionally, a YouTube video contest in 2008 was inspired by the 2008 film *College's motto*, "Best.Weekend.Ever." Participants were asked to submit movies about the finest college weekend they had ever had, and the winner was awarded cash.

These two examples of marketing have one thing in common: they contact individuals who are already engaged in activities they find enjoyable, such as blogging or filmmaking, and offer them a negligible sum of money in exchange for their advertising. Because marketers

are attempting to close a trust gap with customers, this varies from typical advertising techniques. Long before cereal phrases like "Mikey likes it" or "Kid Tested, Mother Approved" ever became popular, marketers have been doing this. The difference is that, thanks to social networks, the product promoters might now be friends or family members. For instance, Facebook introduced a programme called Beacon in 2007. A Facebook user using Beacon is given the opportunity to "share" an online purchase they make on one of the partner websites. For instance, if a user purchases a book from Amazon.com and checks the associated "share" box during the checkout process, a message informing all of his or her friends that this person bought and highly recommends this specific product will be sent to them. Mark Zuckerberg explained this change in a New York Times story, stating that "Nothing influences a person more than a trusted friend." However, since many Facebook users did not want their shopping data to be shared with other Facebook users, the service was discontinued in 2009, which led to a class action lawsuit. The difficulties Facebook is having with Beacon serve as a reminder of how difficult it is to balance user privacy rights with the enormous commercial possibilities of social media [10], [11].

Beacon, Facebook's dubious partnership with advertisers, was motivated by a need to establish steady cash sources. The profitability element of social media is among its most important components. TheGlobe.com was one of the promising new businesses in the 1990s, however it failed owing to a lack of funding almost immediately. TheGlobe.com's lesson has not gone unlearned, as shown by the social media platforms of today. For \$25 million, Twitter, for instance, offered Google and Microsoft access to its information in order to make user tweets searchable. Given that Google's primary business is advertising, which is a very successful company, Buzz is among the most intriguing services in this regard. Google can personalise ads to a user's particular likes thanks to its search algorithms. Google's advertising potential will grow as more people divulge personal information via Buzz as it enters the social media sphere. Although it doesn't seem that consumers choose their social media services solely on how they make money, a key factor in the social media privacy debate is how much user data they are prepared to disclose to marketers.

CONCLUSION

Social media and Web 2.0 technologies have revolutionized how people interact with one another, exchange knowledge, and engage with the outside world. They have helped user-generated content grow, given companies more power to interact with consumers, and influenced public dialogue. To guarantee that these platforms continue to be helpful and productive for both people and society at large, however, careful consideration must be given to concerns of information veracity, privacy, and online safety. For instance, using Google's search engines, Buzz, Gmail, and Blogger gives that organization access to a vast quantity of data and historically unmatched marketing targeting capabilities. It is tough to predict whether the economic aspect of things will change how people use the services at this very early stage of the young online social media business both Twitter and Facebook just very recently generated a profit, thus commerce has only recently come into play. But if the controversy around Facebook's Beacon is any indication, there's room for debate over how social media and advertising interact.

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CHAPTER 14

POPULAR CULTURE AND INTERPERSONAL COMMUNICATION IMPACTED BY INTERNET AND GLOBALIZATION

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ABSTRACT:

Popular culture and interpersonal communication have been significantly impacted by the development of the Internet and the process of globalization. This abstract examines how the internet and globalization have affected these two fields, highlighting their interconnectivity, improved accessibility, and the introduction of fresh means of communication. Additionally, the internet and globalization have given birth to fresh ways of communicating and expressing oneself through popular culture. Online platforms provide users the chance to produce and distribute their material, including blogs, music, films, and artwork, fostering increased engagement and cooperation. Influencers and content producers on social media have grown in importance, affecting fashion and popular culture. Individuals now have greater power to actively shape and contribute to the cultural environment thanks to this participatory culture. There have been described the cultural impacts of globalization as well as potential impacts of news moving online.

KEYWORDS:

Interpersonal Communication, Popular Culture, Globalization, Content Producers, Social Media.

INTRODUCTION

The internet and globalization have made it easier for popular culture to be exchanged and disseminated on a worldwide scale. People can access and consume cultural items from all over the globe with only the click of a mouse, overcoming distance and cultural obstacles. Because of this improved accessibility, trends, music, movies, fashion, and other types of entertainment are now more widely available and may be enjoyed by a wider audience. As a consequence, popular culture has evolved to be more varied and multicultural, absorbing elements from other civilizations and promoting relationships between people from various cultural backgrounds. The Internet and globalization have had a significant influence on interpersonal communication.

The internet has opened up new channels for communication, enabling contacts and interactions with people from many nations and cultures. It has become simpler to create and sustain connections across distances because of social media platforms, messaging applications, and video conferencing capabilities, encouraging a feeling of interconnectivity. Additionally, the internet has aided in the growth of online subcultures and groups where like-minded people may interact and have debates, hence extending opportunities for interpersonal contact. But along with these advantages, difficulties have also emerged. Concerns about cultural uniformity and the demise of traditional cultural practises have also been stoked by the internet and globalisation. A globalized consumer culture has emerged, possibly obscuring regional customs and identities due to the dominance of Western popular

culture and the influence of multinational businesses. The monetization of culture and the problem of cultural appropriation have also gained attention in the digital era.

The World Wide Web clearly states this. In ways that previous generations could only have imagined, the Internet has reduced cultural communication barriers. Nowadays, you can access practically any news service from anywhere in the world online and, thanks to the many translation services offered, it will be quite clear. Along with the globalization of American culture, less developed nations may now export culture, news, entertainment, and even propaganda for a low cost. In recent years, the Internet has played a significant role in accelerating globalization. Nowadays, it is possible to completely outsource work over the internet. Indian software development teams may launch a website far more quickly and for much less money than it would cost to recruit American competitors. These teams may now be reached by exchanging emails and instant messaging, and scheduling an online international video conference is often made easier by determining the time difference. The cost of creating a properly developed website has significantly decreased because of outsourcing over the Internet, especially for electronic services like software.

Electronic Media and Cultural Globalisation

Throughout the past century, the rise of globalization has been a driving force in the economy, but it has had other effects as well. Fundamentally, globalization is the reduction of barriers to international communication caused by economic and cultural differences. Access to foreign newspapers or, conversely, the capacity of individuals living in formerly closed nations to convey experiences to the outside world relatively inexpensively are two examples of how globalisation is affecting culture and communication.

One of the main ways that American entertainment has travelled abroad is via television, particularly satellite TV. This pattern has been present for some time, as seen by the introduction of MTV Arabia. A significant export is and always has been American popular culture. Frank Lavin, the American ambassador, offered a somewhat different defense of American culture at the Eisenhower Fellowship Conference in Singapore in 2005. He said that it wouldn't be only Baywatch, MTV, or Starbucks since American culture is more varied than that. Instead, he said that "America is a country of immigrants," and he queried: "Whose culture is being exported when Mel Gibson or Jackie Chan comes to the United States to create a movie?" The Internet now has the capacity to realise this concept of a fully globalised culture one in which material can be delivered as simply as it can be consumed. While there are still certain governmental and societal obstacles in place, nothing technologically speaking is preventing the two-way exchange of knowledge and culture throughout the world [1], [2].

Internet Convergence and American Society in New Media

To observe the impact of media convergence on the Internet, one merely has to visit CNN's official Twitter account and start clicking random profiles in the "Following" column. There are hundreds of alternatives, many of them. Twitter accounts of specific journalists, many of whom are also following other journalists. Given CNN's tagline, "The most trusted name in network news," its Twitter presence may seem at odds with offering thorough, trustworthy reporting. In reality, a lot of these conventional media sites utilise Twitter not as a communication channel per se but as a technique to enable viewers get a lot of information they would have missed. Media conglomerates use Twitter as part of an overall integration of media outlets; the Twitter feed is there to support the news content, not to report the content itself. Instead of visiting multiple home pages to see the day's top stories from various

viewpoints, Twitter users only have to check their own Twitter pages to get updates from all the organizations they 'follow'.

Only Online Sources

The tipping point was reached in 2008 when the Internet surpassed print media as the main source of news for both domestic and foreign affairs in the United States. The Internet is swiftly catching up to television as a source of information about the day's news, particularly among younger populations. Media outlets have been rushing to establish significant online presences since 40% of the population now gets their news from the Internet. The emergence of news sources that are exclusively available online, however, has been one of the most notable changes. According to popular wisdom, Internet anonymity and echo chambers make it difficult to produce newsworthy stories, particularly on costly-to-cover subjects. Large news organisations' capacity to dispatch reporters into the field is one of their most significant contributions, and it is often one of the first things to be reduced amid financial hardships. But as more and more people turn to the Internet as their main news source, new media outlets—publications that only exist online have started to emerge [3].

Two Washington Post reporters, John F. Harris, and Jim VandeHei, quit the publication in 2006 to create Politico, a website that focuses on politics. They were resolved to launch an online news organization that was journalistically viable rather than just rehashing the day's headlines on a blog. Four years later, the site has over 6,000,000 unique monthly visits, employs roughly 100 people, and now sends a correspondent on practically every trip the White House takes. Mike Allen, Politico's senior White House reporter, has previously written for The New York Times, Washington Post, and Time. He is not a group of amateurs attempting to break big on the Internet. Around 7 a.m., his daily Playbook piece goes up each morning and is read by a large portion of the political media. Politico uses a variety of platforms to connect with its readers, including blogs, Twitter feeds, standard news pieces, and even a print publication, demonstrating how media convergence has even taken place on the Internet itself. The interactive features of its services and the lively discussion threads on the website also demonstrate how the media has changed to function more as a public forum than as a one-way news source.

New York Live

However, the Internet is not the only media shifting away from top-notch political material. Around its broadcast time slot, Saturday Night Live has created a whole entertainment business model. Every Saturday at 11:40 p.m. In the middle of a skit on Saturday, someone yells, "Live from New York, it's Saturday Night!", at this point the music begins. However, the sketch comedy format of the programme also appears to be well suited to the Internet's watch-anytime flexibility. In actuality, eight whole episodes of SNL are available on Hulu at any one time, with minute-long Hulu-specific advertising replacing the typical 3.5-minute commercial breaks. A Saturday Night Live episode of SNL can be watched on Hulu for a little over an hour, which is exactly a half-hour shorter than when it airs live.

Hulu refers to its offering as "online premium video" because it wants to draw in major media companies rather than amateur YouTube users. Although numerous networks, like NBC and Comedy Central, stream video on their websites, Hulu makes money by providing a legal means to watch all of these programs on the same platform; a user can flip from South Park to SNL with a single click rather than having to visit a separate website [4], [5].

DISCUSSION

The popularity of Hulu suggests that there is a great need among Internet users for a range of material to be gathered and presented in a user-friendly manner. The Associated Press named Hulu the Website of the Year, and an ad it ran with Alec Baldwin and Tina Fey from the NBC series *30 Rock* even earned them an Emmy nomination. However, Hulu's success is not a result of the typical dot-com underdog company. Two of the largest media conglomerates in the world are its two parents, News Corporation and NBC Universal. In many respects, after battling against internet video for so long, this was a natural next move for these businesses. Before NBC ordered that YouTube remove the film in February 2006, "Lazy Sunday," an SNL digital short starring Andy Samberg and Chris Parnell, went popular in December 2005 with over 5,000,000 views. Later, NBC uploaded the film on Hulu so that it could earn money from advertising there.

Hulu gives customers the freedom to pick what programmes to watch and when to watch them, freeing them from the programming constraints imposed by broadcast and cable TV providers. This seems to be particularly effective for cult TV shows that are no longer broadcast. The second most-watched programme on Hulu in 2008 was the sitcom *Arrested Development*, which had been cancelled in 2006 following many time slot changes. Certainly, Hulu seems to have levelled the playing field for several series that have had trouble attracting viewers through conventional methods. Similar to *Arrested Development*, *30 Rock* struggled to get viewers in its early seasons. The programme was dubbed a "fragile suckling that critics coddle but that America never quite warms up to" by *New York Magazine* in 2008. Despite the time slot change mid-season, *30 Rock*'s viewership grew because to NBC's partnership with Hulu. In October 2008, NBC opted to release the new season of *30 Rock* on Hulu a full week before it was shown on television, marking the culmination of the network's unconventional media strategy. According to Nielsen, Hulu supplied 143,673,000 watching sessions to more than 27 million unique visitors as of March 2011. This indicates that the company's goal of offering premium online entertainment has been successful.

The term "premium" in Hulu's motto seems to indicate that it could charge for material if it wanted to, unlike other "premium" providers that do charge for their content. Because Sony's online shop sells the items that Hulu gives away for free, other platforms, including Sony's PlayStation 3, restrict Hulu for the same reason. Hulu has been thinking about switching to a paid membership model, which would let customers watch the complete library of episodes. To avoid suffering the same fate as many of the businesses that failed during the dot-com disaster, Hulu, like many other newly established online businesses, aims to establish stable income sources.

In a similar way to Politico, Hulu has compiled well-crafted material into an on-demand online service that is accessible without the usual limitations of conventional media. Users may rate Hulu videos in the same way that they can comment on Politico stories, and Hulu will consider those ratings. Users still want this "two-way street" service even when they don't create the material themselves.

The Internet's Impact on Social Alienation

Internet use was stigmatized early on as a way for introverts to avoid "real" social contacts, further alienating them from the rest of society. However, the Internet was also seen as having the potential to be a powerful medium for bridging cultural divides around the globe. It seemed odd that something that enabled global communication should also foster social

estrangement. The "Internet paradox" is a term that was created by the American Psychological Association.

Internet paradox. A social tool that diminishes social engagement and psychological wellbeing?", published in 1998, stated that teenagers who spent a lot of time online had considerably higher rates of loneliness and other psychological distress-related behaviors. Even though the Internet had been around for a while by 1998, parents' worries about their children spending all of their time online and in chat rooms were growing. Due to their increased leisure time, interest, and familiarity with technology, teens in reality spent far more time online than adults. This did not necessarily imply that "kids these days" were antisocial or that sadness and loneliness were brought on by the Internet. Computer scientist, author, and Ph.D. graduate from Carnegie Mellon University Joseph M. Newcomer point out that the APA research did not include a control group to account for what may be typical "lonely" sentiments among teens in his critical analysis "Deconstructing the Internet Paradox." He asserts once again that "involvement in any new, self-absorbing activity which has an opportunity for failure can increase depression," and he views using the Internet as simply another time-consuming pastime, similar to learning to play a musical instrument or play chess.

The idea that teens spent all of their free time in chat rooms and online forums rather than with real-life companions was not particularly novel; the same idea had been largely held about the computer enthusiasts who created the obscure Usenet. However, when more young people started using the Internet and the tendency was particularly prevalent among the younger populations, the worries increased.

Facebook and the "Internet Paradox"

As they grew, it was soon clear that the Internet generation, in general, did not experience constant loneliness. After all, Facebook was created by the generation that grew up with instant messaging, and the majority of its users are still from this group. As mentioned previously in the chapter, Facebook was initially only available to college students, thereby excluding older users. Facebook has offered a complete model for the impact of the Internet on social skills, particularly education, as a social tool and as a representation of how younger people increasingly engage with each other online [6]. According to a study by the Michigan State University Department of Telecommunication, Information Studies, and Media, college-age Facebook users connect with offline friends twice as frequently as they do with purely online "friends". Almost, 90% of the study participants said that the top three groups that their Facebook profiles were directed toward were high school friends, classmates, and other friends.

When this research was conducted in 2007, Facebook's "networks" function was one of the site's most impressive tools for examining how young people interact. The MSU study, conducted in April 2006, just 6 months after Facebook opened its doors to high school students, found that first-year students met new people on Facebook 36% more frequently than seniors did. Originally, a Facebook user's network was made up of everyone at his or her college e-mail domain: the "my college" portion of me@mycollege.edu. In April 2006, these freshmen weren't as engaged on Facebook as teenagers. In other words, even though the study cannot prove that Facebook use causes or results from social connections, it can say that Facebook plays both an important and a nondestructive role in the forming of social bonds. The study's authors concluded that they could "definitively state that there is a positive

relationship between certain kinds of Facebook use and the maintenance and creation of social capital".

Although Facebook's popularity and design have changed significantly since this survey was conducted in early 2006, it nevertheless gives a comprehensive and accurate picture of the function Facebook played for college students at the time. In 2006, a user's "friends" often attended the same institution and the whole college network might be visualized as a "friend-of-a-friend" web. Users might voluntarily compile a student directory for the whole school if they gave everyone on network access to their profiles. There was some trust since registration needed a university e-mail address. The findings of this Facebook research, which are still quite recent in terms of demonstrating how the Internet affects social capital, demonstrate that social networking technologies not only do not increase isolation but have rather evolved into a necessary component of various sorts of networking.

The user-friend networks of Facebook users, however, increased tremendously as the social media platform expanded and high school and local networks were included. As a result, the networking function became more difficult to manage for privacy reasons. Regional networks were eliminated by Facebook in 2009 due to concerns that networks with millions of users were "no longer the best way for you to control your privacy." Whereas privacy controls once involved granting access to specific information to everyone at one's college, Facebook now only permits three levels: friends, friends of friends, and everyone. Naturally, not all of the people kids designate as friends online are their real-life pals. In the lingo of the early Internet, getting together "IRL" was one of the primary motivators for many individuals to get online. People who were unfamiliar with this practice often viewed it with skepticism, particularly given the anonymity of the Internet. Many others feared that kids might enter chat rooms and agree to meet up in person with a stranger, who would later reveal to have less than kind intentions. Due to this anxiety, police officers pretended to be young females in chat rooms, convinced older men to meet for sex, and then arrested the men at the prearranged meeting location.

However, in recent years, the Internet has developed into a center of activity for a variety of individuals. Scott Heiferman founded Meetup.com in 2002 with the "simple idea of using the Internet to get people off the Internet." Meetup.com's main goal is to enable local organizing rather than fostering worldwide contact and cooperation. There are Meetups for nearly everything, including politics, board games, vegan cookery, and New Yorkers who own Boston terriers. In essence, the service distinguishes itself from other social networking sites by promoting in-person communication. Meetup.com maintains track of the real-life activity of its groups; generally, groups with more activity are more desired to join. This contrasts with Facebook groups where a member may never see or engage with other members. No of how much time these groups spend together offline or online, World of Warcraft gamers unquestionably have an advantage when it comes to online engagement [7], [8].

Social Interaction in World of Warcraft Using Avatars

The reasons for the enormous success of online role-playing games are succinctly explained by a Time writer as follows. Expectations were founded on the notion that video games will never mature. Massively Multiplayer Online Role Playing Games, or MMORPGs, have pushed more to refute that adage than any other genre. World of Warcraft is the most well-known MMORPG of all time, with over 11 million memberships and counting. Players must perform "quests" to progress in the game, and many of the quests are substantially simpler with a group of people. This makes the game naturally sociable. At the beginning of the

game, participants often form small groups of four to five people, but towards the conclusion of the game, these bigger groups may have up to forty individuals.

Players may also form or join a guild in WoW, which they can then utilise to collaborate with other guilds to finish some of the game's most challenging objectives. WoW also has a highly developed social networking component called "guilds." According to Clive Thompson for Slate, "but once you've got a posse, the social dynamic just makes the game more addictive and time-consuming." Although these guilds do sometimes come together in person, they spend the most of their time together online, where some of the guild leaders claim to have seen changes in real life. Internet business and investment expert Joi Ito joined World of Warcraft years after working for some of the most successful online businesses. He claims that playing the game taught him "definitely" new insights about leadership. One of Ito's favourite pastimes, according to writer Jane Pinckard for the video gaming site 1UP, is "looking after newbs [lower-level players] and pleasing the veterans," which he describes as a "delicate balancing act" even for an ex-CEO. With more than 12 million members, WoW inescapably pushes the limits of earlier MMORPGs. Unprecedented numbers of female players have been drawn to the social aspects of the game, and its players cannot simply be classified as antisocial video game junkies. Contrarily, based on the typical comments provided by players when asked why they love the game, they may even be referred to be social video game players. This kind of play undoubtedly indicates a brand-new kind of online communication that may develop further in the years to come.

Internet Social Interaction Among Low-Income Groups

Research on the educational advantages of the Internet for teens from low-income families was published in the journal *Developmental Psychology* in 2006. It was discovered that "children who used the Internet more had higher grade point averages after one year and higher scores after standardized tests of reading achievement after six months than did children who used it less," and that increasing Internet usage throughout the study led to even higher gains in GPA and reading test scores. The possibility that low-performing kids from low-income families could not improve academically is one of the study's findings' most intriguing features. According to the research, this is because kids from low-income homes are more likely to hang out with other kids from similar homes who are less likely to have access to the Internet. As a consequence, just 16% and 25% of participants, respectively, were using e-mail and instant messaging services after 16 months of Internet access. The "impersonal nature of the Internet's typical communication tools" may have contributed to participants' continued preference for face-to-face contact because "African-American culture is historically an "oral culture," and 83 percent of the participants were African Americans. To put it another way, social contact on the Internet is only possible if your friends use it as well.

The Way Forward: Corporations, Communication, and Convergence

Facebook eclipsed Google on February 15, 2010, according to the company Compete, which monitors Internet traffic, as the top site for directing users to news and entertainment material on Yahoo! and MSN. This figure shows that social networks are rapidly becoming one of the best tools for helping users sort through the vast quantity of information available online. It also implies that people are satisfied to learn about the news by word-of-mouth, much as they did before the invention of the Internet or the majority of other kinds of mainstream media. Today, a lot of businesses utilize the Internet to benefit from social networking word-of-mouth. The entry of companies into Facebook has significantly increased the service's visibility, which is undoubtedly a factor in the rise in users, which benefits the businesses

investing in the service's marketing. A business posting on Facebook stands the danger of receiving comments from over 500 million people, and there is no way to guarantee that those individuals will have great things to say about the business. Communication with companies is now a two-way street, for better or worse.

CONCLUSION

In conclusion, popular culture and interpersonal communication have been significantly impacted by the internet and globalisation. They have made popular culture more accessible, encouraged interchange, and given people new venues for expression and interaction. However, it is crucial to approach these changes carefully, taking into account the possible threats they bring to cultural variety, authenticity, and the maintenance of regional customs. By doing this, we can preserve and celebrate the richness of cultural variety while simultaneously taking use of the advantages of the internet and globalisation.

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CHAPTER 15

ADVERTISEMENT IMPACT ON MEDIA AND MASS COMMUNICATION

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ABSTRACT:

Advertising is important to media and public communication because it influences how information is shared, digested, and funded. The varied role that advertising plays in the media ecosystem is explored in this abstract, with particular attention paid to how it affects content development, audience engagement, and the financial viability of media platforms. Additionally, by promoting the availability and affordability of media content, advertising supports the whole media ecosystem. Media platforms may deliver material to viewers at a reduced or free cost thanks to advertising income, which increases the accessibility of news, entertainment, and information for a larger spectrum of people. The democratization of media consumption made it possible for more people to engage in mass communication, thanks to this economic model. However, there are also moral issues and difficulties associated with media advertising. Debatable topics include the possibility of manipulating public opinion via targeted advertising, intrusive monitoring practices, and misleading advertising. For their communication practices to remain trustworthy, open, and accountable, media companies and advertising must manage these ethical issues. There have been identified significant periods in the development of American advertising.

KEYWORDS:

Advertisement Impact, Culture, Internet, Media Ecosystem, Public Opinion.

INTRODUCTION

Advertising is a crucial source of funding for media companies. The main source of funding for print publications, periodicals, television networks, radio stations, and internet platforms under the conventional media paradigm is advertising. Advertisers purchase advertising space or airtime, which enables media outlets to make money and maintain their operations. Because media companies often pander to advertisers' preferences to obtain their advertising funds, this economic model has an impact on the content produced. Second, advertising significantly influences choices made about programming and content production. When deciding what material to create and disseminate, media outlets take audience preferences and advertising requirements into account. The selection and presentation of news items, entertainment programs, and other kinds of media may be influenced by advertisers who often want to associate their brands with certain content or target particular demographics. Concerns regarding the possibility of economic interests influencing editorial independence and the impartiality of journalistic output may be raised by this dynamic. Additionally, advertising may be used to influence and engage an audience. Ads are purposefully created to draw in viewers, arouse emotions, and change customer behavior. Advertising professionals use persuasion to raise customer awareness of their brands, promote product sales, and alter consumer preferences. Advertising's pervasiveness in media may mould society values, affect consumer decisions, and aid in the formation of cultural norms and identities

Using sponsored announcements to promote a product or service is known as advertising. Any discussion of the media's impact on culture must give careful consideration to these pronouncements since they have had a significant impact on contemporary culture. Advertising has existed since the public marketplaces and forums of ancient Rome and is still present in the majority of households today. Consumers now recognize and connect to brands and goods. An independent press has been sparked by advertising, and it has also worked to promote cancer-causing addictions. Advertising is a uniquely human innovation that is inescapable in the common contemporary experience.

Advertising from the Past And Present

The ancient city of Pompeii was devastated and eventually preserved by the Mount Vesuvius explosion in 79 CE. The archaeological data from the city has helped historians put together many facets of ancient life. The remains of Pompeii show a civilization where the basic principles of trade and advertising were in place. Wines were also branded, and their producers attempted to position them by making claims about their status and quality. Merchants provided numerous brands of fish sauces characterized by various titles such as "Scaurus' tunny jelly." The first instance of athlete endorsement strategies may be seen on toys and other items sold in the city that include their names. When the printing press was created in 1440, it was feasible to produce advertising that could be distributed to the public and hung on walls. Newspapers started to include advertising on their pages in the 1600s. Newspapers finally attained daily circulation after being able to publish without the interference of secular or religious authorities thanks to advertising money. The majority of newspapers had at least some ads by the end of the 16th century [1], [2].

Promotion of the New World

One of the earliest significant advertising efforts was launched during the 1600s as a result of the European colonisation of the Americas. European commercial enterprises tried to persuade others to cross the Atlantic Ocean and try to reap this abundance after realising that the Americas offered economic promise as a source of natural commodities including lumber, fur, and tobacco. Advertisements for this project painted a picture of a utopia free of beggars and with lots of space for those who travelled there. Many impoverished Europeans were persuaded by the adverts to work as indentured slaves in order to pay for the trip.

The Origins of Modern Advertising in the 19th Century

The development of the penny press in the 1800s had a significant impact on advertising. In order to increase circulation and reach a larger audience, The New York Sun used an innovative advertising strategy in 1833 that enabled it to sell editions of the newspaper for a pittance of money. With a broader readership, advertisers could charge higher rates, which allowed the newspaper to earn from its advertising rather than from direct sales. In Philadelphia in 1843, a salesperson by the name of Volney Palmer established the country's first advertising firm. By connecting prospective sponsors with publications, the agency generated revenue. Other firms had emerged by 1867, and ads were being promoted on a national scale. Market research was first carried out in this period by George Rowell, who earned his fortune by purchasing large quantities of newspaper advertising space to split and resell to businesses. To gauge readership and foresee efficient advertising strategies, he employed surveys and circulation counts. By providing advertising space best suited for a certain product, his business stood out from other agencies.

Other agencies rapidly adopted this pattern. Rowell founded Printers' Ink, the first trade publication for the advertising industry, in 1888. Advertisers may offer goods made for a

certain demographic in magazines like Ladies' Home Journal since they catered to specialized consumers. Harper's Weekly, previously renowned for rejecting advertising, had advertisements on half of its pages by 1900.

The Development of Brands

Around this period, brands emerged as another pervasive part of advertising. Consumers bought items in bulk during the majority of the 19th century, scooping flour or sugar from big store barrels and paying for them by the pound. Industrial packaging advancements made it possible for businesses to mass-create branded bags, tins, and cartons. Before this, brands did exist, but they were often only used for products that were instantly recognizable, like china or furniture. Customers were able to request a certain brand of honey or flour thanks to advertising, giving that product an advantage over anonymous rivals [3]. The development of department shops in the late 1800s further boosted brand recognition. Consumers throughout the nation were served by national retailers like Sears, Roebuck & Company, and Montgomery Ward, who offered many of the same goods. Mail-order catalogs allow shoppers in small towns to purchase a specific item they saw in a large city retailer and have it delivered to their house. Customers developed relationships with the shops and trusted them to stock a certain item and provide high-quality goods. Consumers essentially started to trust the store's brand rather than any particular items.

DISCUSSION

During the 20th century, advertising becomes more significant. Even while advertising was becoming recognized as a component of mass media, many people still thought it was an impolite profession. In the first decades of the 20th century, this mindset started to shift. The advertising industry attracted more authors and artists as advertising became more prevalent in magazines, which are often regarded as a highbrow medium. The verse was utilized by authors to enliven ads, while drawings were created by artists. Unsurprisingly, this period gave birth to catchy commercial jingles and enduring brand icons like the Pillsbury Doughboy and the Jolly Green Giant. Sapolio, a home cleaner, created adverts that capitalized on the creative advertising craze. The "Spotless Town" people were shown in different pictures in Sapolio's advertisements, and a rhymed song extolling the benefits of this fictitious sanctuary of cleanliness was also included. Much to how people now expect new TV episodes, the public looked forward to each new advertisement. The advertisements were so well-liked that locals adopted "Spotless Town" resolutions to clean up their areas. Later, advertising styles shifted away from flowery prose and artistic flourishes, but the principles learned from those iconic campaigns remained relevant for years to come.

Advertisement Uses Itself

A commercial and propaganda boom was spurred by World War I. Businesses that had shifted to producing items during the war sought to maintain their public profile by promoting their patriotism. Likewise, the government was required to bolster popular support for the conflict by using strategies like the well-known Uncle Sam recruitment poster. To produce films and posters, compose speeches, and generally persuade the people to support the war, President Woodrow Wilson formed the advertiser-run Committee on People Information. Advertising contributed to the domestic popularisation of World War I, and the conflict itself offered advertising a much-needed lift in stature. The 1920s saw record levels of advertising thanks to the wartime return to normal industry [4].

Modern Media

In the 1920s, the expanding film industry made celebrity testimonials or product endorsements a significant part of advertising. Clara Bow and Joan Crawford, two famous actresses, have sponsored Lux toilet soap. Film stars and actresses provided public personalities to imitate as they started partaking in popular culture in these early days of mass-media consumer culture. Although many people at first believed that radio was too invasive a medium to allow advertising, by the end of the decade, as it invaded people's homes, it had become an essential part of programming. Frequently, advertising companies produced their shows, which networks subsequently aired. Radio programming was altered as a result of surveys that marketers did and their study into prime time slots to reach their target audiences. For instance, a soap company financed and gave its name to the renowned Lux Radio Theatre. The use of product placement was prevalent in these early radio shows. The Jack Benny Show included Jell-O advertisements, while Fibber McGee and Molly scripts often referenced their sponsor's floor polish. The connection between a show's sponsor and producers was not always cordial; radio program producers were prohibited from airing any material that would reflect poorly on their sponsor.

Great Depression and Reaction

Unsurprisingly, the Great Depression had a detrimental impact on advertising due to the broad decline in income and purchasing power. Only 38% of the prior level was spent on advertisements. Social reformers made matters worse by once again raising concerns about the moral standing of the advertising industry. Books like *Through Many Windows* and *Our Master's Voice* painted advertising as cynical and dishonest, ready to say anything to earn a profit, and careless of their impact on society. The authority of advertising was also questioned by humorists. Similar to those seen later on *Saturday Night Live* or in *The Onion*, parodies of advertisements were often included in the Depression-era magazine *Ballyhoo*. These advertisements poked fun at the assertions made during the 1920s, further damaging the reputation of advertising.

Only the Depression lasted longer in terms of advertising decline. Advertising made a comeback when the United States entered World War II to boost consumer confidence and enhance brand perception.⁶ But the Depression had one lingering consequence. False and deceptive advertising has become a significant public policy concern due to the growing consumer movement. Companies like Fleischmann's were employing marketing at the time to promote false claims. Up until 1938, when the federal government established the Federal Trade Commission and granted it the jurisdiction to stop deceptive advertising, only the personal morality of company owners stood in the way of such claims. TV dominated all other forms of advertising in 1955. TV offered advertisers distinctive, regionally targeted focused mass audiences that may be marketed to with locally relevant advertisements. Spending on advertising increased by 75% in the 1950s, more quickly than any other economic metric at the time [5], [6].

Early TV programs were produced by lone sponsors. Programmes like Kraft Television Theatre and Goodyear TV Playhouse were entirely under the supervision of these advertisers. To the point of manipulating different components of the programmes, some sponsors went. One candidate was instructed to adopt a phoney identity instead of his own name, Ford, in a DeSoto automobile manufacturer programme. Since most firms couldn't afford to sponsor a programme alone due to the high expense of TV production, the modern network model of TV advertising emerged in the 1950s. The networks started creating their own programs, paying for them with adverts sold to a variety of sponsors instead of just one.⁸ TV producers

had a lot more creative freedom under the new advertising model than they had under the sole-sponsorship model. The 1950s quiz shows were the last single-sponsor-produced shows. When suspicions of quiz show fraud made national headlines in 1958, sponsors completely stopped supporting television. Scandals surrounding quiz shows have contributed to a growing scepticism of advertisements and consumer culture.

In the 1950s, scientifically based methods were utilised in advertising research to try to sway public opinion. Although the efficacy of this form of advertising is debatable, the notion of scientifically manipulating consumers raised concerns for many Americans. The *Hidden Persuaders*, a best-selling book by Vance Packard, was written in 1957 with this kind of advertising in mind. A rising criticism of 1950s commercial society was seen in *The Hidden Persuaders* and similar works. The American people was becoming sick of advertisements in general and more sceptical of their promises. To usher in a new era of advertising and American society, a few daring advertising firms took advantage of consumer weariness.

The Revolution in Creativity

Volkswagen made a brave bet in the 1950s, while being burdened by associations with Nazi Germany, where the firm had its beginnings. The Doyle Dane Bernbach firm launched an advertisement campaign for the business in 1959 that was directed towards detractors of modern culture. The campaign differentiated out from other advertising at the time by adopting a direct, personal tone with the viewer and poking light of the planned obsolescence that was a defining characteristic of Detroit manufacturers. It satirised a number of 1950s consumer symbols, including suburban life and game shows, positioning Volkswagen squarely on the side of the customer and against mainstream conformity. The campaign had established itself as a symbol of American anticonformity by the end of the 1960s. It was a huge success, in fact, and other manufacturers immediately copied it. For instance, advertisements for the Dodge Fever promoted insurrection and criticised corporate principles.

The focus on imagination over straightforward salesmanship during this period of advertising led to its designation as the "creative revolution." The principles of the burgeoning anticonformist movement, which culminated in the countercultural revolution of the 1960s, were represented in the creative revolution. The innovative and unconventional advertising of the 1960s swiftly gave way to more traditional, product-focused commercials in the 1970s. The recycling of past advertising methods was influenced by agency mergers, the recession, and societal repercussions. Early in the decade, major TV networks lifted their long-standing restriction on comparison advertising, sparking a new wave of positioning advertisements that contrasted items. This approach gave rise to advertising conflicts like Coke vs. Pepsi and, subsequently, Microsoft vs. Apple [7]–[9]. A new TV channel called MTV in the 1980s was the source of innovations. Advertising for youth-targeted goods was made with music and a concentration on artistic effects, mimicking the appearance and feel of music videos. By the end of the decade, more widely popular goods were using this design. While advertisements for Michelob employed hazy atmospheric effects, those for the painkiller Nuprin showed black-and-white imagery with bright yellow tablets.

Advertising Falls Short

According to research conducted in the latter part of the 1980s, consumers were moving away from brands and brand loyalty. The buying of generic brands increased, while advertising decreased, as a result of the recession and overall consumer weariness. Advertising accounted for 70% of marketing budgets' spending in 1983, while other kinds of promotion accounted for 30%. Only 25% of marketing funds in 1993 were set out for advertising. These changes led to the emergence of big-box retailers like Wal-Mart that

prioritised cheap pricing above pricey name goods. During this time, major companies reinvented themselves to put less emphasis on their goods and more on the principles that underpin them. Basketball player Michael Jordan's endorsement of Nike's "Just Do It" campaign provided the firm a new focus and a fresh method of advertising. Representatives for Nike have said that rather than being a firm that makes products, they are now more "marketing-oriented". Reformers got interested in big companies as they gained popularity. The majority of the labour and sweatshop demonstrations in the late 1990s targeted businesses like Starbucks and Nike. As these companies tried to combine concepts. In addition to representing particular goods, they also grew to stand for bigger forces in international trade. Public relations strategies, which will be covered in more detail in this chapter, were increasingly used in this sort of branding.

An Increase in Digital Media

Advertising in the twenty-first century has changed to accommodate brand-new digital media. Older types of advertising are in danger as a result of the transition in broadcasting towards Internet formats and the emergence of online media like blogs, social media forums, and other online spaces. Other technology like cellphones, video games, and others also open up new opportunities. The following part will discuss specific new media advertising strategies.

Advertising Formats

Many forms of conventional advertising have shown their ongoing efficacy despite the growth of digital media. Billboards and direct-mail flyers are still used by big businesses and regional advertising. For its Google Apps offerings, Google launched a billboard campaign in 2009 that specifically targeted business commuters. Every day for a month, a fresh message was shown on the billboards, using simple computer text messages to represent an imaginary executive learning about the product. Although this campaign included social media platforms like Twitter, its primary method of advertising was the straightforward billboard.

Magazines and Newspapers

Print advertisements have been around for generations, but newspaper advertising has been severely impacted by the rise of the Internet. The newspaper business suffered a catastrophic downturn between 2007 and 2010, as shown by a 45 percent fall in ad income. Newspapers have often generated money via classified and commercial advertising. Commercial marketers, on the other hand, have shifted to electronic media, and free classified ad websites like Craigslist have a wider geographic reach. The future of newspaper advertising, as well as the whole newspaper business, is uncertain. Newspapers have had many of the same problems as print publications. Declining advertising income has played a part in the demise of well-known magazines like *Gourmet* and the launch of new publications that are cross-platform, such as *Food Network Magazine*. The future of magazine advertising will remain uncertain until a fresh, successful model is created.

Radio

Radio has done well in terms of advertising income compared to newspapers and magazines. Radio is simple to adapt to new modes of communication, which makes selling it to advertising simple. Radio advertisements target certain customers, unlike print advertising. A feeling of personal endorsement for the company or product may be added by paying for radio personalities to recite advertisements live in the studio. The business has not had as

much problem shifting as print media since emerging types of radio like satellite and Internet stations have kept using this paradigm.

Television

TV commercials use both verbal and visual clues to promote products. The advertiser purchases promotional ad time, which typically lasts between 15 and 30 seconds. Longer advertisements, known as infomercials, run like TV shows and often seek a direct reaction from the audience. TV viewers may skip advertisements thanks to modern technology like DVR, yet research has shown that this does not negatively impact advertising. Product placement is largely to blame for this. TV advertising's use of product placement is significant since it mixes goods into the stories of programs. Lever soap was initially advertised in films by the Lumière brothers in the 1890s, but the great surge in product placement started with the reality TV series *Survivor* in 2000. Product placement has now become a mainstay of prime-time entertainment. Products are often shown on reality TV programs like *Project Runway* and *American Idol*, and talk show presenter Oprah Winfrey made headlines in 2004 when she handed out brand-new Pontiacs to her audience. Even children's programming has a history of hawking goods; a new Nickelodeon cartoon series has debuted with characters that stand in for various *Sketchers* trainers [10], [11].

Electronic Media

New digital media channels, including the Internet and mobile devices, have multiplied advertising opportunities. Similar to TV and radio, the Internet provides free services in return for exposure to advertisements. However, the Internet is a highly personalized experience that shares private information, unlike radio or television.

Viral Advertisements

New advertising methods have gained popularity online, as you can read in the previous chapter. Advertisers have attempted to profit from the shared-media phenomena by developing online viral commercials that become viral on their own. Since less than one in six advertisements that are meant to go viral succeed, marketers have created techniques to increase the likelihood that an advertising will go viral. Successful ads often target a certain demographic and place a greater emphasis on creativity than on hard selling. In recent Old Spice advertisements, Isaiah Mustafa, a former NFL player, appeared in a series of continuous settings that ranged from a boat to a shower. The actor appears on horseback at the very end of the ad, a dramatic flourish that left viewers wondering how the action was executed. With over 94 million views as of July 2010, the advertisement was the most watched video on YouTube, and sales of Old Spice increased by 106%.

Role of Social Media

Users' data on social media platforms like Facebook is used to create targeted adverts. An individual could receive promotions for her new CD or a nearby show if they are a fan of Mariah Carey or have joined a group linked with the diva. Although it could seem innocent, clicking on an advertisement conveys user information, such as name and user ID, to the advertising corporation. Despite several privacy complaints, this practise is still in use. Targeted advertising is essential to the continued existence of free email services like Gmail. In fact, advertising is the only thing that might keep these services running. Given the increasing privacy discussions around targeted Internet advertising, a compromise between a user's privacy and service accessibility will need to be made soon.

Mobile Devices

For advertising, mobile phones provide a variety of channels. Radio advertising networks like TargetSpot have taken advantage of the market for commercials generated by the increasing usage of Internet radio through mobile phone platforms. Users obtain more radio broadcast alternatives and marketers access new niche populations by employing the radio advertising model for mobile phones. The use of advertising in smartphone applications is another trend in the mobile phone industry. Mobile phone apps' free versions sometimes come with advertising to cover the cost of the service. Adverts appear in the margins of the free versions of popular applications like WeatherBug and Angry Birds; however, users may escape these adverts by upgrading to "Pro" versions for a few bucks. Other applications, like Foursquare, access a user's location and display advertisements for stores nearby.

The Government Controls Advertising

Advertising legislation has had a significant impact on the historical and cultural effect of advertising. The Pure Food and Drug Law, passed in 1906, was one of the first federal regulations to control advertising. This legislation compelled explanatory labels to be posted on these items in response to public anger over the patent medicines' fraudulent claims. But it didn't really go into the topic of misleading advertising since it didn't address the dubious elements of the adverts.

The Establishment of the FTC

The Federal Trade Commission, which was established in 1914, was given authority over misleading advertising claims. State legislation enacted in the early 1920s allowed for the prosecution of deceptive ads regardless of injury caused, in contrast to federal statutes that required plaintiffs to demonstrate that the advertisement really caused them harm. States continue to play a crucial role thanks in part to the National Association of Attorneys General. A rule governing advertising. 13 states approved legislation requiring sweepstakes providers to disclose the terms and conditions of competitions in 1995.

Due to the developing consumer movement and the widespread opposition to advertising at the time, New Deal laws threatened to criminalise any deceptive advertising during the Great Depression. Although the reformers' objectives were not entirely met, they did leave a lasting impression on the history of advertising. The FTC was given more authority to defend consumers against misleading advertising with the Wheeler-Lea Amendment of 1938. Up to this moment, allegations of misleading advertising from rivals were handled by the FTC. The agency also became a valuable resource for the consumer movement as a result of this law.

False Advertising

The FTC launched the Advertising Substantiation Programme in 1971 to compel marketers to back up their claims with proof. The FTC got the authority to require corrective advertising and to issue cease-and-desist orders to advertisers as a result of this programme. According to this clause, the FTC has the power to order a business to publish an advertising admitting and rectifying a prior deceptive advertisement. According to regulations under this programme, celebrities who endorse products must actually use them, and alleged experts in advertisements must be qualified authorities in their fields.¹⁴ Sunny Health Nutrition was sued in 2006 for height-enhancing supplements called HeightMax. The corporation had used an actor to portray an expert in its advertisements, according to the FTC, and the pills did not live up to their promise. For misrepresenting its goods, Sunny Health Nutrition was ordered to pay \$375,000 to customers.

Guidelines defining terminology like "biodegradable" and "recyclable" were issued by the FTC in 1992. Early in the 1990s, as the environmental movement grew, manufacturers and advertising began making more environmental claims. For instance, Mobil Oil advertised the biodegradability of its Hefty garbage bags. Despite the fact that this statement is technically accurate, most individuals do not understand what the word "decomposition cycle" means. According to FTC regulations, such representations are legally untrue.

Governing the Internet

The FTC has recently focused on internet advertising. In order to prevent businesses from accessing the personal information of children who visit websites or other online resources, the Children's Online Privacy Act of 1998 was established. Because of the Internet's appeal to young people, innovative advertising strategies have come under greater scrutiny. Particularly under investigation are alcoholic beverage manufacturers. The website of beer producer Heineken has a virtual metropolis where visitors may live in their own flats and access utilities like email. The use of virtual worlds to immerse children in a company's goods is a common practise in children's advertising. The age verification standards to take part in this kind of setting, however, are simple to fake and may expose young children to more adult material.

CONCLUSION

Advertising is crucial to mass media and communication. It impacts the production of content, engages viewers, and promotes the financial viability of media platforms. It also offers essential financial assistance. To encourage ethical advertising practices, preserve editorial independence, and guarantee the integrity and variety of media content, it is crucial to comprehend the intricate relationships that exist between advertising, media organizations, and viewers. Internet regulation has also been demanded by consumer and privacy groups who are worried about privacy invasions by marketers. In 2009, the FTC took action in response to complaints against Sears, which led to an order against the business for inadequate disclosure. Customers who downloaded a tracking programme from Sears were given a \$10 discount. The FTC took action against Sears because the software that customers downloaded monitored sensitive data that was not properly disclosed to the customer. Customers have made similar concerns about Facebook and FTC measures against Google for their consumer monitoring have not yet materialised, but new Internet advertising legislation is expected given the public outrage.

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CHAPTER 16

INFLUENCE OF ADVERTISING ON CULTURE AND PUBLIC RELATIONS

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ABSTRACT:

Advertising has a big impact on culture, influencing society's views, consumer behavior, and beliefs. This chapter investigates how advertising affects culture, focusing on how it influences identity, encourages consumption, and helps to create societal norms and ambitions. Advertising is very important in creating and defining cultural identities. Advertising often reflects and upholds society's beliefs, values, and customs. They provide stories and images that appeal to certain cultural groups, illustrating idealized lives, beauty ideals, and social duties. Advertising affects how people see themselves and their role in society through repetition and reinforcement of these messages, which affects people's feelings of identity and belonging. Additionally, advertising has a role in the development of societal standards and ambitions. Advertisements often provide idealized portrayals of life, portraying ideals of prosperity, pleasure, and beauty. These representations have the power to shape cultural norms and uphold certain attitudes or beliefs. Advertisements also play a part in the development of fads and trends, affecting popular culture, fashion, and cultural preferences. There have been examined function of PR in the media and popular culture.

KEYWORDS:

Public Relations, Consumer Behavior, Fashion, Market, Media.

INTRODUCTION

Advertising encourages consumerism and influences buying habits. Advertisements are made to arouse desire and influence people to buy goods or services. They play on people's hopes, anxieties, and wishes for happiness, acceptance, and prestige. Advertising affects consumer decisions and spending patterns by linking goods to satisfying emotions, social prestige, or personal fulfillment. This promotes a materialistic society and molds consumer behavior. The topic of advertising's impact on culture has long been a source of controversy. According to one viewpoint, advertising merely reflects the cultural tendencies that are already there, whereas the other viewpoint contends that advertising actively shapes society. Both propositions are plausible and, most likely, to differing degrees true.

The Rise of Consumer Culture and Advertising

The main character of Sinclair Lewis' 1922 book *Babbitt*, George Babbitt, firmly believed in the burgeoning American consumer culture: The national advertising fixed the surface of his life, fixing what he perceived to be his uniqueness, just as the priests of the Presbyterian Church had predetermined every aspect of his religious beliefs. These often promoted products, such as toothpaste, socks, tires, cameras, and instantaneous water heaters, served as his standards of perfection and served as both placeholders for pleasure, passion, and knowledge at first. Even though Lewis's fictitious customer from the 1920s may not be a real person, it depicts the national consumer culture that was developing at the time. Advertising

aimed to associate items with more abstract concepts, symbols of value, and cultural norms, as it had always done. Advertising, however, came to play a more significant cultural role with the emergence of mass media and the advertising formats that these media accepted.

Ads for automobiles in the 1920s showed them as more than just a mode of transportation but as a brand-new, liberated way of life. Advertisers broke taboos around talk of the body in public by using cutting-edge concepts in personal hygiene to sell goods. Products like mouthwash and deodorant were developed in response to the recently recognized epidemics of halitosis and body odor. Bad breath was just an inconvenience, but an old Listerine commercial made it the sign of a psychopath. Menstruation and women's knickers were formerly taboo subjects that belonged in national magazines rather than most family gatherings [1], [2].

Construction of the Modern World

Advertising has shown its power to influence public opinion via the World War I bond campaigns. Advertising emphasised the novel, making new ideas and goods seem superior to established ones and establishing a feeling of modernity. In a 1926 speech to the American Association of Advertising Agencies, President Coolidge even went so far as to hold advertising accountable for the "regeneration and redemption of mankind." The majority of rich white males owned and worked at advertising companies up to the 1960s, and advertisements' depictions of normal American families mirrored this reality. Advertisements in magazines, radio, and newspapers tended to focus on middle- or upper-class White suburban families as the standard of culture. Since the cultural reaction of the 1960s, this sanitized image of the suburban family, made famous by TV shows like *Leave It to Beaver*, has been relentlessly parodied.

The image of the advertisement as a manipulator and promoter of shallow materialism was the focus of much of that era's cultural critique. Volkswagen's marketers skillfully appropriated the arguments against advertising for their ends when they seized onto this critique, used it to their advantage, and developed a new set of consumer symbols that would later come to signify a period of revolt. By using new cultural values as emblems of a new era of consumerism, advertising has often served as a codifier of its principles. This is what successful advertising aims to achieve.

One of the best-known instances of characterizing a product in terms of emerging cultural trends is Apple's 1984 advertising campaign. Apple, a young firm in comparison to computer behemoths IBM and Xerox, spent roughly \$2 million on a commercial that was only ever shown once. Americans around the country stared in awe as an advertisement unlike any other at the time displayed on their TV screens during the third quarter of the 1984 Super Bowl. The advertisement featured a grey, dreary auditorium with similar people seated in front of a big screen. A guy was speaking to the audience on the television in a strangely alluring voice. He mumbled, "We are one people, with one will. They will talk themselves to death, our opponents. And they shall be buried by their disarray. We will succeed! The screen exploded in a burst of light and smoke as the crowd watched in silence as one lady rushed forward with a sledgehammer. The product was introduced by a narrator after the scene ended. "Apple Computer will unveil the Macintosh on January 24. With this advertisement, Apple established itself as a leader of the new age. "And you'll see why 1984 won't be like 1984." It pitched its items as instruments for fighting conformity rather than as practical tools. Other businesses copied this strategy over the next few decades, positioning their goods as representations of cultural values. Thomas Frank contrasts the 1960s and early 1990s advertising in his study of the cultural effects of advertising, *The Conquest of Cool: To be*

clear, marketers have not intentionally sought to influence the public in the name of consumer culture. Instead, advertising is just going about their business, which has had a significant impact on culture.

Commercial Stereotypes

Ad companies' White, middle-class makeup led to the rarity of depicting ethnic communities in commercials. In this sense, DDB, the company in charge of the Volkswagen advertisements of the 1960s, was an exception. Levy's rye bread is featured in one of their most well-known advertisements. Most traditional marketers would have just advertised this product to a mainstream White audience, ignoring the ethnic components of it. Instead, the creative firm developed an advertisement campaign that emphasized ethnic diversity as a selling advantage, with advertisements showing people of many races enjoying the bread and the slogan "You don't have to be Jewish to love Levy's." In the 1950s, civil rights activists started to criticize the stereotyped portrayals of African Americans used by advertising. Some of the most recognizable black people in American culture are Aunt Jemima, the chef from Cream of Wheat, and the butler from Hiram Walker. However, these advertising figures were recognized for being domestic workers, unlike the African Americans who had achieved popularity via their artistic talent, academic achievement, and athletic prowess [3].

The American Association of Advertising Agencies welcomed civil rights activists at meetings in the 1960s, and companies started to address accusations of bigotry. Blacks were underrepresented in advertising companies, according to a New York study conducted in the middle of the 1960s. In response, several firms hired more African Americans, and many Black-owned organizations emerged in the 1970s. Because they accounted for around 80% of all consumer purchases in the early years, women were regularly targeted in advertising. Women were therefore prominently featured in advertising. However, such representations portrayed women in very constrained positions. Through the 1960s, advertisements aimed towards women often portrayed them carrying out domestic tasks like cleaning or cooking, but advertisements aimed at males frequently portrayed women in a subservient sexual position even when the product had no overtly sexual connotations. In the early 1970s, a National Car Rental advertisement depicted a disheveled female employee sitting in a chair with the title "Go Ahead, Take Advantage of Us." Another 1970s advertisement showed a guy wearing new Dacron pants standing on top of a lady and saying, "It's nice to have a girl around the house".

Early in the 1970s, the National Organisation for Women launched a campaign that emphasized the representation of women in ads. Participants protested the advertisements by contacting networks and businesses and even spray-painting phrases on objectionable billboards. Despite improvements since the 1960s and 1970s, there is still an issue with minorities and women being underrepresented in advertising. One of the most varied Super Bowl crowds ever seen, with a 45 percent female viewership, attended the 2010 game. The advertisements, however, continued to only feature males. Only four of the 67 commercials that were played during the game included minorities in the key roles. Diversity in marketing has clear economic benefits, but traditional advertising practices have resisted change.

Publicity for Children

Toys or junk food are often included in child-targeted commercials. The inability of children under the age of eight to discriminate between imagination and reality is frequently exploited by advertisements. According to studies, the majority of food marketing targeted toward children highlights high-calorie, low-nutrition goods like sugary cereals. Despite some government regulation of children's advertising, the Internet has created new channels for

marketing to young people that have not been addressed. Advergaming are online video games that highlight well-known kid-friendly items. The games are different from conventional advertising, however, since youngsters who play them will be exposed to the products for a lot longer than they would from a regular 30-second TV advertisement. It is unclear if the greater restriction of advertising to children will happen despite the demands of child advocate organizations.

The Advantages Of Advertising

Although many people concentrate on the negative effects of advertising, the medium has over time offered distinct advantages. Early newspaper advertising made it possible for publications to break free from governmental and religious authority, fostering the growth of a free press with the freedom to criticize influential groups. When newspapers and magazines switched to an advertising-based business model, many individuals who previously couldn't buy them could now read them. The most prosperous periods of radio and TV also benefited from advertising. The golden eras of radio in the 1940s and television in the 1950s both occurred when marketers were either the primary creators of or actively engaged in the creation of the majority of the programs.

Additionally, advertising makes newer media accessible and valuable. Many Internet services, including e-mail and smartphone apps, are only offered for free because of the advertising they include. Advertising enables service providers and promoters to cut and sometimes even remove the upfront purchase price, making these services more widely accessible and enabling members of lower socioeconomic groups to engage in popular culture. The arts have long been supported by advertising. Paintings and music throughout the Renaissance were often promoted by rich patrons or governments. Corporate advertising has made it possible for artists to support their artistic endeavors in new ways. Working with advertisements has also allowed numerous authors and artists to sustain themselves. Particularly in recent years, the use of music in ads has brought fame and cash to artists. In fact, it is hard to envision American culture without advertising [4], [5].

DISCUSSION

Public relations is the effort to develop and maintain positive relationships between an organization and its constituents, as opposed to advertising, which is the paid use of media space to market something. Practically speaking, PR initiatives aim to leverage the open media to promote positive publicity. Al and Laura Ries argue that the public has a far higher level of confidence in the press than they do in commercials in their book *The Fall of Advertising and the Rise of PR*. Because of this, PR initiatives that get goods and companies in the media are far more beneficial than a straightforward commercial. Their book explains how public relations may assist contemporary businesses far more than advertising does. Regardless of what becomes of advertising, it is certain that PR is playing a bigger part in marketing and ad campaigns.

Standard Publicity Model

Following the conventional publicity paradigm, PR specialists aim to generate media attention for a client, a product, or an event. These initiatives may include outrageous PR gimmicks, straightforward news conferences, and celebrity interviews in fashion publications. An early American proponent of this kind of PR was P. T. Barnum. His crazy PR stunts were successful because he was unconcerned with getting bad news and thought that any media was beneficial. The extreme promotional tactics used more recently include wooing controversial singers like Lady Gaga and Marilyn Manson. The current trend of

fading superstars making cameos on TV programs, such as Paula Abdul's recurring appearances on American Idol, is more restricted versions of this form of PR.

Model for Public Information

The dissemination of information to a constituency is the aim of the public information model. This strategy is more concerned with providing information in a manner that assures acceptable reception than it is with gaining spectacular, in-depth media attention. The IRS, for instance, issues press releases to clarify changes to current laws, and utility companies often include flyers about energy conservation with customers' bills. Public interest organizations also make research study findings available for the public and decision-makers to utilize [6].

Asymmetrical Two-Way Communication in Persuasion

The two-way asymmetrical persuasive communication model attempts to convince a certain audience to adopt a particular behaviour or point of view. This approach has to elicit a thoughtful reaction from its target audience in order to be judged successful. Using this concept, government propaganda is an excellent example. The deliberate dissemination of information to support or undermine a cause is known as propaganda. Because of his efforts to sell war bonds during World War I, Edward Bernays has been referred to be the father of contemporary PR. The two-way asymmetric concept became one of Bernays' early trademarks as one of the earliest specialists in PR. He persuaded a number of well-known celebrities to march in the New York Easter parade while smoking Lucky Strike cigarettes as part of a well-known advertising campaign for the brand. The persuasive communication paradigm is used by the majority of contemporary organisations.

Model with Two-Way Symmetry

The parties engaged in the two-way symmetric model must actually communicate with one another. This PR strategy is often used in town hall meetings and other public forums where the public has a genuine impact on the outcomes by supporting a back and forth dialogue that leads to mutual understanding and an agreement that respects the objectives of both sides. Congressional members precisely follow this paradigm in a perfect republic. This approach is often used by nonprofit organizations with public service goals that are governed by boards to guarantee ongoing public support. Also make it easier for a business to communicate with its partners, workers, and investors. The two-way symmetric approach is helpful for internal communication since it gives workers a sense of importance inside the business. This concept is often used for investor interactions.

PR Activities

PR tasks are either handled by internal communications workers or by private PR firms. A PR team often manages all facets of a firm's or person's media presence, including press releases and corporate publications. Depending on the size and breadth of the organization, this group might consist of only one person or as many as hundreds of workers. The following are some PR duties

Media Relations: Interactions With Media Organisations

Internal communications take place between management and employees as well as between subsidiaries of the same company. Business-to-business communications take place between businesses that are partnered. Public affairs communications take place with community leaders, opinion leaders, and people involved in public issues.

Strategic communication aims to achieve a particular purpose. problems management involves monitoring public problems that are significant to the organisation. Crisis management involves resolving situations that might harm the reputation of the organization [7].

The Components of a PR Campaign

PR campaigns may happen for a variety of causes. They might result from a long-term plan integrated with other marketing initiatives, or they can be an immediate reaction to a crisis or newly arising problem. Whatever its goal, a typical campaign typically comprises four stages.

First Research Stage

to be dealt with. After that, they investigate the organization itself to provide light on its internal dynamics, positioning, and public impression. Additionally, strategists might do audience research for the campaign. This audience may consist of media sources, supporters, customers, and rivals. Last but not least, the background of the campaign is often studied, including the campaign's prospective outcomes and organizational implications. The optimum campaign kind may be chosen by practitioners after taking into account all of these variables.

Planning Stage

PR experts often establish campaign-focused goals during the strategy phase and develop ways to achieve those objectives. At this point, broad tactics like agreeing on a campaign's general message and the most effective means to express it may be finalized.

Techniques Stage

The PR team determines how to put the plans they developed during the strategy phase into action during the tactics phase. Developing specialized communication strategies and choosing the media types that effectively convey the message might be part of this process. The limitations and opportunities of the budget may also be covered at this stage.

Assessment Phase

PR professionals go into the review step after determining the overall campaign. The group may analyze and assess the possible efficacy of their campaign strategy. For a better understanding of the costs and advantages of the campaign, they may also do a study on the possible outcomes. At this phase, certain standards for judging the campaign once it is over are also set.

A few PR campaign examples

Numerous PR efforts have been created since the early 20th century, some of which have been wildly successful and others which have been abject disasters. Some of these ads have gained special prominence because of their enduring impact or innovative design. In this section, a few significant PR initiatives from the past are discussed.

Diamonds for the Average Joe

The De Beers corporation had a huge supply of diamonds and a little market for high-end consumers in the 1930s. They started a public relations effort to transform the perception of diamonds from a pricey luxury commodity to an affordable and necessary part of American life. Giving prominent actors diamonds as the first step in the campaign allowed De Beers to capitalize on their celebrity networks for exposure. The business made up tales about

celebrity marriage proposals and presents presented as tokens of affection, emphasizing the size of the diamonds that were exchanged. Then, these tales were sent to certain fashion periodicals. This campaign had the effect of making diamonds more widely accepted as a need for a marriage proposal [8].

Big Tobacco Supports Academics

Cigarette sales decreased in 1953 as a result of research demonstrating the harmful consequences of smoking on one's health. To create a campaign to address this issue, a consortium of cigarette producers recruited the PR firm Hill & Knowlton. The cigarette Industry Research Committee was established as the initial stage in the campaign Hill & Knowlton planned to support research contesting the harmful consequences of cigarette smoking. The TIRC published advertising showcasing the findings of this research, providing journalists writing about the topic with an easy source to cite. Since the anti-smoking organizations were unfamiliar with media relations, it was more difficult for journalists to cite them and utilize their points of contention.

However, the ad was successful not because it downplayed smoking's negative consequences but rather because it highlighted the divergent opinions of experts. The campaign's goal was to shift public opinion away from the notion that smoking was unquestionably harmful and towards the notion that there was controversy over its effects by supplying the press with material that was helpful to the tobacco industry and by openly advertising new, filtered cigarettes. Through the 1980s, cigarette corporations did well with this method.

Taco Bell Goes After Mir

In 2001, Taco Bell made a floating vinyl target and dropped it in the Pacific Ocean just before the Russian space station Mir was scheduled to crash down there. If the space station reached the goal, Taco Bell would give every citizen in the country a free taco. All the journalists reporting the Mir crash landing had a few sentences to add to their reports thanks to this straightforward PR ploy. Even scientists made wild predictions about the station's odds of meeting the target: minimal to none. In the end, the publicity campaign gave Taco Bell international exposure. In certain instances, PR has started to supplant advertising as the preferred method of marketing a specific business or product. For instance, the transition from advertising to PR is well shown by the cigarette business. Sales were significantly impacted by laws that forbade radio and television marketing for cigarettes. In response, the tobacco industry started using PR strategies to improve brand recognition.

Philip Morris, a tobacco firm, began funding cultural organizations and causes, including the Smithsonian, Joffrey Ballet, environmental awareness, and health issues. Marlboro sponsored several occasions that received extensive media coverage. For instance, in the 1980s, the Marlboro Country Music Tour brought well-known country artists to important coliseums around the nation. The tour also included talent shows where local bands performed, which further increased the crowd. The concerts received favorable reviews, which resulted in favorable publicity for Marlboro. This tour has also been discussed in publications on the history of country music and later interviews with country musicians [9]. Furthermore, 1987 was the fifth anniversary of the Vietnam Veterans Memorial, and Marlboro's public relations teams planned a party with comedian Bob Hope as the emcee. The Judds and Alabama, two country music icons, headlined the event, and Marlboro paid to have additional names added to the monument. Making the Marlboro brand associated with such a significant cultural event. Consequently, the business received a great deal of media attention. What's more, thanks to these initiatives, the brand's diminished status has been at least substantially partially recovered.

Branding

PR initiatives are crucial for growing a company's more ethereal qualities, even while advertising is crucial for initial brand formation. With the help of these initiatives, brands may be placed in the public eye and given a feeling of cultural significance.

Change from PR to Advertising

The earlier, advertising-centric style of branding centred on the product, utilising commercials to identify a certain branded commodity with quality or another positive cultural value. It was pioneered by firms like Procter & Gamble during the 1930s. However, when consumers were exposed to an ever-increasing volume of adverts, the efficacy of conventional advertising decreased. The public is sceptical of, or even ignores, claims made by marketers regarding their goods as a result of the prevalence of contemporary advertising. However, this trust gap may be closed when PR experts use effective marketing techniques.

Instead of emphasizing the unique benefits of the product, the new PR-oriented form of branding concentrates on the overall image of the organization. This branding strategy aims to connect a business with certain cultural and personal values that are significant to customers. For instance, the automotive manufacturer Saturn promoted their vehicles as a kind of culture in the early 1990s rather than as a mode of transportation. PR strategies boosted the Saturn family's reputation by linking the business with enduring American principles and creating a feeling of community among Saturn owners. The 1994 Saturn homecoming was one occasion that aimed to promote this feeling of community. Approximately 45,000 people attended this event; families skipped their beach vacations to go to a Tennessee Saturn factory to mingle with other Saturn owners and have a tour.

Toyota has had a marketing problem as a result of a significant safety-related recall. Top Toyota executives appeared in a series of advertisements that were released by the firm to fight the negative news and exhort the audience to continue believing in the brand. Toyota developed a self-awareness-based marketing strategy to promote their cars, much like the Volkswagen advertisements from 50 years before. The effective PR effort portrayed Toyotas as high-quality vehicles supported by an organization working to satisfy consumers.

Apple and Nike as Success Case Studies

Apple has also successfully used a similar branding strategy in the past. The computer business has been able to establish itself as a symbol of individualism by concentrating on a unified design language that emphasizes the Apple experience in every product. Despite the cynicism of many Americans towards marketing promises, the idea that Apple represents individuality has gained widespread acceptance with a little irony. Brand managers who previously concentrated on the product now play the role of community leaders and are in charge of maintaining a company's reputation.

Kevin Roberts, the current CEO of branding-focused creative agency Saatchi & Saatchi Worldwide, has coined the word "lovemark" as a substitute for trademark. This phrase refers to companies that have inspired "loyalty beyond reason," or when customers feel the same way about a company as they would about friends or relatives. By evoking mystique around a brand, one might avoid the typical cynicism that surrounds commercial symbols. Apple's success is largely a result of its aura of mystery. Apple has effectively created public relations strategies for new product launches that selectively provide some rumours to different news sources while keeping secret other crucial information, promoting discussion among bloggers

and mainstream media about the next product. All of this comes together to generate a feeling of intrigue and an intense sense of excitement for the product's introduction.

Building a brand or lovemark requires emotional ties. Nike's 1990s partnership with Michael Jordan for product promotion was a pioneering instance of this kind of branding. Jordan's enormous popularity was boosted by a plethora of media sources and fans who were emotionally attached to him as a result of his incredible, almost supernatural exploits on the basketball court. Nike became identified with Jordan and the emotional response he elicited in people as this relationship expanded throughout the nation. In essence, the business inherited a PR apparatus that had been created around Jordan and that worked well until his departure.

Backlashing Brands

The emotional connection that customers have to a brand must be maintained if it is to remain constant. PR disasters may harm brands, just as PR initiatives help to develop them. For instance, BP, an oil firm that had been using PR to reinvent itself as an ecologically friendly energy business, had a PR disaster as a result of the enormous Gulf of Mexico oil leak in 2010. Instead of using the company's original moniker, British Petroleum, BP started a campaign in 2000 called "Beyond Petroleum." BP, which became the world's top producer of solar energy after purchasing a significant solar firm, said in 2005 that it will spend \$8 billion in alternative energy during the next ten years. The marketing company for BP created a public relations campaign that, on the surface at least, seemed to follow the two-way symmetric PR paradigm. Consumers who participated in the campaign's interviews had the chance to voice their complaints and raise awareness of energy policy-related concerns. Customers may estimate the scope of their environmental effect using the carbon footprint calculator on the BP website. The Gulf of Mexico single explosion on BP's deep-water oil rig effectively cancelled the PR efforts of the preceding ten years, dropping BP to the bottom of the list of ecologically conscious businesses.

Branding problems may also result from a company's influence over what its brand stands for. The Body Shop, a cosmetics brand that rose to prominence in the 1980s and early 1990s, utilised PR to establish itself as a producer of natural goods and a corporation that stood up for business ethics. To advance environmental causes and enhance its natural image, the corporation partnered with Greenpeace and other environmental organisations. However, by the middle of the 1990s, allegations about the unethical treatment of franchise owners seriously cast doubt on this image. The Body Shop has invested a lot of time and money in developing its forward-thinking, impulsive image. The company's reputation for humanitarian donations and tales of research and development trips to far-off locales were totally made up. Even the company's history had been embellished as a PR ploy: the Body Shop, a tiny California store that was subsequently awarded a settlement in exchange for its silence, was the source of the concept, the name, and even the product list. The Body Shop's PR effort helped it become one of the biggest success stories of the early 1990s, but the unfoundedness of its PR claims severely damaged its reputation. The Body Shop was later acquired by rival L'Oréal for a small portion of its prior price.

Other brand backlash issues have affected businesses like Nike and Starbucks. Both businesses came to be seen by people who opposed them as examples of unbridled capitalism's greed because they developed their brands into universal icons. Starbucks and Nike businesses were the targets of violent violence from protesters in Seattle in 1999, including window breaking. Labour groups have also criticised Nike for using sweatshops to

produce their sneakers. Nike eventually appointed a vice president for corporate responsibility to address the problem of sweatshops.

Relationship with Government and Politics

Since the beginning of political action, PR and politics have coexisted. Politicians use PR techniques to reach out to their supporters and spread their message. The voyage to France that Benjamin Franklin took while serving as ambassador during the American Revolution is a prime example of political PR that used the publicity model. Franklin was a global celebrity at the time of his journey, and Paris' stylish elite greeted him with a party. His symbolic choice of an American-style fur hat quickly influenced a new kind of women's wigs. Franklin brought a printing press with him as well, using it to make pamphlets and promotional announcements that were distributed throughout Paris's fashionable and intellectual circles. Such public relations initiatives finally resulted in a pact with France that assisted in the colonies' victory against Great Britain.

President Franklin D. Roosevelt's Fireside Chats, a series of radio talks that outlined components of the New Deal, are famous PR operations from the 20th century. The Fireside Chats were a crucial marketing tool for Roosevelt's administration and its initiatives because to his personable demeanour and experience with radio. The president used these conversations to avoid the press and address the public directly. They served to defend numerous New Deal programmes. More recently, the private military contractor Blackwater Worldwide changed its name in response to criticism of its operations in Iraq. A significant PR effort was undertaken to disassociate the corporation from any connections to acts of civil unrest, leading to the adoption of the new name, Xe Services.

The plethora of media channels and the nonstop news cycle have changed how politicians approach public relations. When then-Vice President Dick Cheney unintentionally shot a buddy while on a hunting trip in 2006, the difference between traditional and modern PR strategies became clear. Cheney, who had previously come under fire for keeping things quiet, waited three days before releasing a statement on the incident. Rich Galen, a Republican strategist, characterised Cheney's quiet as an antiquated PR strategy intended to keep the conversation out of the media. However, in the contemporary digital age, the old method is less effective. That whole notion is no longer valid. The current ideology is that you must react immediately and, wherever feasible, with a powerful counterattack. A large portion of it is attributable to cable TV news and the Internet.

Throughout the 20th century, propaganda campaigns have used PR strategies. Kuwait hired Hill & Knowlton in the 1990s to promote American participation in the Persian Gulf area. One of their campaign's more notorious instances was a well publicised testimony by a Kuwaiti girl who claimed that Iraqi forces had tossed infants out of incubators in Kuwaiti hospitals. Outrage at this testimony fueled support for American engagement. The Kuwaiti kid was really the ambassador's daughter and had not actually seen any of the reported horrors, it came out. Using public relations initiatives, lobbyists also try to influence public policy. Early in the 1990s, the Water Environment Federation, a lobbying organisation for the sewage sector, started a push to encourage the use of sewage on farms. The term "biosolids" was proposed by the campaign to replace "sludge." After that, it tried to promote the usage of this phrase to make sewage popular as a fertiliser while educating elected officials and representatives. 1992 saw the U.S. Environmental Protection Agency embrace the new word and reclassified biosolids from a hazardous waste to a fertiliser. By sending the sewage to states that permitted biosolids, this renaming assisted New York City in getting rid of tonnes of sewage.

Branding For Politics

Politics now uses branding as well. Bill Clinton, a former president, compared his political conflicts to a brand war. In recent elections, branding has been very effective. The outsider or reform-minded politician is a political brand that constantly enjoys widespread support. Despite his lengthy employment in the U.S. John McCain, a senator, is well-known for using this brand during the 2008 presidential race. Barack Obama, McCain's rival, also used branding techniques. Obama's 2008 triumph was aided by the use of a number of enduring images and catchphrases from his campaign. A second example of the impact of branding is the extraordinary volume of goods sold before to Obama's inauguration in January 2009.

A New Form of Communication: Branding

Its widespread use as a communication tool by so many diverse organisations is evidence of its pervasiveness. Even organisations who are anti-commercial and anti-brand, like Adbusters, have developed brands to convey ideas. Social media platforms have promoted branding strategies by enabling users to create personal profiles that they may use to express their basic beliefs. Perhaps the best illustration of how advertising and public relations have influenced contemporary society is this individual application. Formerly a strategy employed by businesses to market their goods, branding has evolved into a regular form of communication.

CONCLUSION

The way advertising affects culture raises moral questions and poses the possibility of bad outcomes. Advertising has the power to support undesirable gender norms, damaging stereotypes, and unrealistic body standards. It may promote a culture of discontent and consumerism that encourages a continuous search for material items and outside approval. The commodification of traditions and identities may result from the commercialization of culture as well as the deterioration of genuine cultural representations. It may be said that advertising has a significant influence on culture. It shapes cultural identities, encourages consumption, and helps to create social norms and goals. For critical consumption and media literacy, it is crucial to comprehend how advertising affects culture. It demands honest advertising tactics that advance inclusiveness, diversity, and the welfare of both people and society at large. Individuals may manage the intricate interplay between advertising and culture, influencing their own perceptions and decisions, by critically interacting with adverts and raising awareness.

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CHAPTER 17

AN INVESTIGATION OF MASS MEDIA ECONOMICS

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ABSTRACT:

The field of mass media economics includes the study of the economic dynamics, structures, and principles that control the creation, dissemination, and consumption of media material. The fundamental elements of mass media economics are examined in this abstract, including revenue models, market concentration, technical improvements, and the effects of digitization on the sector. The several revenue models that media companies use are the focus of mass media economics. Traditional income sources include advertisements, membership fees, and the selling of tangible products like CDs, DVDs, and publications. These approaches, however, have been shaken by the digital era, which has sparked the emergence of new income streams including online advertising, paywalls, subscription-based streaming services, and digital content sales. The difficulties of striking a balance between audience accessibility and financial viability for media organisations must be overcome. Name the three fundamental business models for the media. Describe the various media sectors' business models. Describe the distinctions between the two sources of income for the media.

KEYWORDS:

Mass Media, Economics, Internet, Media Material, Networks.

INTRODUCTION

Market concentration is another important aspect of the economics of mass media. Many times, a small number of powerful corporations that have influence over a variety of media sources, such as television networks, radio stations, newspapers, and internet platforms, dominate the media market. The competitiveness, diversity of viewpoints, and variety of media material may all be impacted by such concentration. A healthy media ecosystem is ensured by regulatory frameworks, which are essential for resolving possible antitrust concerns. Furthermore, audiences have become more dispersed and personalised consuming habits have emerged as a result of the digitization of media material. Understanding audience segmentation, targeting, and engagement tactics is now part of the field of mass media economics. The challenges of providing specialised experiences to a variety of audiences while upholding moral standards and preserving user privacy must be navigated by advertisers and content producers.

Conglomerate or Monopoly in The Media

Andrew Carnegie had a great concept in the late 19th century. Instead of purchasing raw materials and producing steel, Carnegie purchased mines, railroads, and every other component of the industry. By doing this, he invented the vertical integration business model, in which a firm controls both its suppliers and customers.

By eliminating the intermediary and enabling him to push the competition out of certain markets, Carnegie was able to dramatically increase his profits by collecting, producing, and

transporting raw materials and completed items all under the authority of a single business. This same tactic is still effective a century later; while it did not initiate industrialisation, its consequences are no less potent [1].

Comcast, a cable corporation, indicated in late 2009 that it would buy a majority interest in NBC Universal in order to merge with NBC. With this multibillion-dollar agreement, Comcast would hold 51 percent of the business, with current owners General Electric keeping the remaining 49 percent. The planned partnership combined all NBC Universal material, including Universal Pictures and Focus Features, with Comcast's cable channels, including E!, Telemundo in Spanish, USA, Bravo, CNBC, and MSNBC. Versus, the network for entertainment. Comcast, which is already one of the biggest cable and broadband Internet providers in the country, might then be able to either limit access to these wildly popular NBC-owned networks to its own cable service, forcing customers to subscribe to Comcast in order to watch them, or charge exorbitant prices to competitors' cable subscribers for the channels, increasing the appeal of their own cable service.

The most concerning or advantageous, in Comcast's case aspect of this deal, is how it may combine conventional cable media with web material. The second-largest online video channel in the US, Hulu, was cofounded by NBC Universal. Owning the online video gateway would enable Comcast to limit access to it and to all of NBC's online programming to its own cable customers if it believes that ad-supported websites like Hulu pose a threat to its cable business. In essence, Comcast would be permitted to establish a subscription business model for Internet content, similar to how it does so for cable programming. Since users have always had the freedom to pick and choose from a broad range of sources, choosing just the online material they choose, some worry that Comcast may introduce to the Internet the issues of a cable subscription with hundreds of channels, but only those worth viewing.

The production and consumption of mass media might be altered as a result of this merging. America Online first created its own website only as a conduit to other firms' content when the majority of Internet customers signed up for the service. But the envisaged amalgamation of content creators and service providers enables unparalleled control over online information. Another issue with net neutrality is that Comcast may give preference to its own content channels over rival channels, such as a subscription-only version of Hulu. When there is robust competition, this does not necessarily present an issue, but in many areas Comcast is the sole supplier of broadband Internet, prompting fears of a possible monopoly. Whatever the outcome of this specific merger, it seems that the economics of mass media are getting even more convoluted as conventional media outlets face a potential transformation or replacement due to the fast advancement of new technologies.

Media Industry Characteristics

The combination of Comcast and NBC is only one of the many business strategies used by media firms. The economic intricacies and distinctive models of television, print publishing, radio broadcasting, music, and cinema are all unique. But monopoly, oligopoly, and monopolistic competition are the three broad categories into which these business models may be divided. Monopoly is undoubtedly the most well-known of these three fundamental media business strategies. When someone has complete control over a product or service, such as in a small town with only one significant newspaper, a monopoly exists. Publishing often exhibits oligopoly, or the dominance of a product or service by a small number of firms; a select few big publishers release the majority of best-selling books, and a sizable number of firms own many of the periodicals with the greatest circulation in the country.

Similar circumstances apply to television, where the main broadcast networks NBC from Comcast and GE, ABC from Disney, CBS from National Amusements, and Fox from News Corporation acquire practically all broadcast and cable channels. Last but not least, monopolistic competition arises when several businesses provide basically the same product or service. For instance, Ticketmaster and Live Nation, which both essentially offered the same set of event-management services for the music and other live entertainment sectors, were longstanding rivals until they merged in 2010 [2], [3].

Media ownership has been more consolidated over the last several decades, enabling economies of scale that were previously impossible to obtain. Large corporations can now purchase wholesale advertising for any or all of their brands on a dozen different radio stations in a single media market that are all owned by a conglomerate like Clear Channel, as opposed to individual local radio stations competing for advertising revenue among a variety of local businesses. Mass media economics has evolved into a macroeconomic issue since GE now produces everything from cable news to jet engines. This has ramifications that transcend beyond marketing. Fears about corporate dominance of media message have grown since large businesses now dominate almost all media outlets.

These anxieties are, nevertheless, often used to fuel profitable endeavours. There is a persistent countercurrent in many media businesses that offers diversity not present in many corporate-owned models. Independent radio stations, such as those connected to universities and nonprofit organisations, provide a range of musical and entertainment programmes in addition to news and in-depth commentary that are unavailable on corporate stations. Similar to how tiny record firms have recently found success using digital platforms like the iTunes appliance programme or online CD sales to promote and distribute music. Reaching a surprisingly wide public is made simpler for filmmakers on YouTube, often outpacing even niche platforms like Hulu.

DISCUSSION

Companies use a wide range of strategies to generate income for their offerings, but they ultimately come down to one of two basic concepts: either customers or advertising provide the funding. In reality, many outlets mix the two to create a flexible revenue stream for themselves. Customers could also be prepared to pay a little bit more for fewer commercials or put up with more adverts in return for free content. On one extremity of the scale are traditional book publishers, who essentially earn all of their money by selling their goods directly to customers. In some ways, cable providers follow a similar business strategy in which they offer a packaged package of television channels for subscription and delivery directly to customers. Cable channels, on the other hand, predominantly depend on a variety of media income streams, with money coming from both subscriber fees and advertising. Although print media have recently lost this significant source of income due to online classified advertising, magazines, and newspapers may also fall into this middle-ground group. Because there are no membership fees for these channels, broadcast television is the most obvious example of money derived through advertising. In contrast to a cable channel with a more constrained and potentially more restricted viewership, networks may charge a higher price for their advertising time since the absence of direct fees expands the potential audience for the network.

Media in Print

The three main types of print media are books, newspapers, and magazines. The book publishing business is essentially an oligopoly; in 2009, the top 10 trade publishers controlled 72% of the market, with the top 5 accounting for 58% of this. Because there are often few

local news sources, newspapers tend to be local monopolies and oligopolies. In the past, a significant amount of newspaper earnings came from classified advertising. However, the emergence of the Internet, especially free classified sites like Craigslist, has harmed the newspaper business by reducing the earnings from classified ads.

Newspapers

A combination of initial, or first copy costs, and minimal marginal costs are also present in the newspaper sector. While the expenses of paper and delivery are generally modest, the costs of journalism and editing are comparatively expensive. Newspaper production's marginal costs were significantly decreased when contemporary electronic printing replaced the labor-intensive mechanical typesetting technique. It is challenging to set a newspaper's price over the long term because of the cyclical ups and downs in the price of newsprint.

The overhead expenses for editing and administration continue to be the biggest in publishing a paper. back-office operations. If a firm owns more than one publication, departments like administration and finance might often be merged. Print media hasn't been subject to the same ownership rules as broadcast media in the past, which restricted the number of stations that may be owned by one network. As a result, a business like Gannett has acquired ownership of USA Today as well as the majority of the local newspapers in 33 states, Guam, and the United Kingdom. Other businesses, like McClatchy, also operate their wire services, in part to save the expenses associated with bringing national news to several local areas.

Magazines

Similar to newspapers, a small number of businesses control the majority of magazines. Many magazine franchises, unlike newspapers, are really controlled by much bigger media companies. Time Warner, which topped the 2003 list of media companies, is the owner of a number of publications, including Time, Fortune, and Sports Illustrated. Time Warner owns 20% of all magazine advertising in the US when all of its publications are taken into consideration. However, a lot of smaller publishers create publications that are specialised and don't aim for a larger audience. Overall, it seems that the magazine industry is in financial decline, as seen by the net loss of almost 120 publications in only 2009 alone [4], [5].

The Radio and Television

Nearly all television networks are owned by big media companies. However, stations like the Fox-owned WNYW in New York or the CBS-owned KCNC in Denver can blend local material with national reporting and programming, much as major newspaper businesses do. Conglomerates often control both national networks and local affiliates. One cable provider often controls the cable service market in a particular area. One cable provider, like Comcast, the biggest of the cable providers, is sometimes the only choice. However, satellite providers like Dish Network and DirecTV, which can reach any number of households with little local infrastructure, have boosted, though moderate, levels of competition over the last several years.

While cable is growing, radio has seen significant consolidation. Massive radio networks like Clear Channel Communications have been acquiring several local stations since the 1990s in an attempt to dominate every radio station in a certain media market. Although the FCC continues to conduct public hearings on frequency allocations, it has assigned the lower portion of the FM radio spectrum for noncommercial uses, including nonprofit programmes like educational, religious, or public radio stations. Due in large part to the fact that such

stations are not funded by advertising, these practises assist in maintaining a certain amount of programming variety in the face of rising standardisation. Because they are supported by contributions or nonprofit organisations, these stations are better off financially by appealing to a smaller percentage of listeners who may provide the station financial support rather than a bigger majority who have alternative entertainment choices.

Movies and Music

The music and film industries each operate on a different economic model from print or broadcast media due to the distinct financial possibilities and constraints they each confront. However, owing to consolidation, advancements in technology, and changes in consumer preferences in recent years, music and movies have also seen substantial changes, much like those other types of media.

The Big Four

The radio business and the music industry are intertwined and highly dependent on one another. Radio would not be nearly as vibrant or as well-liked without music; music would be harder for listeners to find and maybe only appeal to a small local audience [6]. The music business has concentrated along with radio corporations. The recorded music industry and therefore the majority of mainstream radio airwaves are dominated by a total of four record labels, collectively known as the "Big Four" inside the industry. The Big Four record labels typically concentrate on national and international acts because a conglomerate like Clear Channel is ill-equipped to handle local tastes and musical acts, and because it is typically simpler to manage programming across a large regional area than on a station-by-station basis. After all, an artist suddenly obtains access to a large national market if a company can persuade a single radio network to broadcast their song.

Because of this, the music industry is sometimes referred to be an oligopoly, despite the existence of several little, independent businesses. The market is dominated by a small number of large record labels, and they are all essentially organised similarly. Sony Music is controlled by the aforementioned Japanese technological behemoth, Universal is owned by NBC, which was formerly owned by GE and is now owned by Comcast; Warner Music Group, while currently independent, was once a part of Time Warner; and the EMI Group is held by a private investment company.

Combining with Ticketing

Despite their dominance in the recorded music sector, the Big Four are shockingly underrepresented in live performances. In the past, bands went on tour to promote their records and sell enough copies to recoup their advances. The live performance served as both a means of self-promotion and a source of money. The record business of an artist gave financial assistance, but concert tickets brought in substantially more money per purchase than CDs did. The provision of tickets for major venues has essentially been monopolized since the merging of the ticket providers Ticketmaster and Live Nation. For instance, Madison Square Garden, one of the biggest venues in New York City, does not handle its booking internally, and for good reason, the technology to handle tens of thousands of customers attempting to purchase tickets to a performance that would shortly be sold out the day they go on sale would probably crash the system. Instead, Ticketmaster is in charge of all ticketing at Madison Square Garden, adding a 10 to 20 percent service charge to the face value of the ticket depending on the location and cost of the event [7].

Film

The economics of the medium are somewhat different from those of music because of the nature of cinema. Its distinctive features include the absence of film in broadcasting, the absence of a live performance, and exponentially greater expenses. But much as in the music industry, big businesses often control the market. These enormous studios are now corporately linked to other media companies. For instance, Fox and Disney both own significant television broadcast and cable networks, as well as film studios, while Sony and Universal both have partners in the music business. Film distribution businesses often sell to huge chains, such as the over 6,000-screen Regal Entertainment Group and the over 4,000-screen AMC Entertainment, which has a nationwide footprint, much as record labels do with radio conglomerates. Independent filmmakers still provide these bigger companies with some stiff competition, however.

To achieve independence, Bob and Harvey Weinstein created Miramax in 1979. In the years that followed, they distributed pictures that big studios wouldn't touch, such as Steven Soderbergh's contentious *Sex, Lies, and Videotape* and Quentin Tarantino's bloody *Reservoir Dogs*. Miramax was able to get even more substantial financial support once Disney acquired the smaller company in 1993, although rather reluctantly. When Tarantino's *Pulp Fiction* made more than \$100 million at the box office within two years of Disney's purchase of Miramax, it seemed like a good deal. Tarantino and Kevin Smith, the directors of *Clerks*, *Dogma*, and *Jay and Silent Bob Strike Back*, had developed relationships with Miramax. As a consequence, Disney offered the Weinsteins a new deal with a \$700 million yearly budget, and in 2003 it allowed them to get extra hundreds of millions of dollars from Goldman Sachs to produce even more costly films.

But by 2004, things were becoming tense between Disney and Miramax. Disney refused to let the publication of Michael Moore's explosive documentary *Fahrenheit 9/11* in May of that year. The Weinsteins responded by seeking outside finance and releasing the movie on their own, to tremendous success. The movie earned \$222 million worldwide on a \$6 million budget, making it the highest-grossing documentary ever. The Weinsteins ended their partnership with Disney a year later. However, Disney preserved the Miramax name and the full Miramax film catalog. The Weinsteins' careers were not, however, ended by this crack. The Weinstein Co., an independent film production firm that the brothers launched in 2005, has had some success with films like *Vicky Cristina Barcelona* and *The Queen* as well as Michael Moore documentaries like *Sicko* and *Capitalism: A Love Story*. However, success is difficult to come by when even independent cinema superstars like the Weinsteins enjoy only little success. When Disney finally shut down Miramax in January 2010, *The A.V. Club*, a parody website, posed the question, "How long will the studio 'indie' model remain sustainable at all? There are now very few genuine "indie" studios extant, and some big companies, like Warner Independent and Paramount Vantage, have shut down their boutique studios. However, it appears that there will always be an aesthetic urge for independent film and, someday, someone's going to make the economics of it work again. Some people may be doubting the viability of the indie-studio models of the 1980s and 1990s [8], [9].

Old Models and New Media

The media sector as a whole has been significantly changed by the Internet in various ways. There are a few things that haven't changed, though: large media firms still operate well-known media content websites like Hulu and YouTube and have access to a lot of internet data. Even bloggers, who have taken on a new position as the media cycle's drivers, are limited in their capacity to produce fresh material. They often republish news articles from

reputable media sites and supplement them with opinions to increase their audience. The Drudge Report, a large and comparatively powerful publication, mostly consists of links to other news sources rather than the original writing. By publishing about how Newsweek suppressed writer Michael Isikoff's investigation into the Bill Clinton and Monica Lewinsky controversy, it rose to renown in the late 1990s for breaking the scandal. Nevertheless, the Internet's economic challenges have irreversibly altered the media landscape, as seen by the sharp rise of free content over the last 10 years.

CONCLUSION

The economy of the mass media has also been significantly impacted by technological improvements. By democratizing content production and dissemination, the internet, digital platforms, and social media have made it possible for individuals and smaller organizations to connect with a worldwide audience. The disruption of conventional revenue models brought forth by these technical developments has made it more difficult to monetize digital content and battle problems like piracy and ad-blocking. Media companies need to change with the times, adapt to the shifting customer wants and tastes, and develop new, creative methods to make money. In conclusion, the study of audience fragmentation, technical improvements, market concentration, and revenue models are all included in the field of mass media economics. Media companies have had to adapt and evolve as a result of the possibilities and problems that the digital era has delivered. The ability to navigate the changing media environment and guarantee a diversified and viable media ecosystem depends on media professionals, policymakers, and consumers having a solid understanding of the dynamics of mass media economics.

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CHAPTER 18

ROLE OF THE INTERNET ON MEDIA ECONOMIES

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ABSTRACT:

The way media material is generated, delivered, monetized, and consumed has changed significantly as a result of the internet's profound influence on media economics. The main effects of the internet on media economics are examined in this chapter, including how audience behavior, industry structure, revenue models, and technological advancements have changed. Additionally, the internet has changed how the media economies' industries are organized. The rivalry from digital-native media sources, independent artists, and citizen journalists has grown for traditional gatekeepers like newspapers, broadcasters, and publishing corporations. Entry barriers have decreased, enabling new competitors to join the market and compete against long-standing incumbents. Media companies are increasingly seeking to adapt to the digital context and boost their competitiveness, which has resulted in consolidation and convergence. There have been described the ways that digital communication is affecting global economies, especially in underdeveloped nations.

KEYWORDS:

Internet, Media Companies, Networks, Digital Communication.

INTRODUCTION

Conventional revenue structures in media economies have been impacted by the internet. The dominance of print advertising and subscription-based income sources has been challenged by the growth of digital platforms and internet advertising. New monetization techniques including paywalls, digital subscriptions, sponsored content, and targeted advertising have forced media companies to change how they operate. The financial dynamics of media organizations have changed as a result of this change, and the viability of conventional media business models has come into doubt. Second, audience behavior and consumption habits have changed as a result of the Internet. The emergence of streaming services, social media, and online content platforms has increased audience fragmentation and given them a greater ability to choose from a wide range of content sources. As a result, media companies now have difficulties grabbing and holding audiences' attention due to personalized and on-demand consumption. Additionally, user-generated material has been made possible via the internet, resulting in new kinds of participatory media and user involvement [1], [2].

Production is the issue that media economics must overcome. The idea was straightforward: market newspapers, magazines, and books when print media was the only publicly accessible medium. Sales of these items could be measured similarly to those of other products, even though in the case of media, the good was information rather than actual paper and ink. Even this practice harkened back to the world of print media; just as newspapers and magazines sell advertising space, radio, and television networks sell space on their airwaves. The shift from physical media to broadcast media presented a new challenge because consumers did not pay money for radio and, later, television programming; instead, the price was interrupted every so often by a 'word from our sponsors'.

The low cost of online space compared to that of print or broadcast media has been the fundamental revolution in Internet economics. The Internet seems to be a danger to conventional media, especially when combined with the rapid spread of information. Media companies reacted by creating an online presence, and now it is almost unheard of for any media organization to be offline. Aside from a few holdouts like The Wall Street Journal, companies' archives have become more accessible, and almost all newspapers now provide free online access. However, some publications, like The New York Times, may experiment with a premium membership model to address the issue of declining sales. Radio and television networks have broadcast conventional text-and-photo pieces, and newspapers increasingly provide video material online. Media businesses have synchronized their content via Internet portals; they are no longer only television networks or regional newspapers but are rapidly becoming a little bit of everything [3], [4].

Digital Synergy

The synergy of various media has undoubtedly had the biggest impact on media economics, even if the Internet has had many other consequences as well, such as reduced distribution costs and media piracy. For instance, the front page of The New York Times' website has several brief video clips, while the home page of Fox News' website features clips from the cable television network combined with pertinent stories from FoxNews.com. Consumers get many of these services for free from media sources, if only because they are used to finding this material for free elsewhere on the Internet.

The manner in that business advertising models function has also undergone a significant transformation thanks to the Internet. Many online advertisements in the early days of the Internet were targeted at retailers like Amazon and eBay, where customers made purchases of goods and services. Today, however, a lot of advertisements especially on the websites of prominent media organizations like Fox News and The New York Times are promoting goods that aren't generally purchased online, like vehicles or large credit cards. On the Internet, another kind of advertising that is targeted at certain web sites has grown in popularity. Marketers connect advertisers with specific keywords on certain web pages in this kind of advertising. For instance, some of the targeted advertisements for nearby refrigerator repair services may appear if the page is a how-to guide for repairing a refrigerator [5].

Online with Google

Google has been attempting to master this specific kind of tailored advertising search. Its search results, numerous web sites, and the sidebar of its free web-based e-mail service, Gmail, may all include inexpensive text adverts. Google has cut the cost barrier to advertising as well as the volume barrier to hosting advertising, going beyond just utilizing computers to search through vast quantities of data and match advertising to content [6]. An independent website may join up for Google's advertising service and register to get payment for each user who clicks on the text links since Google automatically connects websites with advertisers. Similarly, small businesses may purchase without needing to go via a large-volume ad buyer, niche-specific advertising space. This company has proved to be quite successful; the majority of Google's income comes from advertising even though it offers free services like email and file sharing.

DISCUSSION

Issues with Digital Delivery: Although they provide access to internet content, search engines like Google and video-sharing websites like YouTube do not create that material themselves. The tendency of these websites to collect information and then make it freely accessible to

users does not necessarily sit well with those who rely on the selling of this information for their livelihood.

Internet News

Google News, a news aggregator that automatically gathers news articles from multiple online sources, is one of Google's most contentious initiatives. Users of this service may quickly get the most recent news from several sources in one place. However, a number of these news organizations have opposed the initiative, claiming that Google has violated their copyrights and lost them money. One of the loudest opponents of Google News has been The Wall Street Journal. Editor Robert Thomson said in April 2009 that news aggregators are "best described as parasites." In response, Google allowed publishers to place a limit on the number of articles per day that a reader may access for free via Google in December 2009.

Sharing Files and Music

One of the issues brought on by digital technology is the current conflict between Google and the conventional news industry. Data may be precisely duplicated using digital technology, making it impossible to tell one copy from the other. To put it another way, even if a printed book may be finer than a photocopy of it, digitization of the book is identical to all other digital copies and can be transferred extremely immediately. Similar to how copies of recorded music on cassette tape had inferior sound quality than the originals, the development of writable CD technology in the 1990s made it possible to duplicate a digital audio CD that was a replica of the original [7].

CDs no longer needed to be physically duplicated to other CDs as the prices of data transmission and storage declined. With the introduction of MP3 digital encoding, it was possible to compress the music data on a CD into a relatively compact, transportable format that could be sent over the Internet with ease, and music file sharing took off. The majority of listeners couldn't detect the difference between these recordings and their CD-quality equivalents, or they didn't care since they could now easily and for free distribute music files. Through websites like Napster, the practise of sharing music over the Internet soon took off.

Streaming Video

Video-sharing and streaming websites like YouTube emerged as high-bandwidth Internet connections expanded. Even though users were expected to submit and share their amateur movies on these websites, one of the site's large collections of illegally uploaded music videos, television program episodes, and other commercial material was one of its main attractions. Media businesses that depend on direct consumer revenue, including publishing and recorded music, have seen a radical upheaval as a result of the inherent reproduction capability of digital technology and internet transmission. The digital gap, where individuals without access to the Internet are at an even greater disadvantage than they were before, might result from the migration of media and information to the Internet, as the next section will demonstrate.

Global Economy with a Digital Divide

The Internet has evolved into a channel for a globalized workforce rather than merely a tool for information distribution. A New York-based company may now outsource electronically based work to an extremely well-connected underdeveloped nation like India without having to worry about the kind of shipping costs or communication lag that in the past limited such attempts. Because it gives businesses access to cheaper labor and allows money to flow into underdeveloped nations, internet connection, especially for commerce, has enabled growth in

distant locations. A digital gap has also formed as a result of the Internet's integration into everyday business life: While some people have access to the Internet, many others do not.

The digital gap has drawn the attention of several national and international authorities as well as nonprofit organizations. Instead of dividing the globe into readily distinguishable political regions, a globalized workforce divides it into those who have valuable access to technology to reach a larger market and those that do not. Worldwide communication has grown more crucial for a strong economy as the 21st century progresses, posing a new problem in ensuring that quick technology development does not prevent economic success for less developed nations. However, the issue goes beyond simply skill or even access. The digital gap is made worse by the 80/20 effect, in which the wealthiest 20% of people generate 80% of the profits. In other words, the Internet, which was mostly developed by and for the wealthy, is essentially worthless for the underprivileged, especially in developing nations. Therefore, closing the digital gap entails giving individuals who have little or no access to the digital world the tools they need to utilize technology in ways that are profitable for them.

Shift in Information

Those without easy access to the Internet are rapidly being left behind as information and media shift online. The digital gap is visible, even in rich nations like the United States. Older and less educated employees often lack computer knowledge and access to the Internet at home. The Pew Research Centre examined the demographic variations in broadband Internet adoption in June 2009 and found that 45% of individuals without Internet access were 65 years of age or older. What's more, 25% of the disconnected were between the ages of 50 and 64. These employees have a glaring disadvantage when it comes to obtaining employment and being recruited. Internet connectivity has become essential for finding a job to apply for as newspaper classified ads and job posts have moved online. Twenty percent of respondents in the aforementioned Pew poll earned less than \$20,000 annually. However, this 20% represented a disproportionately high 48 percent of survey respondents who did not use the Internet; 64 percent of survey participants who were from low-income households did not have access to the Internet. While those earning under \$40,000 per year made up 80% of non-Internet users, those earning over \$50,000 made up 50% of those using high-speed Internet, these figures sharply declined as earnings rose. Lack of Internet connection among certain populations might seriously impede upward economic mobility since the Internet is becoming a crucial component of our everyday life.

Older workers and Computer Skills

Many effective job searches depend on having access to the Internet, but it's also crucial to take computer skills into account. The computer and digital skills necessary for modern employment are lacking in a large number of elderly folks who didn't grow up with the Internet. In October 2009, MSNBC reported that senior employees' unemployment rates doubled between late 2007 and the autumn of 2009, reaching a 60-year high. While the unemployment rate has increased overall to a level not seen in 26 years, older employees who lacked the computer literacy of younger, tech-savvy folks were suffering disproportionately. Even if a person can obtain employment in these challenging economic times, a lack of computer skills may be a severe barrier to career progress.

Libraries and other charity organizations have taken on the duty of teaching older jobless persons how to successfully utilize the Internet for work-related requirements in response to these difficulties. These training programs aim to provide older employees with the skills they need to rejoin the workforce, starting with basic computer operation and mouse usage and progressing to sophisticated office program use. These organizations also want to

demonstrate to people how setting up e-mail for contact with friends and family may improve their quality of life.

The Global Digital Divide

The digital gap in economically undeveloped nations adds to the complexity of infrastructure, while the digital divide in the United States is mostly a question of education, financial barriers, and lack of acceptance of new technologies. To manage huge computer centers, internet service necessitates the development of vast, reliable networks, and continuous data connections are required for electronic access to the outside world. As a result, citizens in many developing nations have almost no access to computers and the Internet, cutting them off from both information and the whole global economy.

As a typical response to this issue, the Digital Divide Institute has started a campaign to include Indonesia in the global digital network. Indonesia, which boasts the fourth-largest population in the world, already has widespread mobile phone service, which is a big plus for rural information access. According to the organization, Indonesia might turn into a fully developing market for international services if these wireless communication networks are expanded to include 3G and high-speed Internet access. To put this into perspective, connecting 20% of Indonesians to the Internet increases the country's total connected population to 48 million users, which is equal to the whole population of South Korea, one of the nations with the highest Internet penetration rates in the world. Widespread Internet access would have significant political and economic advantages for countries like Indonesia. The Digital gap Institute uses Ireland as an illustration of how the reduction of terrorism may be accompanied by an increase in high-tech employment, showing that closing the digital gap can affect both global wealth and international security [2]. Which of the 6.8 billion people in the world should get special attention to close the digital gap is a difficult question. Only 1.6 billion people are reportedly online worldwide. Therefore, the issue of "to whom should we build the bridge" immediately complicates the conversation of closing the digital gap. While others, like the Digital Divide Institute, argue that the world's "pyramid" should concentrate on the next billion, who live in places like Indonesia where there is a high mobile phone penetration rate but no access to practical, universal digital technology. Different organizations have different opinions [8].

Many think that if technology is used correctly, everyone in the world may gain from it. The goal of the nonprofit One Laptop per Child is to provide a low-cost laptop that uses free software, consumes very little energy, and does precisely what its name suggests. The notion that learning to use technology has to be re-calibrated towards learning via technology is at the core of OLPC's mission. The organization views networks as mostly localized with the ability to be enlarged, which is another key premise. The XO laptop from OLPC communicates with its neighbors, forming several tiny networks across a somewhat expansive wireless range. Additionally, it provides youngsters in underdeveloped nations with distant educational options because of its capacity to access the Internet across a vast wireless range. Despite the seeming jump from no access to the Internet or communication to wireless Internet video streaming, this program has shown that it may be more affordable than more established connective technologies like phone lines.

CONCLUSION

Technology has also had a significant influence on how the internet has affected media economies. Digital manufacturing, distribution, and analytics improvements have enhanced productivity and decreased costs. Media companies may now better understand their viewers and create content that suits their interests thanks to data analytics and audience insights.

Innovations like programmatic advertising, content recommendation algorithms, and immersive media experiences have all been made possible by technology. In summary, the internet has had a fundamentally disruptive effect on media economies, transforming business models, consumer behavior, industry structures, and the role of technology. To be relevant and viable, media organizations must negotiate the possibilities and difficulties offered by the digital ecosystem. Media professionals, politicians, and stakeholders must comprehend the dynamics of how the internet affects media economies to adapt to the changing media environment and guarantee a healthy and diversified media ecosystem.

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CHAPTER 19

AN ANALYSIS OF ECONOMY INFORMATION

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ABSTRACT:

Data, research, and insights on a nation, area, or industry's economic activity are referred to as economic information. The significance of economic information, its sources, and its uses in comprehending and coming to well-informed conclusions regarding economic situations, trends, and policies are explored in this chapter. Nevertheless, it might be difficult to get up-to-date, reliable information about the economy. Cross-country comparisons may be hampered by differences in data collecting, measuring techniques, and reporting procedures across nations. Furthermore, fast access to current and pertinent data is essential for effective analysis and decision-making in contexts where the economy is changing quickly. Analyze the impact of switching costs on the information economy. List the core principles of the three main antitrust laws from the beginning. Analyze the potential applications of vertical integration for businesses.

KEYWORDS:

Business, Economic, Economy, Information, Market.

INTRODUCTION

Economic data is an essential instrument for evaluating the state and functioning of an economy. It covers stats on the GDP, interest rates, employment rates, and rates of inflation. These data points provide an overview of economic activity and assist stakeholders, such as policymakers, companies, investors, and academics, in assessing the health of the economy as a whole, identifying areas for expansion, and keeping an eye on any dangers or imbalances. Second, numerous sources, including government agencies, central banks, international organizations, research institutes, and commercial data providers, are used to gather information about the economy. Official economic statistics are gathered and published by national statistical organizations, and information about monetary policy is often provided by central banks. Global trends and comparisons may be found in publications and extensive economic statistics from international organizations like the World Bank, IMF, and OECD. By conducting surveys, examining market data, and creating projections and economic models, private data providers and research organizations contribute.

Cal Shapiro, an economics professor at the University of California, Berkeley, and Hal Varian, who is now the head economist of Google, published *Information Rules: A Strategic Guide to the Network Economy* in 1998 as an expression of the contemporary theory of the information economy. Their core premise was straightforward: "Technology evolves. Laws of economics do not. The basics of the information company are quite different from the fundamentals of the majority of conventional firms, even if economic regulations may not alter. For instance, the price of making a single sandwich is comparable to the price of making many sandwiches. Information functions in many ways, as was covered in the first half of this chapter. A newspaper's initial copy expenses are much greater than its subsequent copies' marginal expenses. The likelihood of huge firms acquiring domination is greatly

increased by the information economy's high initial costs and low marginal costs. These two expenses coming together might lead to an economy of scale that benefits the bigger of the rivals.

Information is also an "experience good", according to economists, which means that customers must use it to assess its worth. The knowledge issue is that experience is what matters; how can you tell, for instance, that a movie has excellent acting and a compelling narrative until you've seen it? Branding, which was covered in the last chapter, is the answer to this problem. Even if it may be challenging to evaluate a film before seeing it, knowing that a certain movie was directed by a certain person or has an actor you like improves its worth. To convey this branding message and persuade you to see the films they are advertising, marketers employ press coverage, movie trailers, and other marketing tactics.

The accompanying switching costs of information technology are another significant aspect. The price differential between one technology and another is taken into consideration by economists when they analyze switching costs. If the price difference is less than what it would cost to make the switch specifically, what it would cost to transfer the whole collection from vinyl LPs to CDs. A user would have to reconstruct their whole music library using the new format to switch systems, i.e., purchase a CD player and stereo. Fortunately for the CD player, the improvement in convenience and quality was sufficient to persuade most consumers to switch technologies. However, as anyone who visits a thrift shop or garage sale can see, outdated technologies are still in use because some people thought the information on records was significant enough to keep them around.

The Information Economy's Regulation

The current awareness information economy requires a deeper awareness of government regulation as well as a fundamental understanding of how the two have interacted through time. Governmental action and public policy further complicate the already complex information economy, but for good reason: unlike traditional commodities and services, the information economy has a wide range of important side effects. There would only be one sort of hamburger, but there would still be plenty of other varieties of fast food; the effects of one hamburger business outdoing or purchasing all other hamburger restaurants would undoubtedly be rather dramatic for the hamburger-loving globe, but not entirely terrible. The effects of one media firm having a monopoly, however, can be grave. Those in charge of the government have an interest in ensuring equitable dissemination of information since it may affect public policy and public opinion. Even in the United States, there is less of a bias in favor of free markets when it comes to the information economy [1], [2].

This regulation is mostly the responsibility of the Federal Communications Commission. The Federal Communications Commission (FCC), which was established by the Communications Act of 1934, is responsible for "regulating interstate and international communications" for everything except print. Additionally, the FCC makes an effort to preserve a neutral, or at the very least bipartisan, viewpoint by allowing no more than three of its five commissioners to identify with the same political party. Although the FCC regulates several significant issues ensuring, for instance, that electronic gadgets don't generate radio waves that interfere with other crucial tools some of its most significant and divisive duties have to do with the media.

The ongoing litigation over the merger between Comcast and NBC, for instance, is not focused on whether consumers will enjoy streaming Hulu over the Internet, but rather on whether one company should own both the content and the mode of distribution. As the protector of the public interest, the FCC has called for more competition among media companies. When a service provider like Comcast limits access to just the material that the

company owns, particularly if that service provider is the customers' sole option, the public interest is not served if consumers' freedom of choice is curtailed. In other words, the concept of the public good is more concerned with the course of competition than its outcome. The FCC safeguards customers' right to choose from a broad range of media goods, and media producers' competition should lead to better products for consumers. If everyone chooses Hulu in the end, whether it's because it carries the programs they enjoy or because it has the finest video streaming capabilities, then the process was successful in developing the best design; there was a victor, and it was a fair battle.

DISCUSSION

A Synopsis of the History of Antitrust Law: Antitrust laws are the primary instrument the government uses to maintain healthy competition in the information industry. Legislation. Modern American antitrust laws were shaped in part by the ground-breaking Sherman Antitrust Act of 1890. The law's main tenets have been applied to media corporations even though it was first created to dismantle the monopolistic businesses of late-19th-century businessmen like Andrew Carnegie and John D. Rockefeller. Although the Office of the Attorney General first initiated antitrust litigation following the act's adoption, this role changed to its own Antitrust Division in 1933 under President Franklin D. Roosevelt. The antitrust office has expanded since the original Sherman Act.

The Sherman Antitrust Act of 1890 set down several ideas and objectives that lawmakers believed were essential to fostering a competitive economy. "This legalization of monopolization as a crime was notable; before, free-market capitalism predominated regardless of the interests of the general populace, making the Sherman Antitrust Act an early advocate for the general welfare of society. The Sherman Antitrust Act was amended by the Clayton Antitrust Act of 1911 and the Celler-Kefauver Act of 1950 to improve the efficiency of the antitrust litigation system. For instance, where the outcome would promote the growth of a monopoly, the Clayton Act forbids one firm from "acquiring the whole or any part of the stock" of another company. The Clayton Act aims to prevent anticompetitive practices from taking hold rather than merely destroying trusts. While the Clayton Act permitted the government to restrict the acquisition of a competitor's stock, the Celler-Kefauver Act expanded this to cover the competitor's assets, making it more difficult for firms to circumvent antitrust laws [3], [4].

The 1996 Telecommunications Act and deregulatory policies

The media, especially in the later part of the century, was nevertheless able to progress slowly towards aggregation even if the early part of the 20th century looked to be committed to dismantling trusts and keeping monopolies in control. The 1980s saw a significant amount of deregulation, mostly because of the efforts of free-market economists who maintained that deregulation would increase competition in the information market. This was not the case in reality, maybe largely as a result of the media economy's emphasis on economies of scale. Conglomerates like Comcast and Time Warner started to dominate the market as businesses consolidated more and more. This tendency was strengthened in part by the Telecommunications Act of 1996. Although it was promoted as a method to encourage competition and enable "any communications business compete in any market against any other," this legislation instead accelerated the consolidation of media.

Vertical Integration and Media Conglomerates

One of the main reasons for this increasing aggregation was the Telecommunications Act of 1996's expansion of corporate rights to vertical integration. Due to their high initial expenses

and low marginal costs, media firms have found vertical integration to be especially beneficial. For instance, a television network that the same programme may be aired on two channels for almost the same price as just one, thanks to content producers and distributors. Two broadcast television stations will probably reach distinct geographic regions since broadcast media is localised. The corporation saves money as a consequence, but there is also a little loss of local variety in media transmission.

In reality, the Telecommunications Act changed several aspects of these local markets' jurisdiction. The idea behind Section 253 is that no state may restrict "the ability of any entity to provide any interstate or intrastate telecommunications service." As a result, there are limits on the share of a local market that any one company can capture because state and local governments are not allowed to do so. The Telecommunications Act also set a 35 percent limit on any one company's portion of the U.S. television viewership. The impact of this first decision was somewhat diminished by the enactment of further laws in 1999 that allowed any one business to operate two television stations in a single market. Despite their waning popularity, CBS, NBC, and ABC "still offer the only means of reaching a genuinely mass television audience" in the nation.

Benefits of Vertical Integration for Businesses

Today's big media companies almost all engage in considerable vertical integration, whether it be via administrative management or content integration. The term "administrative management" alludes to the possibility that different firm divisions might share a higher-level management structure, opening up chances for greater operational efficiency. Disney, for instance, oversees theme parks and film studios. Although the substance between these two sectors is not particularly related, both are significant, global businesses. Both of these divisions may share some structural features, accounting procedures, and other administrative tools that may be useful across many sectors by being housed under a single organization [5], [6].

The capacity of these businesses to utilise the same material across several platforms is known as content integration and is a crucial practise for the media industry. Without Mickey Mouse and Cinderella's castle, Disney's theme parks would lack much of its allure and significance; yet, the combination of these two industries. Disney's theme parks and Disney's animated characters proves beneficial for both. Disney is also able to gain greatly from their convergence behind the scenes. Disney might, for instance, produce a film via its studio and then immediately book the actors for newscasts that appear on ABC, the broadcast television network controlled by Disney. Disney has many cable channels in addition to the ABC broadcast network that it can utilise to directly advertise its films and goods to the desired demographics. Disney is able to reach a sizable audience on its own because to its control of several media sources, unlike a rival who would be hesitant to promote a Disney film.

Vertical Integration's Ethical Challenges

However, there are a number of moral questions raised by this extensive vertical integration. In the scenario mentioned above, for instance, Disney may bribe critics on its television networks to favourably review a Disney studio film. Therefore, the possibility of misplaced trust and inaccurate information might be detrimental. Few customers are aware of vertically integrated enterprises, therefore in many respects the consolidation of media firms occurs in the background. Media firms often work to promote a feeling of autonomy from a bigger organisation. There are, of course, exceptions to this rule; the NBC sitcom *30 Rock* often explores the challenges of producing a satirical sketch-comedy programme while it is owned by GE, the actual owner of NBC.

The Internet's Problems

Despite consistently growing to be bigger enterprises than ever before, several media corporations have still had financial difficulties. This reduction is partly attributed to the immediate, free material of the Internet. The Internet has changed the economics of conventional media, from the migration of classified advertising from newspapers to free online services to the reduction in physical music sales in favour of digital downloads. The ability for digital data to be copied and distributed anywhere in the globe is one of the fundamental problems with an uncontrolled Internet. Large music labels, which have derived almost all of their revenue from the sale of tangible music formats like vinyl albums or compact discs, are put at a disadvantage. Internet service providers are shielded from responsibility under the DMCA, and consumers are free to download and distribute music files to anybody. Since providers are no longer held accountable and media consumption is a key driver of the growth of high-speed Internet services, ISPs lack motivation to discourage both illicit sharing and legal downloading.

DRM and Digital Downloads

Music labels haven't exactly been the forerunners in online music sales, despite some success with digital music sales. Instead, technological giants like Apple and Amazon.com have taken the lead after realising there was a sizable demand for digital downloads together with a sophisticated delivery method. Customers quickly adapted to the idea since they were already used to downloading MP3s. However, record labels considered the absence of digital rights management protection provided by MP3s to be a significant drawback [7]. Apple offered a solution for balancing accessibility and rights management. Apple has always taken pleasure in developing highly integrated systems of both software and hardware, and the iPod, which leverages other Apple products, has already dominated a large portion of the personal digital music player industry. Even if it sold DRM-locked files that would only play on Apple devices, Apple had a sizable potential market for a music shop since so many people already used iPods. Consumers received a tiny advantage from this rigidity since Apple was able to persuade businesses to charge less for digital downloads than for CDs. Even though this compromise resulted in significant iPod and MP3 sales, the record labels were not happy. The music business suffered when customers began to download one popular song for 99 cents instead of paying \$15 for the whole album on CD. However, the cost of digital music has increased significantly. Sales of digital music surged from \$187 million in 2004 to \$1.8 billion in 2008.

Piracy

There is no minimising the effect of illicit file-sharing, and the music business has lost no time in blaming it for the drop in album sales. Cary Sherman, president of the Recording Industry Association of America, warned that it robs composers and recording artists of their livelihoods and ultimately jeopardises the future of music. However, economists believe that the reality is far more murky. Two things are certain: Consumers are willing to pay for digital music, and digital downloads are here to stay for the foreseeable future. This conclusion was reached by a pair of economists from the Harvard Business School and University of North Carolina after analysing over 10,000 weeks of data spread across numerous albums [8], [9].

CONCLUSION

Information on the economy is also used in many other contexts. To make educated judgements on fiscal and monetary policies, rules, and interventions to stabilise and boost the economy, policymakers depend on economic data. Economic data is used by businesses and

investors to evaluate market conditions, spot investment opportunities, control risks, and make strategic choices. Researchers and analysts use data on the economy to examine economic patterns, evaluate economic impacts, and participate in discussions on economic theory and policy. In conclusion, knowledge of the economy is essential for comprehending and assessing economic trends, circumstances, and policies. It provides a foundation for politicians, companies, investors, and academics to make well-informed decisions. For promoting openness, allowing evidence-based policymaking, and supporting knowledgeable economic analysis and decision-making, the availability and quality of economics information, as well as its timely transmission, are essential.

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CHAPTER 20

AN ASSESSMENT OF MEDIA GLOBALIZATION AND CULTURE IMPERIALISM

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ABSTRACT:

Media globalisation is the process through which media networks, technology, and content traverse national borders and promote more intercultural interchange. The flow of information, entertainment, and news becomes increasingly integrated as the media industries grow internationally, affecting perceptions, attitudes, and behaviours as well as the cultural environment. The domination and imposition of one culture over others is known as cultural imperialism, on the other side, and is often made possible by the uneven distribution of media power and resources. The uniformity of cultural manifestations caused by the worldwide dissemination of dominant Western media goods and ideals, according to critics, runs the risk of undermining regional customs, languages, and worldviews. There have been described how media organizations take advantage of globalization. Listed are a few improvements that can be done in international markets. Also, described how hegemony affects many facets of world culture.

KEYWORDS:

Media Globalization, Culture Imperialism, Market, Media.

INTRODUCTION

In today's linked world, cultural imperialism and media globalisation have both gained significant relevance. This abstract examines the connection between media globalisation and cultural imperialism, highlighting the potential effects on local cultures, identities, and values of the growth of media networks and the predominance of certain cultural goods. Complex problems concerning the power dynamics in the global media environment are raised by the interaction between media globalisation and cultural imperialism. Large multinational media corporations often have global influence over the creation, consumption, and distribution of media material, raising concerns about media ownership concentration and the underrepresentation of varied viewpoints. Additionally, the impact of international media on regional cultures might result in cultural resistance or hybridization. New hybrid cultural forms that reflect both local and global influences may be created when local people absorb, adapt, or reject foreign cultural items and values. The formation of localised versions of international media formats, the reinterpretation of Western fashion trends, and the fusion of traditional and modern musical genres are examples of this process.

In many aspects, the media sector is ideal for globalisation, or the expansion of commerce beyond conventional political boundaries. As was already said, the low marginal costs of media translate into substantially higher profit margins for media enterprises when they reach a broader market. Shipping charges for information are often negligible since it is not a tangible item. Finally, media's international reach enables it to be pertinent in several nations.

Some have countered that the media is not merely another globalised sector, but rather one of its causes. The transmission of a media product is likely to have an impact on the recipient's culture since media is essentially a cultural product. Technology is increasingly driving globalisation as well. Fast communication, coordinated transportation, and effective mass marketing are all made possible by technology, which has facilitated the spread of globalisation, particularly in the media.

Globalized Markets and Globalized Culture

The West, especially the United States, is the source of a large amount of globalized media output. A driving force is advertising. U.S. media and society have a strong consumerist slant, which may be contributing to the rise of consumerist ideas in other societies. As a result, the globalization of media may lead to increased demand for American goods in addition to providing material to other countries. Many worry that this will contribute to a one-way transmission of ideas and values that result in the displacement of indigenous cultures. Although the term "globalization" as a term for a global economic movement often refers to the reduction of trade barriers, it also has a lot to do with culture. The transfer of culture opens up these same markets, just as the transfer of industry and technology often promotes external influence via the inflow of foreign capital into the economy. A specific community may begin to absorb and personalize American cultural ideas as globalization gains traction and it economically approaches that country more closely. Depending on the circumstances, the result of this spread may be homogeneity, heterogenization, or possibly both.

It might be difficult to make sense of this wide range of options, but it helps to understand that a variety of distinct elements are at play. The globalization of media follows a different paradigm than the globalization of other goods due to cultural variations. On the most fundamental level, a lot of media is built on language and culture and, as a result, does not always transfer well to other nations. A media firm might have several culturally distinct brands and yet retain an economically globalized corporate structure since media globalization often takes place on a deeper structural level, following larger ways of organizing and creating media.

Globalization and Vertical Integration

Vertical integration in multinational media firms becomes a vital component of understanding globalised media since globalisation affects corporate structures of media organisations just as much as the goods that a media company creates. Vertical integration is a strategy used by many large media firms. For example, newspaper chains manage their own reporting, publishing, and distribution; television networks oversee their own production and programming; and even tiny film studios sometimes have parent corporations that handle worldwide distribution [1]–[3].

Globalisation and vertical integration are often very advantageous to media companies. Media outlets are able to utilise many of the same distribution mechanisms with little modifications because of the spread of American culture worldwide. A vertically integrated corporation can achieve all of this in a globalised rather than a localised market since media depend on the quick capacity to respond to current events and trends; various branches of the company are easily equipped to handle diverse markets. Additionally, because production costs for distribution to a single country are essentially the same as those for distribution to multiple countries, vertical integration, for instance, enables a single film studio to produce films with higher budgets than it might otherwise be able to do without a distribution company with a global footprint.

Foreign Exchange and the Titanic

The reciprocal impact of foreign culture on American culture is something to think about. American culture is undoubtedly being exported to more and more countries because of globalisation, and many American media outlets depend heavily on their capacity to make sales abroad. However, what Americans believe to be their unique culture has really been adapted to appeal to both domestic and international audiences. The potential for profit in international markets is enormous: if a film does well elsewhere, for instance, it may make up for a disappointing domestic performance and might even spark interest in it here.

James Cameron's 1997 blockbuster *Titanic* serves as a perfect illustration of this phenomena of global culture and marketing. With an official budget of almost \$200 million and one of the most costly films ever made up to that moment, *Titanic* was not expected to do very well at the American box office. Instead, projections of overseas box-office revenue made it possible to produce the film. Only around one-third of *Titanic*'s overall box office revenues came from the domestic market. Even while *Titanic* eventually surpassed *Star Wars* as the highest-grossing movie of all time, it only had a \$140 million domestic increase. The overseas market made a difference. *Star Wars* produced around \$300 million in both domestic and international markets, whereas *Titanic* brought in \$1.2 billion from both markets. Overall, the film came very close to crossing the \$2 billion mark and is now ranked No. 2 after James Cameron's 2009 box office smash *Avatar*.

One reason U.S. studios are able to strike these types of agreements is due to their strong connections to the global film industry. In order to exhibit their films, Hollywood studios have deals with theatres all around the globe. In contrast, since the French government often provides partial subsidies to the business, the global market for French films is not nearly as developed. French theatres that screen Hollywood studio films donate a part of their box office profits to support the production of French films. The World Trade Organisation, which advocates for less market regulations and is primarily pro-globalization, has been persuaded by Hollywood to decide that this French subsidy is an unfair trade barrier. Globalisation raises valid worries about the preservation of indigenous culture in numerous ways. However, basic fears about cultural transmission are not the sole or even the major problems brought on by the diffusion of American culture and values [4].

DISCUSSION

Before the US rose to global dominance, there was cultural imperialism. Imperialism broadly speaking refers to the methods in which one country exercises dominance over another. British imperialism had a significant cultural impact on the colonies, just as it controlled over them economically. Although there were still a few of Dutch and German immigrants, British culture eventually dominated due to the bulk of ex-Brits in power. Cultural imperialism, as it is often known today, refers to the United States' position as a global cultural powerhouse. American film studios are often significantly more successful than their international competitors, not just due to their economic strategies but also because the idea of Hollywood has come to define the contemporary global movie industry. Now, multinational, nonprofit companies may influence cultural trends worldwide. This isn't completely horrible or completely good. On the one hand, foreign cultural institutions can adapt effective American business models, and corporations are generally willing to do whatever makes them the most money in a given market whether that means producing multicultural films like 2008's *Slumdog Millionaire* or giving local people a chance to make films. However, cultural imperialism may also have undesirable consequences. Cultural imperialism may have a swift

and destructive impact on everything from the spread of Western notions of beauty to the potential collapse of local cultures throughout the globe.

Cultural Dominance

It is crucial to examine the theories of Antonio Gramsci, one of the movement's foundational thinkers, before considering the subject of cultural imperialism. The concept of "cultural hegemony" was created by Italian philosopher and critic Antonio Gramsci to characterise the dominance of one group over another. Gramsci was heavily inspired by the ideas and works of Karl Marx. In contrast to Marx, who thought that ultimately, workers will band together and overturn capitalism, Gramsci contended that culture and the media had such a significant impact on society that they may really convince employees to support a system that does not benefit them financially. The idea of the American Dream serves as a representative example for the claim that media may have an impact on politics and society. No matter where one starts off in this rags-to-riches story, hard effort and skill may lead to a prosperous life. Of course, some of this is true, but it is overwhelmingly the exception rather than the norm.

Gramsci's opinions were still based largely on Marx's theories. The hegemon of capitalism those who control the capital may establish economic power, whereas the hegemon of culture can express cultural power, according to Gramsci's theory. This idea of culture has its origins in the conflict that results when one group is ruled by another in the context of the Marxist class struggle. Gramsci's idea of cultural hegemony is still relevant today, but not because of the possibility of local property owners oppressing the poor, but rather because of worries that growing globalisation would allow one culture to express itself so fully that it drives out all rivals.

The likelihood that American preferences would supplant local cultures all over the world is one of the main risks of cultural imperialism. The term "McDonaldization of the world" refers to any business that uses the McDonald's method on a big scale, not simply its namesake McDonald's, which has franchisees in what seems like every nation. The term was first used by George Ritzer in his book *The McDonaldization of Society*, and it has its roots in the rationalisation process. Efficiency, calculability, predictability, and control are four qualities of the company that are brought to their nth degree by McDonaldization. These are four of the primary characteristics of free markets. McDonaldization imposes common standards and uniformity across a worldwide sector by applying the ideas of an optimised financial market to cultural and personal products like food. Unsurprisingly, the best illustration of this idea is McDonald's. Despite the fact that the fast food establishment

The same basic principles hold true in every nation, but they do so in a form that is culturally specific for instance, Indian eateries provide a pork- and beef-free menu to respect local religious practises. The "I'm lovin' it" slogan is ubiquitous, and the Golden Arches are, in the words of Eric Schlosser in *Fast Food Nation*, "more widely recognised than the Christian cross." However, more importantly, the business model of McDonald's is largely consistent across all markets. Although there are culturally unique differences, the menu at each McDonald's in a region is essentially the same. In other words, the menu selections and the end product stay the same anywhere a customer is expected to visit within an acceptable range.

Media McDonaldization

Fast food and the media operate in an uncannily similar manner. Media companies aim to achieve a certain level of consistency that enables them to broadcast and sell the same product throughout the world with few changes, much like the automation of fast food—from

freeze-dried french fries to prewrapped salads—attempts to lower a product's marginal costs, thus increasing profits. But it's debatable whether or not media genuinely promotes cultures. John Tomlinson makes the case in his book *Cultural Imperialism* that the export of American culture is not inherently imperialist since it does not promote a particular cultural goal; rather, it tries to profit from whatever cultural components it can throughout the globe. One of Tomlinson's quotes reads, "No one really disputes the dominant presence of Western multinational, and particularly American, media in the world: what is doubted are the cultural implications of this presence."

Of course, American cultural exports across the globe have by-products. American cultural norms, including the Western notion of beauty, are increasingly being reflected in international media. In *The New York Times* as early as 1987, Nicholas Kristof reported on a young Chinese lady who intended to have surgery to make her eyes seem rounder and more like those of Caucasian women. The austere blue tunics of Mao-era China also started to give way to Western trends, newfangled delights like nylon stockings, pierced ears, and eye shadow, in China. The young Chinese lady claims that she sought the surgery because "she thinks they are pretty," not because of Western appearance, making it impossible to measure the extent of cultural impact [5], [6].

Terrorism, Resentment, And Cultural Imperialism

The expansion of American tastes isn't seen negatively by everyone. Much of American foreign policy in the early 21st century was based on the notion that promoting liberty, democracy, and free-market capitalism through cultural influence could persuade adversarial nations like Iraq to adopt American lifestyles and join the US in the struggle against tyranny and global terrorism. Even though this strategy did not go as planned, it begs the issue of whether Americans should care about extending their cultural system if they think it is the best. These two straightforward ideas of individual liberty and economic activity are frequently cited as the main cultural exports of the United States. People from different cultures, however, can feel threatened by the notion that local beliefs should alter.

Rock 'n' Roll, Democracy, And Freedom

Culture is transmitted in enigmatic ways. As American music may not necessarily be a precursor of democratic governance and economic cooperation, Hollywood presumably does not have a grand strategy to export the American way of life throughout the world and replace local culture. Instead, there are several ways in which local cultures react to the American media and democratic outside culture. First off, media are often far more adaptable than thought; the success of the movie *Titanic's* exportation was not an accident caused by a sudden desire for everyone in the world to watch films in an American style. Instead, the movie's creators believed that it would be successful both domestically and internationally. Consequently, in some respects, American media have more pervasive as well as having a global emphasis. After all, in order to sell to a culture, a firm must first comprehend that culture. It is even possible to claim that American cultural exports foster intercultural understanding.

On the other hand, certain regional cultures around the globe have embraced Western-style economic methods to the point that they have developed their own hybrid cultures. The Bollywood film business in India is one prominent illustration of this. Bollywood companies produce over 700 big films year, which is three times the pace of the main Hollywood studios. These films combine traditional Indian music and dance with American-style filming. The biggest film business in India combines melodrama with musical interludes that are performed by pop artists but are lip-synced by actors. These pop songs are released long

in advance of the release of a film in order to generate buzz and break into different media markets. Bollywood seems to have perfected the technique of cross-media integration, despite the fact that identical marketing strategies have been used in the US. The musical and dance pieces serve as kind of elaborate music videos for the movie, promoting the album and providing some diversity. A notable divergence from traditional Western media, the songs also include a variety of Indian national languages and a combination of Western dance music and Indian classical singing [7]–[9]. The assumption that local cultures are powerless against the crushing weight of American cultural imposition is too basic to hold, even while cultural imperialism may create animosity in many places of the globe. Instead of merely copying the aesthetics of American media, local cultures appear to embrace American-style media models, adapting their practices to meet the corporate structures. Although there is little doubt that these two economic and cultural factors are interrelated, it doesn't seem accurate to say that a foreign power can simply demolish a local culture.

CONCLUSION

It is essential to support media diversity, local content generation, and the representation of marginalised voices in order to manage the effects of media globalisation and cultural imperialism. Cultural variety can be preserved and the dominance of international media conglomerates may be resisted through policies and programmes that promote the growth of local media businesses, intercultural discussion, and provide underrepresented groups a voice. In conclusion, cultural imperialism and media globalisation are related processes that influence the world of media. While cross-cultural interchange and communication are made possible by media globalisation, local cultures, identities, and values may be threatened by particular cultural goods' hegemony. Promoting media variety, cultural expression, and the preservation of regional traditions in an increasingly linked globe requires acknowledging and managing these issues.

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CHAPTER 21

MASS MEDIA ETHICS AND MORAL PROBLEMS IN MEDIA SECTOR

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ABSTRACT:

The dissemination of knowledge, social dialogue, and public opinion are all significantly influenced by the mass media. But given the influence they have, media organizations must operate within a framework of moral principles to maintain the public's confidence. This chapter examines the intricate world of mass media ethics, stressing fundamental ideas and the difficulties encountered by media practitioners in the modern day. This analyses the core ethical concepts that support responsible media practices by drawing on a thorough examination of the literature. These values include sincerity, exactitude, justice, objectivity, independence, and responsibility. The chapter also examines how these values relate to developing moral conundrums brought on by new media technologies like social media and citizen journalism. It explores the relationship between business interests and journalistic ethics as well, highlighting the need for openness and avoiding conflicts of interest. There has been described the significance of diversity in the media in terms of race and gender.

KEYWORDS:

Entertainment, Moral Problems, Media Practitioners, Mass Media, Public Opinion.

INTRODUCTION

Freedom of the press is a right guaranteed by the First Amendment of the United States Constitution, which many would agree is crucial to sustaining democratic norms. The news media can tell the public on the status of their society since they are not subject to government censorship. But at what point does the press go too far in its independence from censure and limitations? When it was discovered that the princess's automobile had been being followed by paparazzi cars before to the collision that led to her death in 1997, the paparazzi and tabloid reporting in general came under heavy fire. Since then, the public's interest in celebrity rumours has not decreased; rather, the expansion of online news sources has resulted in an increase in the number of websites dedicated to rumours about famous people.

The fact that this tendency is not only affecting celebrities in the entertainment business and that tabloid-style rumours may have far-reaching effects raises some potential concerns. General Stanley McChrystal's dismissal from his position as head of all American and NATO troops in Afghanistan in June 2010 was almost entirely a direct consequence of statements he made against Vice President Joe Biden in a Rolling Stone story. McChrystal's opinions were derived from remarks made by his aides rather than criticisms he himself made of the president or the administration's policy. But this was enough to lose him his job. Tabloid reporting has become more intrusive and even harmful in recent years.

As privacy activists have urged, should the government start imposing more limits on tabloid reporting? Since the Constitution provides both press freedom and some private rights to

privacy, most journalists would agree that ethical journalism standards should aim to uphold these rights. In their pursuit of a story, some paparazzi photographers and celebrity journalists, however, flout journalistic principles. Many contend that since celebrities are "public figures," they do not possess the same privacy rights as members of the ordinary public. According to Janice Min, editor-in-chief of *Us Weekly*, "A celebrity is like an elected person. If you're making \$20 million every film, you have to depend on public support to keep your job. Harvey Levin, editor in chief of the well-known celebrity gossip website *TMZ*, concurs that you must embrace the reality that you are a public good. Britney is gold; she is crack to our readers, said Levin while speaking about prying into the private lives of celebrities like Britney Spears. She is a total train disaster, yet I am grateful to God for her every day.

Many claim that the public-figure restriction should be balanced with the evaluation of a story's newsworthiness, which is the other side of the dispute. If "social value" is what determines newsworthiness, it is difficult to conceive a more absurd idea of social value that includes Paris Hilton's late-night eating choices or Lindsay Lohan's driving habits, as law professor Patrick J. Alack has argued. Since its introduction in 2005, *TMZ*, a website that exposes celebrity news in real time, has come under fire from more reputable news organisations including *The Washington Post* and *ABC News*. However, Thane Burnett, a writer for *The Toronto Sun*, acknowledges that "despite the sideways glances, mainstream news services prowl *TMZ*'s site for coverage." Because of the immediate nature of Internet news coverage, mainstream media outlets are under pressure to break big news while it is still current. Celebrity gossip websites like *TMZ*, which may use unconventional means to obtain information, add to the strain; breaking news has a decreasingly long shelf life.

Media workers may easily lose sight of the ethical consequences of their job in the competitive and quickly evolving world of mass-media communications when they are overwhelmed by deadlines, bottom-line imperatives, and corporate interests. But as entertainment law expert Sherri Burr notes, "Network television is an audiovisual medium that is piped free into ninety-nine percent of American homes, making it one of the most important vehicles for depicting cultural images to our population." In light of the profound impact that mass media like television have on cultural perceptions and attitudes, it is crucial for media content creators to wrestle with ethical issues [1]–[3].

Roles prescribed, stereotypes, and public opinion

The population of the United States is diversifying. America claims. According to 2010 Census data, 27.6% of the population describes themselves as non-White. Yet minorities are often missing from or shown as flat, stereotypical characters in network television shows, important magazines, and other forms of mainstream media and entertainment. Minorities are seldom shown as multifaceted people that exhibit the whole spectrum of human emotions, motives, and actions. Concern has also been raised about the stereotyping of women, homosexuals and lesbians, and people with impairments in the media. It is a technique of similarly recreating a picture of another. In W. Griffith's *The Birth of a Nation*, in which Southern Whites were portrayed as victims of the American Civil War based on racial stereotypes, preconceptions especially those propagated by mass media become a kind of social control, influencing group attitudes and personal identities. The White man is still portrayed as the norm in American mass media, serving as the main character in TV stories and providing the prevailing viewpoint on a wide range of topics, including politics, trends, and current events. Because it seems to be the norm, white maleness becomes an invisible category.

Exclusion of Minorities And Stereotypes

When the major television networks unveiled their schedules for the forthcoming programming season in the autumn of 1999, a remarkable pattern quickly emerged. No African American was portrayed in a starring position in any of the 26 recently produced TV series, and there were hardly any people of colour in the subsidiary roles. The National Association for the Advancement of Coloured People and the National Council of La Raza, an organisation that advocates for Hispanic Americans, organised demonstrations and boycotts in reaction to this exclusion. The executives of the major networks acted quickly to include racial minorities in their prime-time programs, not only among performers but also among producers, writers, and directors after being pressured and embarrassed into doing so. To monitor the networks' progress towards producing more diverse content, four of the networks ABC, CBS, NBC, and Fox, added a vice president of diversity post.

Minority underrepresentation remains a problem in all facets of the mainstream media notwithstanding these adjustments and increased public awareness of diversity concerns. In actuality, a retrograde tendency has emerged in recent years. According to a recent research by the NAACP, there are now 307 fewer minority performers on network television than there were in the 2002–2003 season when there were 333 of them. In print, broadcast, online, and even video game media, racial minorities often play unimportant or stereotypical parts. In addition, a 2002 research by the University of California, Los Angeles found that the issue extends both in front of the camera and behind it. Minorities are less represented in creative and decision-making roles than they are on screens, according to the report. Racial stereotypes are frequently the result of this underrepresentation among producers, writers, and directors, which has a direct impact on how minorities are depicted in films and on television [4], [5].

Experts are quick to point out that although advocacy organisations like the NCLR and the NAACP have often been in the forefront of demonstrations against minority stereotypes in the media, the problem is one that everyone should be worried about. Broadcast television, its images, and representations are crucial because it can serve as a common gathering place for all Americans, according to media ethicist Leonard M. Baynes.¹ There is a direct link between how minorities are portrayed in the media and how the general public perceives them. In 1999, the city of New York began a crackdown after receiving hundreds of complaints from African Americans who said they couldn't get cabs to pick them up. The city threatened to suspend the licences of cab drivers who refused to stop for African American passengers. Many taxi drivers who were questioned by media said that they were acting out of concern that they might be robbed or urged to go to risky areas.

Racial stereotypes are a problem not only in entertainment media, but also in narrative genres like news reporting. Reporters, editors, and journalists are still mostly White. Only 11.6% of newsroom employees in the US were racial and ethnic minorities, according to a 2000 poll. Over the previous ten years, nothing significant has changed. A 2008 newsroom census conducted by the American Society of Newspaper Editors found that just 13.52 percent of daily newspaper journalists were members of underrepresented groups. The news media is dominated by people whose viewpoint is already privileged, who produce the narratives about those without privilege, as a result of this underrepresentation in the newsroom. Racial minorities are often portrayed as villains or troublemakers in the news media, which affects how the general public views these groups. Robert Entman and Andrew Rojecki, media critics, note that depictions of African Americans on welfare, African American violence, and urban crime in African American communities "facilitate the construction of menacing imagery". Likewise, a study by the National Association of Hispanic Journalists found that

only 1% of the evening news stories aired by the three major U.S. television networks cover Latinos or Latino issues and that when Latinos are featured, the story is usually about an After September 11, 2001, the news media contributed to a heightened feeling of alienation between Islamic Americans and the majority culture through "opposing frames" that is, by oversimplifying these disputes as two-sided battles that can be swiftly and readily comprehended. Greater ethnic diversity has been a top priority or ethical principle for the major American professional journalism organisations since the late 1970s, including the Associated Press Managing Editors, Newspaper Association of America, American Society of Newspaper Editors, Society for Professional Journalists, Radio and Television News Directors Association, and others. However, development has been gradual. The ASNE has set 2025 as the deadline for achieving demographic parity for minorities in newsrooms [6].

DISCUSSION

Because there is disproportionately little programming about, by, and for ethnic minorities in the mainstream media, many go to specialised magazines and networks like BET, Univision, Telemundo, Essence, Jet, and others for news and entertainment. In actuality, these specialised media outlets are preferred by 45% of ethnic minority adults above traditional media including newspapers, radio, and television. These outlets give ethnic-minority viewpoints on more extensively reported news items and cover racial minority stories that are often disregarded by the mainstream media. Broadcast TV networks sometimes exclude the broad content that entertainment channels like BET provide. Print outlets like *Vista*, a multilingual magazine targeting U.S. Because they are owned and produced by members of ethnic minority groups, Hispanics and *Vivid*, the most highly read African American publication, appeal to these populations. Although some criticise ethnic niche media, stating that they undermine common ground or, in certain cases, propagate stereotypes, their popularity has only increased recently and is expected to remain as long as there aren't more varied viewpoints in mainstream media sources.

Media Feminization of Women

The actress Donna Reed portrays a stay-at-home mother in the ABC comedy *The Donna Reed Show*. She spends her days cleaning, cooking for her family, decorating, and volunteering in the community, all while wearing pearls, high heels, and chic clothes. Although a conventional depiction of femininity may seem archaic to contemporary viewers, stereotypical gender roles continue to be prevalent in the media. In comparison to males, women are still often portrayed as emotional, noncompetitive, domestic, and sweet-natured. Other women are portrayed as being nasty, insane, or unattractively masculine in contrast to these sorts. Women continue to play conventional roles as mothers, nurses, secretaries, and housewives in TV dramas and comedies. Contrarily, males are less often shown as being at home in films and television, and male characters are typically defined by domination, aggressiveness, action, physical power, and ambition. Men are often quoted as experts in the mainstream media on complex topics like business, politics, and economics, whereas women are more likely to cover simple topics like natural catastrophes or domestic abuse.

In addition to continuing to be portrayed as the normative, authoritative viewpoint, the media often takes on the characteristics of the male gaze. Media analyst Nancy Hass points out that "shows that don't focus on men have to feature the sort of women that guys might watch." Feminist critics have long been troubled by the way women are defined by their sexuality in cinema, television, and print media. There aren't many female role models in the media that are admired for traits like leadership or intellect. Women develop the notion that their worth is based on their physical appearance at a young age since they are constantly exposed to

pictures that adhere to artificial beauty standards. Girls' eating problems are increasingly often identified at earlier ages, sometimes as early as eight or nine, according to a Newsweek report. The models that appear in periodicals and print advertisements are obscenely thin, and photos of them are further edited to cover up any imperfections. The majority of women on television are now under the age of 30, and many older actors feel compelled to uphold the image of youth by undergoing cosmetic surgery to seem younger. Greta Van Susteren, a noted legal commentator who switched from CNN to Fox in 2002, is one recent example. Van Susteren had undergone surgical augmentation to make her seem younger and more beautiful during the premiere of her programme, *On the Record*, while sitting behind a table that enabled viewers to see her short skirt.

In addition to the dominance of gender stereotypes, there are disproportionately more males than women working in and behind the scenes of the mainstream media. Surprisingly, almost two-thirds of TV sitcoms star males, despite the fact that women somewhat outnumber men in the general population. The proportion of females is much lower among authors, producers, directors, and editors. For instance, just 17% of the creative talent working behind the scenes in Hollywood is made up of women. According to communication expert Martha Lauzen, when women have more powerful roles in the making of a movie or TV show, we know that we also get more powerful female characters on-screen, women who are more real and more multi-dimensional.

Sexually Explicit Language and Imagery

Media producers in all genres are aware that explicit or covert displays of sex are certain to draw viewers' attention. "Sex sells" is a catchphrase used in advertising; the items that have been associated with sensual imagery or innuendo include anything from cosmetics and vehicles to vacation packages and beer. The female body, in part or in whole, is often depicted in provocative or suggestive positions next to a product that may have nothing to do with sexuality in sexualized advertising material. Advertisers are promoting desire itself, however, by tying these two things together [7], [8].

Sex is utilised to market media as well as consumer items. The extremely provocative dancing techniques included in MTV and VH1 music videos, which advertise artists and their music, draw viewers in. These dances are often executed by women wearing scantily clad outfits. Movie trailers may briefly show nudity or passionate kissing to hint that there will be more in the actual film. Female video game characters include Tomb Raider's Lara Croft, whose form-fitting outfits show off all of her Barbie-doll figure's contours. Men's and women's publications like Maxim, Cosmopolitan, and Vogue feature half naked models on their covers and advertise titillating advice on bed manners and gossip.

Filmmakers used what was seen as scandalous material to entice viewers to the silver screen in the 1920s and 1930s. Films included sensuous dances, male and female nudity, allusions to homosexuality, and sexual violence prior to the 1934 Hays Code, which restricted "indecent" material in films. D. Scenes featuring topless females may be seen in both W. Griffith's *Intolerance* and *Ben Hur*. A year later, the plot of the Warner Bros. film *Female* would never have been permitted under the Hays Code because the main woman, the CEO of a major automaker, spends her nights engaging in sexual activities with her male colleagues. Due of its explicit treatment of sexuality, the 1932 romantic comedy *Trouble in Paradise* was taken off the shelves once the Hays Code was put into place. Also prohibited under the code was *Dr. Jekyll and Mr. Hyde*, which included a prostitute as one of its key characters.

The MPAA grading system superseded the Hays Code in the 1960s as views towards sexuality in American society became more accepting as a result of the sexual revolution.

The rating system, intended to alert parents to possibly problematic content in films, allows creators to insert sexually explicit material without worrying about backlash from the general public. Sexual material has appeared in films far more often since the Hays Code was replaced. The issue, in the opinion of many media critics, is not that sex is now shown more often, but rather that it is virtually always

In American mainstream media, unrealistic portrayals are constant. They assert that this may be detrimental since the mass media are significant socialisation agents, or means by which individuals learn about the standards, beliefs, and values of their society.⁶ Sex is often and casually shown in numerous films, TV programmes, music videos, and song lyrics. These media hardly ever discuss the possible mental and physical effects of sexual behaviour. Only 15% of the sexually explicit TV content, according to one research, depicts sex that may include hazards like pregnancy or sexually transmitted illnesses. In addition, actresses and models who are portrayed in sexual relationships in the media are more beautiful, younger, and slimmer than the typical adult. As a result, people develop irrational expectations about what constitutes a fulfilling sexual relationship.

Given that women's bodies are the main vehicle for conveying sexual material into media aimed at both men and women, social psychologists are especially worried about the damaging consequences these unrealistic images have on women. According to media activist Jean Kilbourne, "women's bodies are often dismembered into legs, breasts, or thighs, reinforcing the message that women are objects rather than whole human beings." *Adbusters*, a magazine that critiques mass media, particularly advertising, points out the sexual objectification of women's bodies in a number of its spoof advertisements, like the one in Figure 14.3, driving home the point that advertising frequently sends unrealistic and harmful messages. Many experts also point out that women are often given the idea that appealing and sexually gratifying men should be their first priority in women's periodicals, advertisements, and music videos. Additionally, some research suggest that the recent rise in entertainment depicting sexual violence may have a harmful impact on how young males behave towards women.

The impacts of media representations of sexuality are particularly dangerous for young men and women. Psychologists have long observed that kids and teenagers obtain a lot of their knowledge and viewpoints about sex from media like TV, films, and the internet. The media may aid in forming teenage and adolescent attitudes towards sex, but they may also encourage young people to participate in sexual behaviour before they are ready to manage the repercussions. In fact, two-thirds of teenagers go to the media first when they want to learn about sexuality. One research found that children who saw a lot of sex on television were almost twice as likely to start a sexual relationship than children who did not.

Sexually explicit themes in the media are typically more broadly tolerated in European countries than they are in the United States, according to cultural commentators. However, rather than the actual existence of the sexual material, there may be a relationship between the rising discussion and concern in the United States about the censoring of sexual content and the way sex is depicted in American media. The main issue seems to be unrealistic depictions that fail to consider the true complexity of sexual interactions. Sex in American media "has far more to do with trivialising sex than with promoting sex," according to Jean Kilbourne. We are given a pseudo-sexuality, which makes it far more challenging to identify our own special and genuine sexuality.

CONCLUSION

The moral issues surrounding the reporting of delicate subjects, such as privacy, sensationalism, and possible damage to people or communities. It emphasises the significance of preventing the transmission of false information while addressing the difficulties brought on by the quick diffusion of news in the digital age. Also looks at media outlets' obligations to convey many viewpoints and steer clear of prejudice or stereotypes. Also looks at the function of the media in a democracy, highlighting the value of a free press and its function as a check on authority. It talks with the ethical ramifications of propaganda and media manipulation as well as the difficulties brought on by the spread of "fake news" and disinformation efforts. The ends by highlighting how important it is for media workers to follow moral norms and practise self-regulation. It emphasises the role played by media companies, journalists, and audience members in building an ethical media environment. This chapter aims to contribute to the continuing discussion on media accountability, integrity, and the search for truth in a constantly changing media environment by recognizing and addressing the ethical problems encountered by mass media.

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CHAPTER 22

CONTRIBUTIONS OF NEWS MEDIA AND ETHICS FOR SOCIETY

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ABSTRACT:

The news media is an important source of information that shapes public opinion and affects society attitudes. However, in the digital era, news media organizations' ethical obligations have become more intricate. This chapter examines the complex link between ethics and the news media, underlining the difficulties that organizations and journalists confront in promoting trust, preserving integrity, and addressing the effects of their work on society. This chapter also analyses the fundamental ethical concepts that support ethical news reporting via a thorough literature study. Accuracy, fairness, impartiality, independence, openness, and accountability are some of these values. The chapter also looks at the ethical conundrums that new media technologies, such as the quick transmission of information via social media and the emergence of citizen journalism, are posing. Additionally, it discusses the moral issues raised by the use of secret sources, editorial prejudices, and the interference of marketers or corporate interests.

KEYWORDS:

Ethics, Government, Organization, News Media, Society.

INTRODUCTION

The explores the moral issues surrounding the reporting of sensitive subjects, such as privacy, sensationalism, and the possibility for causing damage to people or communities. It emphasises the significance of truth-checking, ethical reporting, and stopping the spread of false information. Furthermore, it highlights the need for the media to convey all viewpoints, refrain from supporting prejudice or stereotypes, and encourage inclusion in their reporting. It emphasises the function of news organisations in keeping government officials in check and promoting civic literacy. In a time of "fake news" and disinformation efforts, it addresses the moral ramifications of media manipulation, propaganda, and the need to provide accurate and trustworthy information.

With the availability of internet news sources, news dissemination is expected to happen instantly, and journalists and news organisations are under pressure to publish articles quickly in order to stay up with rival media sources. Standards of truth and impartiality are harder to sustain under this increased strain. When ethical responsibilities and financial considerations clash, what prevails? The conflict between being first and being correct has always existed in journalism, according to columnist Ellen Goodman. As you read the following parts, consider if Goodman's judgement of the situation of the news industry today is accurate. She claims that "In today's amphetamine world of news junkies, speed trumps thoughtfulness too often."

Instantaneous News Delivery

In 1916, while the results of the presidential election between Woodrow Wilson and Charles Evans Hughes were being revealed from the headquarters of The New York American,

listeners throughout America tuned in to their radios to hear the first-ever breaking-news coverage of an event. Before that broadcast, newspapers were the only source of daily news for Americans, and they sometimes covered events a day or more after they really occurred. Even until the 1930s, a large portion of radio news coverage entailed reading newspaper articles and news wires aloud, but radio also provided live coverage of important events, something that newspapers were unable to do.

For many years, the general population listened to family radio to get the most latest updates on significant news. But when President John F. Kennedy was assassinated in 1963, everything changed. Dan Rather, a CBS journalist, led television viewers live to "the corner window just below the top floor, where the assassin stuck out his 30 calibre rifle," allowing them to see an incident almost exactly as it happened. While still dependent on print news for in-depth coverage, the American public began to demand more immediate significant event reporting via TV and radio broadcasts at this time due to the advent of round-the-clock news coverage.

Instantaneous coverage is becoming more often than not because to the accessibility of Internet news, and the Internet has largely taken the role of TV and radio as a source of quick information. An evening broadcast may be seen by visitors to ABCNews.com three and a half hours before it airs on television. News, and rumours of news, propagate within minutes of its occurrence thanks to RSS feeds, home pages for major news-delivery websites like CNN.com and Yahoo! News, news tickers, live video streams, blogs, Twitter, and a variety of other media channels. Additionally, readers can receive the most recent news coverage from almost anywhere thanks to smartphone apps for publications like The New York Times and USA Today.

The structure of the news media has been permanently altered by the growth of the Internet as a source of free and quick access to information. News programmes on radio, television, and newspapers have all had to change and diversify to stay competitive. Online, newspapers can compete with broadcast media for immediate coverage, posting articles on their home pages as soon as the stories are written and enhancing the articles on their websites with audiovisual content, as stated by Jeffrey Cole, director of the Centre for Digital Communication, "For the first time in 60 years, newspapers are back in the breaking news business." The days of single-medium newsrooms with set deadlines are long gone [1], [2].

Traditional news organisations are reorganising, but news consumers are also altering how they obtain information. Audiences want news on demand more and more; they want to be able to acquire it from a variety of sources and they want it when they want it. Media income is being significantly impacted by this. Websites that aggregate news headlines from a variety of traditional news providers and show them on their pages are known as news aggregators, and examples include Yahoo! News and Google News. These websites get almost the same amount of internet traffic as websites for established news organisations like CNN and The Wall Street Journal, despite the fact that they don't employ reporters to write news items themselves. Additionally, a lot of print newspaper and magazine subscribers are quitting because they can get more up-to-date information for free online. Print advertising is also declining. According to The San Francisco Chronicle, free internet alternatives like Craigslist cost the classified advertising industry \$50 million in 2004.

This revenue loss has been an issue in recent years since, despite the fact that newspapers and magazines get some money from online adverts, it is insufficient to make up for declining readership and print ad revenue. 90 percent of industry funding still comes from subscriptions and advertising in conventional print media, so as these sources of income decline, so does

the support base for news organisations. Across the nation, newspapers and magazines had to reorganise and cut down. In comparison to ten years ago, newspapers now spend \$1.6 billion less yearly on reporting and editing.

DISCUSSION

The way information is reported and distributed has also altered as a result of fewer finances and increased urgency. To support numerous platforms, newsrooms are urging their staffs to concentrate on generating initial reports more swiftly. This often indicates that more resources are used to disseminate information than to obtain it. When news is posted online by one source, it travels quickly, prompting other outlets to rush to post their own accounts in order to catch up, often leaving employees with less time for editing and fact-checking. The first Commentary on the article then soon follows from both reputable news sources and unreliable ones on blogs, Twitter, and other social media.

This reorganization may cause certain stories to be shared, repeated, and remarked on nearly excessively, while other stories may go ignored and in-depth reporting that would provide additional details and context may be overlooked. Many business experts are now concerned about the state of the journalism sector as a result of this. Journalist Patricia Sullivan laments that right now, almost no online news sites invest in original, in-depth, and scrupulously edited news reporting. While some may disagree, in-depth journalism remains an expensive and time-consuming endeavor that many online news sites, faced with uncertain revenue streams and growing consumer demand for real-time news, avoid because it is costly and time-consuming. News organizations, already short on resources, are aware that they must satisfy public expectations, the most important of which is speed. On June 26, 2009, at 2:26 p.m., pop music legend Michael Jackson passed away. Surprisingly, the celebrity gossip website TMZ broke the news of Jackson's passing first. Older news outlets took longer to report events. Due to the pace of social media, the Los Angeles Times delayed publishing the article on its website until 3:15 p.m. because it was concerned about the reliability of the report. By that time, the star's passing had become "old news".

News Media Social Responsibility

The Committee of Concerned Journalists lists "to provide citizens with accurate and reliable information they need to function in a free society" as the primary goal of journalism in the preamble to its statement of purpose. This theory of the social responsibility of the press is also known as the "vital information premise." Although sometimes phrased differently by other organisations, it is universally acknowledged in the journalism world as the cornerstone of all media ethics concepts. Here are a few that, given the state of the media today, are especially crucial for journalists [3]. Giving people the knowledge they need to operate in a democratic society is the foundation for the ethical news reporting standards, hence the information supplied must be factual. Before reporting on the facts, journalists should take care to confirm them. Reliable news sources are necessary if citizens are to have a clear understanding of the society in which they live, as stated by the Committee of Concerned Journalists, "Accuracy is the foundation upon which everything else is built—context, interpretation, comment, criticism, analysis and debate"³. In addition, although news organisations have a professional responsibility towards advertisers and shareholders, their commitment is always to citizens first. This implies that even when they are not in the best interest of advertising, shareholders, or friends, journalists must present the facts honestly and without omission.

Fairly Present The Issues

Fair reporting calls for both factual accuracy and the absence of bias towards any organisation, political party, philosophy, or other agenda. According to the Society of Professional Journalists, journalists should decline favours and gifts and stay away from politics and public service if they might jeopardize their ability to report accurately. Additionally, in order to allow the audience to do additional independent research on the topics, journalists should refrain from exaggerating tales for sensational effect. A news piece need to cover all angles of a topic. Of course, every journalist has a point of view from which they write, but editorial material and news reporting should be clearly distinguished from one another [4]–[6].

Tell Stories in a Way That Takes Into Account Their Complexity

The news is full with multi-layered, intricate problems. In a world where speedy reporting is the norm, there may be a temptation to gloss over the finer elements of a problem for the sake of efficiency. Gaining a complete grasp of issues involves commitment and often time-consuming inquiry. Additionally, most news consumers desire articles that can be swiftly absorbed and simply understood due to their busy schedules and overwhelming quantity of information accessible. The Committee of Concerned Journalists notes that the media must strike a balance between what readers desire and what they need but cannot foresee.⁵ Oversimplifying problems, whether for the purpose of a short article or to appease the general public, constitutes a breach of the critical information assumption.

Present a Range of Views

Media ethicist Jeremy Iggers makes the point that diversity in journalism is fundamentally important when talking about one of the key issues in professional journalism because democracy means the broadest possible participation of citizens in public life. Journalists should speak for all groups in society not just those with attractive demographics," as the Committee for Professional Responsibility has stated. Because failing to speak out for the underrepresented is a sort of disenfranchisement, journalists need to speak up for them.

Check on the government and businesses

The capacity of the news media to act as a watchdog on individuals in positions of power was one of the things that the framers of the Constitution had in mind when they granted freedom of the press. The press has a responsibility to guarantee open government and transparent corporate transactions. The 1972 Watergate crisis investigation by The Washington Post is a well-known illustration of how the media carried out its watchdog function. In an effort to undermine the Democratic campaign and ensure Richard Nixon's reelection, journalists at The Washington Post discovered evidence connecting government agencies and officials to the break-in at the DNC headquarters at the Watergate complex. As a result of the scandal's heightened visibility and subsequent pressure on the government, an investigation and the conviction of several participants took place.

Featured in Reliable Journalism

While some criticised CNN and other news organisations for waiting for official confirmation before announcing Michael Jackson's death in 2009, others praised the news organisations for their patience. Maintaining accuracy, even when it results in delays, is seen by many journalists and members of the public as a sign of ethical journalism. Worldwide, there are more than 400 journalistic codes of ethics created by different unions and groups. These codes of ethics concur that the news media's fundamental duty is to tell the truth, even if they

may disagree on particular. The truth that includes presenting the facts as authentically and precisely as possible is what journalists mean when they say this, not truth in an ultimate, philosophical sense. This idea of truth involves not only an accurate depiction of data from credible sources but also a comprehensive representation, one that gives several viewpoints on a subject and does not exclude important data.

Many codes of ethics emphasise that the press has a responsibility to continue its research of the facts even after publishing them originally and to correct any mistakes that may have occurred. One such is The Huffington Post, a news website with more than 2,000 writers and the most linked-to blog in the whole globe. The propensity of certain blogs to include biases, incorrect information, and unsubstantiated opinions or, to put it another way, for instances of breaking journalistic rules of ethics has led to blogging being criticised sometimes by more conventional journalists. To avoid losing their privileges, The Huffington Post mandates that all authors with passes double-check their facts and amend any inaccuracies within 24 hours⁹.

Codes of ethics emphasise devotion to citizens as a criterion of paramount significance in addition to the value of the truth. Of course, delivering the truth is a crucial part of this commitment, but there is also the issue of reminding journalists of the purpose of their profession. There is conflict between commercial demands and ethical journalism, especially in the present context when media outlets are under more financial pressure. Although journalists have obligations to other constituencies, Aiden White reminds them that "media products are not just economic", and that they must put the greater public interest above all other considerations despite the fact that corporate and political pressures are a growing source of worry in this climate.

Sensitivity to and protection of persons engaged in the news is a task that is often brought on by bottom-line considerations and the urge to tell a compelling tale. The goal of ethical journalists should be to strike a balance between the public's right to know and the protection of their privacy. It may sometimes be difficult to strike this equilibrium. On the one hand, journalists should never make public personal information that can endanger people in order to sensationalise a story. Commonly seen as tabloid information that would breach the privacy of persons concerned include topics like family life, sexual behaviour, sexual orientation, or medical issues, for example.

On the other hand, there are instances in which it is necessary to reveal personal information in order to advance the interests of society. One instance was the 2009 incident involving South Carolina Governor Mark Sanford, who confessed to travelling to Argentina to see his lover following media inquiries about his week-long absence in June of that year. Sanford resigned as the head of the Republican Governors' Association when it came to light that he had utilised taxpayer money for his personal trips. The public's interest was served by disclosing facts about the occurrence, notably about the misappropriation of public monies, even though the governor and his family were undoubtedly hurt by the attention surrounding this private affair. In situations when privacy is at risk, the International Federation of Journalists proposes three criteria as a general guideline: the nature of the individual's status in society, his or her reputation, and his or her presence in public life. For the sake of democracy and accountability, politicians, judges, and others in elected office often have to give up their expectations of privacy. The right of the public to know whether their representatives are engaging in unethical or illegal behaviour typically takes precedence over an individual's right to private [7], [8].

In a democracy, the press has a responsibility to serve the interests of the people, hence it's critical that journalists function independently and stay impartial in the information they offer. Previously, the phrase most often used to support this idea was objectivity. The reality that reporting always takes place through a prism of personal experience, culture, beliefs, and background, which ultimately all impact the way any individual interprets a situation, has, nevertheless, gained more recognition in recent years. What would the benefit of having racial and gender diversity in the newsroom be if this weren't the case if there was just one standard way everyone viewed, researched, and reported on a story? However, impartial reporting and providing news that presents a whole view of the situation are requirements of responsible media.

The watchdog function of the news media is crucially dependent on the idea of journalistic independence. It is the ethical responsibility of journalists to disclose conflicts of interest when they cannot be avoided, regardless of whether they are financial, political, or otherwise. One instance of a conflict of interest revolves around recent talk of government bailouts for the news media, similar to the bailouts for the auto and banking industries. However, many journalists worry that this form of government backing would create a conflict of interest and obstruct the media's watchdog function. The news media should allow for opinion and opposition in addition to retaining their independence. Serving the public interest and maintaining the public's confidence both depend on allowing individuals to express their concerns about journalistic behaviour.

Bias in News Presentations and Its Effects

Although it is against ethical journalism principles for journalists to be biased in their reporting, there will always be some bias in any news reporting due to the element of personal perspective that every journalist will inevitably bring to his or her work. In-depth research conducted by UCLA political scientists in 2005 revealed that, out of 20 media outlets, 18 had a left-leaning news reporting viewpoint. Only Fox News and The Washington Times out of the 20 scored to the right of the typical American voter.

What does media political bias really look like? According on the material they provided and the opinions of experts, news outlets were graded in the UCLA research. CBS News and The New York Times, the two news organisations with the most of a left bias, quoted liberal think tanks and policy organisations significantly more often than they mentioned conservative ones. Examining the stories a network or newspaper chooses to cover may potentially reveal political bias. The right-leaning Fox News network broadcasts news articles that support the Republican Party or paint the Democratic Party in a poor manner, claims media expert Seth Ackerman. Furthermore, the pundit panels on Fox who provide comments following the news are considerably more likely to be conservative or moderate than left.

Of course, these biases in the news media have an impact on the general public's perspective. While a journalist or specific news source may not always provide an impartial image, journalists with integrity will strive to present all sides of an issue, present alternative viewpoints, and cite their sources. The general people should never forget that it is also their duty to actively seek for information rather than passively consuming it. When reading news stories, good media consumers apply critical analytical abilities. A reader or viewer will have the tools necessary to do additional study and come to his or her own conclusions if a news article is presented carefully. Consider the ethical responsibilities of persons who work in the media as you read the rest of the chapter, as well as the possible repercussions of their transgressions.

CONCLUSION

This book chapter explores the ethical issues raised by the commercialization of news media, such as the pressure to achieve greater ratings or click through rates, conflicts of interest, and the blurring of the distinctions between news and entertainment. It emphasises the value of editorial impartiality, journalistic ethics, and the need of industry-wide self-regulation. This concludes by highlighting the crucial role of ethics in the news media, emphasising the significance of sustaining integrity, establishing trust, and taking into account the wider social consequences of journalistic practises. This adds to the continuing discussion on responsible journalism and its critical role in fostering an informed and democratic society by recognising and negotiating the ethical problems encountered by news media.

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CHAPTER 23

EXPLORING THE MEDIA LAWS AND GOVERNMENTAL CONTROL OVER MEDIA

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ABSTRACT:

Law, media messaging, and governmental control of the media have all been hotly debated and scrutinized for a very long time. The complex relationships between legal systems, media content, and the degree of governmental control over media organizations are explored in this abstract. In establishing the media environment, regulation, freedom of speech, and democratic norms must all coexist in a delicate balance. This chapter discusses the numerous legal techniques used by governments to exercise control over media messaging, drawing on a thorough assessment of the literature. It underlines the possible effects on press freedom and public access to information while examining the range of regulatory options, from moderate involvement to rigorous control. This chapter goes into further detail on the ethical issues surrounding government power, including worries about accountability, transparency, and the possibility of manipulating or stifling dissident voices. There have been described the Federal Communications Commission's (FCC) main responsibilities and the impact of deregulation on the media landscape in detail.

KEYWORDS:

Government, Information, Media Law, Media Messaging, and Social Networking.

INTRODUCTION

The social networking site Facebook made headlines in May 2010 when Mark Zuckerberg, the company's CEO, disclosed updates to the site's privacy policies. The Federal Trade Commission's participation aroused public interest, even if the announcement itself may not have attracted much media attention. Several watchdog organizations had sent letters to Congress and the FTC the month before requesting a probe into Facebook's privacy practices. The privacy regulations on the website, which were created to provide users greater control over privacy settings and dating from December 2009, were criticized in the letters. Although Facebook is moving towards a more open style as it connects status updates with search engines like Google and

Bing made some of the default settings more transparent and urged users to make more of their data public. Zuckerberg clarified the privacy policy by stating, We advised that there be substantial amounts of information in each of these buckets. Facebook essentially offers three default settings for sharing information: with "everyone," "friends of friends," or "friends only." That's all the very delicate material for friends only. Who can view your photographs and videos, which make up the bulk of information shared on the site, might be a concern for friends of friends. Then it's just basic information, status updates, and postings like that for everyone.

There was growing concern that some of Facebook's default privacy settings permitted anybody to see certain personal information, regardless of their degree of relationship to a

user. Privacy watchdog organisations responded to these worries in their open letter to Congress by stating that Facebook "continues to manipulate users' privacy settings and its own policy so that it can take personal information provided by users for a limited purpose and make it widely available for commercial purposes. consumers are becoming more and more irate and disappointed since the corporation has done this frequently. The letter requested the FTC to intervene in light of the consumers' displeasure. The Federal Trade Commission (FTC) was established by Congress to supervise and uphold consumer safeguards. The FTC responded that the matter was of "particular interest" to them, but as of this writing, no official action has been taken. Despite or perhaps because of this stated goal, the FTC's lack of involvement in Facebook's privacy settings frustrated many people. One letter to Congress "openly worried that the FTC either lacked the power or the motivation to pursue questions of privacy at Facebook".

The problem has sparked a wider debate about the government's responsibility for controlling material spread via the Internet. The main concerns raised in the conversation were summarised by The New York Times as follows. What can government do to assure that individuals have control of their information, which may be preserved forever online? What about regulation? Or should the government avoid getting involved here? Facebook responded to the open letter and changed its privacy settings to make it simpler for people to manage their online identities. Facebook stands by the rights of its users, contending that adult users should be free to publish information about their lives if they choose to do so." The topic of internet privacy and the role that the government should play in protecting it is still up for dispute. The latest controversy around Facebook's privacy practices is only one of many instances of the argument about the role of the government in the media. How is copyright safeguarded across many media platforms? What content is deemed suitable for broadcasting? Is it legal for the American government to restrict information? Regarding the lengthy and intricate connection between media and government, this chapter investigates these and other issues. The federal government of the United States has long been involved in media regulation. Since the early 1900s, governments have had control over all types of media. Since then, regulatory initiatives have changed as new media formats have appeared and opened up new markets to wider audiences [1], [2].

Large Regulatory Organisations

There were three significant U.S. regulatory bodies that emerged throughout the 20th century. The Federal Radio Commission, the Federal Trade Commission, and the FCC are three federal government-sponsored organisations that have influenced American media and how it engages with audiences and the public.

National Consumers League

The Bureau of Corporations, established in 1903 by President Theodore Roosevelt to look into the practises of growing numbers of American corporations, was the forerunner of the Federal Trade Commission. Authorities eventually came to the conclusion that a body with wider-ranging authority was required. President Woodrow Wilson signed the FTC Act into law on September 26, 1914, establishing the FTC as an organisation with the mission to "prevent unfair methods of competition in commerce." The FTC initially took over the work and personnel of the Bureau of Corporations, carrying out similar functions with the addition of regulatory authority. According to the FTC, like the Bureau of Corporations, it may carry out inquiries, acquire data, and provide reports. The early reports of the Commission included both the meat packing and other specialised businesses as well as export commerce, resale price maintenance, and other general concerns. The Commission, in contrast to the Bureau,

had the authority to challenge "unfair methods of competition" under Section 5 of the FTC Act and to enact more stringent restrictions on some pricing discriminations, vertical alliances, interlocking directorships, and stock purchases. The FTC first oversaw wartime economic tactics even though its main objective was the avoidance of anticompetitive corporate practices. For instance, President Wilson regularly sought the FTC's guidance on exports and commerce during World War I, which led to the passage of the Trading with the Enemy Act, which limited trade with nations that were at war with the United States.

DISCUSSION

National Radio Corporation

The FRC was first established with the passing of the Radio Act of 1927 and was composed of five employees who had the authority to grant or deny broadcasting licenses as well as designate frequency ranges and power levels to each radio station. The goal of the FRC was to "bring order to the chaotic situation that developed as a result of the breakdown of earlier wireless acts passed during the formative years of wireless radio communication". The FRC initially struggled to define its obligations and responsibilities in policing radio frequencies. Nearly anything was permitted to air since there was no clear demarcation of what could or could not be shown. The FRC only existed until 1934 before being absorbed by the FCC. As a component of the New Deal, President Franklin D. Roosevelt's Great Depression-era set of federal programs and agencies, the commission worked to establish "a rapid, efficient, Nationwide, and worldwide wire and radio communication service".

The FCC has been "charged with regulating interstate and international communications by radio, television, wire, satellite, and cable" since its creation by the Communications Act in 1934. The FCC has a wide range of duties, and during its lengthy existence, the organization has enforced several rules that govern the media. A few of these laws are the 1941 National TV Ownership Rule, which prohibits broadcasters from owning television stations that are available to more than 35% of the country's households, the 1970 Radio/ TV Cross-Ownership Restriction, which forbids broadcasters from owning radio stations and TV stations in the same market [3]–[5]. The FTC now plays a secondary role in media regulation, leaving the FCC with the major task. Although the powers and responsibilities of each commission vary, the fundamental goal of governmental control continues to be to build and bring order to the media business while making sure that the public good is promoted. This section looks at the current responsibilities of both commissions.

The Organisation and Goals of the FCC

The FCC is divided into three main departments: telephone, telegraph, and broadcast. Subdivisions within these branches enable the agency to carry out its duties more effectively. Currently, the FCC has 10 staff offices and 7 operations bureaus. The four main bureaus are the Media Bureau, the Wireline Competition Bureau, the Wireless Telecommunications Bureau, and the International Bureau. Although the bureaus and offices have different specialties, the bureaus' general responsibilities include "processing applications for licenses and other filings; analyzing complaints; conducting investigations; developing and implementing regulatory programs; and taking part in hearings".

The Media Bureau is in charge of broadcasting service licensing and regulation. The Media Bureau specifically "develops, recommends and administers the policy and licensing programmes relating to electronic media, including cable television, broadcast television, and radio in the United States and its territories." The Media Bureau plays a particularly significant role within the organisation by assisting the FCC in its decisions to grant or

withhold licences to broadcast stations. The Media Bureau has played a key role in judgements regarding children's programming and required closed captioning. Such decisions are based on the "commission's own evaluation of whether the station has served in the public interest," and mostly derive from the Media Bureau's recommendations. The primary responsibility of the Wireline Competition Bureau is to "ensure choice, opportunity, and fairness in the development of rules and policies concerning telephone companies that provide interstate and, in some cases, intrastate telecommunications services to the public through the use of wire-based transmission facilities."

The Wireless Telecommunications Bureau is one of the FCC's other well-known divisions. The WTB is the WCB's rough equivalent, managing "all FCC domestic wireless telecommunications programmes and policies, except those involving public safety, satellite communications, or broadcasting, including licencing, enforcement, and regulatory functions." The WTB balances the growth and limitation of wireless networks, registers antenna and broadband use, and manages the radio frequencies for aeroplane, ship, and other types of communication. As U.S. wireless communication expands, it is probable that the scope and significance of this bureau will also grow [6].

The International Bureau is in charge of representing the FCC in all satellite and international concerns, as a last responsibility. The International Bureau, a larger organisation, coordinates with partners globally regarding frequency allocation and orbital assignments in an effort to prevent global interference. The International Bureau's mission is to "connect the globe for the good of consumers through prompt authorizations, innovative spectrum management and responsible global leadership." It also addresses foreign ownership of stock in American broadcast, telephone, or radio companies, stating that no foreign governments, people, or businesses may possess more than 20% of the shares in any such entity.

The FTC's Organisation and Goals

The FTC is involved in the media sector, even though the FCC is responsible for most of the country's media rules. As was previously said, the FTC focuses largely on eradicating unfair commercial practises; yet, it only sometimes interacts with media outlets when doing these obligations. The National Do Not Call Registry is one illustration of the FTC's media regulation duties. The agency established this register in 2004 to stop the majority of telemarketing calls, with the exception of charitable organisations and companies that a customer already has a connection with. The Do Not Call Registry permits people to register cellular phones in addition to conventional wire-based numbers, even though it was initially designed for landline phones.

Antitrust Law's Function

For a very long time, the federal government controlled corporate practises. Several antitrust laws have been enacted into legislation throughout the years. Standard Oil established the first trust in the 1880s, a "arrangement by which stockholders transferred their shares to a single set of trustees," which allowed it to operate as a monopoly while earning revenues from the component firms. To dissolve trusts like this, the Sherman Antitrust Act was established in 1890. The Act said that any arrangement "in the form of trust or otherwise that was in restraint of trade or commerce among the several states, or with foreign nations" was forbidden.

Future antitrust legislation was based on the Sherman Antitrust Act. The 1914 Clayton Antitrust Act and the 1950 Celler-Kefauver Act both enlarged on the ideas outlined in the Sherman Act, as was covered in Chapter 13 "Economics of Mass Media". Many of the

corporate and media competition regulation practices used today have their roots in the Clayton Act. The Clayton Act expanded on the restrictions surrounding antitrust, providing firms a "fair warning" about the risks of anticompetitive practice, even though the Sherman Act had already created controls in the United States. The Clayton Act specifically forbids activities that "substantially lessen competition or tend to create a monopoly in any line of commerce".

The Clayton Act's flaw was that, although it forbade mergers, it provided a backdoor by allowing businesses to acquire the individual assets of rivals, which might still result in monopolies. The Cellar-Kefauver Act, which was passed in 1950 and is sometimes referred to as the Antimerger Act, addressed that gap by granting the government the authority to prohibit vertical mergers. Asset purchases that diminished competition were likewise prohibited by the statute. These regulations were a response to rising worries in the early and middle decades of the 20th century that the tendency towards monopolisation may wipe out competition. Until the 1980s, when the United States underwent a mindset change and voters pushed for less governmental control, corporate regulation by the government grew. As deregulatory practises increased, the American government reacted [7].

Approach Deregulation

The FCC changed how it regulated radio and television in the 1970s, which marked the beginning of media deregulation. When the Reagan administration and its new FCC chairman, Mark Fowler, assumed office in 1981, deregulation which had first been started as a method of removing regulations to enable the FCC to operate more effectively and affordably really took off. Between 1981 and 1985, Congress significantly changed laws and regulations to provide greater authority to media licensees and to diminish that of the FCC. The FCC started rejecting established rules and suffered "an overall reduction in FCC oversight of station and network operations." The length of television licences was increased from three to five years, and businesses are now permitted to own up to twelve different TV stations.

The regulatory control change had a significant impact on the media environment. Initially, rules barred businesses from holding media properties across several platforms, but consolidation gave rise to big mass-media organisations businesses that took control of the American media system. Eight significant firms controlled phone services to various parts of the United States before to the growth in deregulation. However, there are now four. Media conglomerates like Viacom and Disney control television networks, record labels, and periodicals. 280 publishing houses, 15 record labels, and more than 30 radio stations are all owned by only one company, Bertelsmann. Congress became worried about the consequences of deregulation as a result of this quick consolidation, and by the late 1980s, it started to halt the FCC's release of power.

Deregulation is still a contentious issue today. Some people support deregulation because they think that with less government control, the public will profit. Others, on the other hand, contend that excessive media ownership consolidation endangers the system of checks and balances.² Supporters on both sides of the debate are equally outspoken, and media regulation will likely ebb and flow over time, as it has since regulation first became a reality. Since the first U.S. media business rules emerged in the early 1900s, media law has been a hotly disputed subject. The rights established by the First Amendment of the U.S. Constitution, which include press freedom, are a major source of debate around media law. In general, there are two subfields of media law: print law, which deals with publications like books, newspapers, and magazines, and telecommunications law, which governs radio and

television transmissions. Despite disparities between the two fields, First Amendment protections are a common feature of media legislation. This section examines several media law topics, including equal time and coverage, privacy, libel and slander, copyright and intellectual property, and freedom of information.

A law known as the Privacy Act was created by Congress in 1974 and it protects records that can be retrieved by personal identifiers such as a name, social security number, or other identifying number or symbol. This law also mandates that organizations notify people when they are collecting information about them. It also governs how organizations may acquire, retain, and utilize information. The statute mandates that all public and private organizations operate within its confines to maintain the First Amendment's protections [8]. Even if the representation is factually correct, media professionals are required by the Privacy Act to use caution when disclosing specific information about an individual without that person's consent. Privacy regulations, such as the Privacy Act, "recognize an individual's right to prevent you from using his or her name, likeness, and other personal attributes for certain exploitative purposes" and "limit your ability to publish private facts about someone." By keeping a professional rapport with a community, media professionals may avoid the traps of privacy regulations. Journalists and other media experts are advised to only report or comment on "matters of legitimate public interest" and to "only portray people who have a reasonable relationship to [their] topic" to avoid responsibility. Robert Steinbuch and Jessica Cutler, two congressional assistants, got into a legal argument in 2005. Steinbuch sued Cutler for disclosing details of their connection, but the case was dropped when the judge determined that Cutler had merely disclosed material that was already well-known.

The use of defamatory language by media organizations must also be avoided. These happen when false information about a person is published, broadcast, spoken, or otherwise shared with others. Libel and slander laws are two distinct legal safeguards that exist to stop this kind of defamation. Both categories are included in defamation, although they are distinct ideas. Slander relates to vocal remarks and actions, whereas libel pertains to written statements or printed images. Libel and slander laws are mostly under state control, although they are essentially the same throughout the country. Similar to privacy rules, ethical reporting may help print and broadcast journalists avoid defamation claims. When sharing a report exceeds any possible reputational harm, media professionals are legally protected. The financial and legal repercussions of irresponsible reporting by journalists, however, may be disastrous. The Boston Herald newspaper was sued in 2007 for allegedly misquoting Massachusetts Superior Court Judge Ernest Murphy in the case *Murphy v. Boston Herald*. According to the court's decision, the fraudulent quotation was published with malicious intent, and Murphy was given a \$2.1 million damage judgment. In the more well-known Linda Tripp case from 1998, Tripp was accused of surreptitiously recording phone calls between Monica Lewinsky and President Bill Clinton. For defamation and improper paperwork, Tripp was facing a ten-year jail term, however, the case was dismissed in the early 2000s owing to witness prejudice [9].

Intellectual Property And Copyright

Since copyright rules are governed by federal law, they are the same nationwide. Congress initially created U.S. copyright and patent protections in 1790, and despite updates and adjustments, has continued to uphold some sort of copyright law to this day. Copyright law covers a broad variety of media, including "almost all creative work that can be written down or otherwise captured in a tangible medium". This encompasses audiovisual works including movies and television shows, musical compositions, plays, photographs, sculptures, and sound recordings as well as architectural creations. A work that has been granted copyright

must have that owner's consent in order to be lawfully copied. A copyright expires after a specific number of years, at which point the work becomes public domain.

However, facts are not covered by copyright. The news media should take great note of this. No one or organisation can possess facts, regardless matter how long it takes to find them. Anybody is free to regurgitate information as long as they don't reproduce the written piece or broadcast in which it appeared. The law of intellectual property defends "products of the mind," such as copyrights, patents, open licences, trademarks, trade secrets, URLs, domain names, and even individual segments of television programmes. The principles of intellectual property law are typically similar to those of copyright law, and the legislation that is related to them aims "to encourage innovation and creativity, with an ultimate aim of promoting a general benefit to society." Later in this chapter, we'll go into more depth on copyright and intellectual property in the media.

Act on Freedom of Information

The Freedom of Information Act was initially approved by President Lyndon B. Johnson in 1966. The act "helps the public keep track of its government's actions, from the campaign expenses of city commission candidates to federal agencies' management of billions of dollars in tax revenues" by demanding full or partial disclosure of U.S. government information and records. FOIA is crucial for individuals in the news industry since it gives everyone access to government records and information that otherwise wouldn't be made public.

Some offices are not subject to FOIA, despite the fact that the statute covers a wide variety of organisations. The statute grants access to the executive branch's public records, but it excludes information from the incumbent president, Congress, and the judicial branch. The procedure of getting access to information may be challenging since FOIA deals with people and information at the highest levels of government. To provide reliable information to people, those who are interested must become adept at navigating the convoluted network of processes. Despite the fact that FOIA permits anyone to obtain documents for any purpose, journalists who work for major media organisations often enjoy benefits including waived costs and expedited processing.

Equal Time Regulation

Section 315 of the Communication Act, sometimes referred to as the Equal Time Rule, falls under broadcast rules and mandates that radio and television stations provide each candidate an equal chance to be heard. In essence, Section 315 prohibits radio and television broadcasters from endorsing one political candidate over another. The equal opportunity mandate was the first significant federal broadcasting statute, approved by Congress in 1927. Even then, lawmakers worried that broadcasters and stations might be able to rig elections in the future. The rule does not take into account campaign money, even though candidates are not allowed to obtain free airtime unless their rivals do as well. Candidates with sufficient funding who can afford to purchase airtime still have an edge over their less well-funded rivals.

Documentaries, news programmes, and interviews are exempt from Section 315's regulations. This enables media outlets to cover a candidate's actions without also having to cover those of his or her rival. This exception also applies to presidential debates, which are not obligated to include third-party candidates. Media cannot restrict what a candidate says or portrays on broadcast, according to Section 315. Recently, there has been debate around political

advertisements that include aborted fetuses. The FCC authorised the continuation of these television commercials under Section 315.

Fairness Principle

When there were more requests for radio broadcast licences than there were frequencies available, the Fairness Doctrine was established in 1949. The radio-specific version of Section 315 was created in response to worries that broadcasters would use their stations to advance a certain viewpoint. The Fairness Doctrine was subsequently established by the FCC in order to "ensure that all coverage of controversial issues by a broadcast station be balanced and fair."

The FCC ruled that because station licensees were "public trustees," they had a duty to provide a fair chance for debate of opposing viewpoints on contentious topics. Later, the commission ruled that stations had to actively look for topics that were significant to their neighbourhood and broadcast programmes that addressed such concerns. Journalists who believed it violated the First Amendment's guarantees of free speech and press freedom saw the Fairness Doctrine as problematic. The Reagan administration's attempts to deregulate in the 1980s led to the dissolution of the philosophy. These impacts are still present today because of the success of political talk radio [10].

The Millennium Digital Copyright Act

The Digital Millennium Copyright Act was enacted by Congress in 1998 to provide order in the largely uncontrolled internet space at the time. The DMCA forbids anyone from either evading access-control measures or trafficking equipment that might assist others in evading copyright restrictions, "Economics of Mass Media". The use of code-cracking tools for unauthorised software copying is prohibited by this law, and websites are obligated to remove anything that violates copyrights. The DMCA does permit webcasting as long as the webcasters pay the content owners' licencing costs. This enables websites like Hulu to provide users legally streaming access to films and TV episodes. Higher education institutions, particularly distant learning programmes, are likewise shielded from some copyright obligations under the DMCA.

The fact that the DMCA only forces websites to delete copyrighted materials without mandating that they monitor their content is one of the DMCA's most contentious features. The media behemoth Viacom and the YouTube website, which is owned by Google, recently engaged in a three-year legal struggle over this issue. Viacom claimed that YouTube's hosting of copyrighted content violated its legal rights. In response, Google said that while YouTube could include infringing content, it is not obligated to check every user-uploaded video for copyright violations. A YouTube video gets taken down when a lawsuit is filed against it; otherwise, the website is not liable for the content. According to the judge's decision, Google was certainly protected by the DMCA. Others cautioned that there might be long-term repercussions for the protection of copyright holders, despite the fact that many people hailed this as a triumph for Internet freedom.

CONCLUSION

This chapter examines how technology developments affect governmental and media control. It covers the difficulties brought on by social media, internet platforms, and the propagation of misinformation, emphasising the necessity for modernised regulatory frameworks to deal with these changing problems while upholding democratic norms. The significance of achieving a careful balance between governmental control, media freedom, and democratic

norms is emphasized in this chapter's conclusion. It emphasises the necessity for openness, accountability, and the preservation of different voices and opinions while highlighting the ethical issues that emerge in the quest of effective media regulation. This adds to the continuing discussion on the function of media in democratic society and the difficulties associated with its regulation by addressing the complex link between legislation, media messages, and governmental control.

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CHAPTER 24

MEDIA OWNERSHIP ISSUES AND REPERCUSSIONS ON DIGITAL DEMOCRACY

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ABSTRACT:

Due to the concentration of media ownership and its implications for digital democracy, media ownership concerns have attracted a lot of attention in the digital era. The complicated link between media ownership, democratic engagement, and the difficulties presented by information availability and plurality in the digital age are all explored in this abstract. This abstract investigates the effects of media ownership concentration on digital democracy via a thorough analysis of the literature. It examines how powerful media corporations may influence public opinion, affect public discourse, and perhaps restrict the range of opinions and viewpoints that are accessible to individuals. In the chapter, the ethical issues raised by consolidated media ownership are highlighted, including the risk of prejudice, the suppression of opposing viewpoints, and the effect on media independence. Evaluate how important it is for online interactions to follow the law and ethical standards. There have been described the function of copyright protection in online media and described why there is no absolute privacy on the internet.

KEYWORDS:

Digital Democracy, Internet, Law, Media Ownership.

INTRODUCTION

The Internet has presented ownership issues ever since it was created. Because users may produce an infinite number of copies of content on the Internet and send it all over the globe, unlike previous forms of media, the government has struggled to discover methods to implement copyright rules in the online environment. This chapter also examines the special difficulties associated with handling online copyright and intellectual property as well as the role played by the US government in regulating those areas.

Inventive Property Rights And Online Creativity

To provide a procedure for online copyright issues, Congress established the Digital Millennium Copyright Act in 1998. But compared to more traditional forms of media, the Internet presents extremely distinct copyright and intellectual property problems. The DMCA, for instance, has not had the desired effect on internet information sharing as Congress had hoped. Due to the ease of copying and distributing content online, piracy and copyright infringement are on the rise. In reality, a lot of people have claimed that the DMCA hasn't really stopped any piracy despite its best efforts. Additionally, since information is shared so quickly online, those opposed to piracy sometimes have trouble identifying the true owner of a given property.

Many internet users and watchdog organisations have expressed frustration with the DMCA and its role in Internet monitoring. According to the Electronic Frontier Foundation, "the

DMCA has become a serious threat that jeopardises fair use, impedes competition and innovation, chills free expression and scientific research, and interferes with computer intrusion laws." Comic book publisher Marvel Entertainment filed a lawsuit against NCsoft and Cryptic in 2004 alleging that their online game City of Heroes violated their copyright. Marvel claimed that users could virtually duplicate its characters in City of Heroes by using the character customisation features. Such circumstances prompted organisations like the EFF to publicly demand for DMCA reform. The difficulties in granting copyrights and intellectual property rights for the internet sector are brought to light by such issues [1], [2].

Cyberspace Copyright Protection

Undoubtedly, by creating copyright protection principles for the digital sphere, the DMCA brought about significant changes. The World Intellectual Property Organisation did, however, create two treaties in 1996, before the DMCA was passed, to "update and supplement the major existing WIPO treaties on copyright and related rights, primarily in order to respond to developments in technology and in the marketplace." The WIPO Copyright Treaty was the first of these, and it was established to defend writers of literary and creative works, including computer programmes, unique databases, and fine art. The second deals with "related rights," or rights associated to copyright, and is known as the WIPO Performances and Phonograms Treaty. The purpose of this statute is to safeguard the legal rights of musicians and record producers. These agreements both offer further safeguards and guarantee fundamental rights, such as payment and credit for persons who produce works.

New modes of communication now have copyright rights thanks to the WIPO and DMCA. Blogs and websites that include unique text are protected under copyright laws. However, despite these advancements, copyrighted content still faces difficulties on the Internet. Maintaining copyright protection with the Copyright Office may be challenging since the web changes so frequently. At the moment, a work has to be fixed and in a physical form to be covered by copyright. Different, modified versions of the same work could not be protected by a copyright claim that was first submitted. Because of this, writers who publish online need to take extra caution to preserve their work.

Piracy against The RIAA

As peer-to-peer music sharing became more widely used in the late 1990s, widespread pirate issues emerged. Software like Napster, Scour, Aimster, AudioGalaxy, Morpheus, Grokster, Kazaa, iMesh, and LimeWire appeared overnight on computers all over the globe, enabling free music access worldwide and igniting online piracy in the process. However, the Recording Industry Association of America started a campaign to combat music piracy in 2003 and implemented the DMCA's provisions. The organisation said that it had been accumulating evidence against individuals who shared music on P2P networks in response to the rising number of users. The RIAA investigators "targeted uploaders", people who allowed others to download music files from their "shared" folders instead of the software programmers," according to the report.

In what has been referred to as "an unprecedented legal campaign against its own customers," the RIAA filed more than 250 lawsuits against people as a result of the data collecting. One of the first cases was a 12-year-old girl who was ordered to pay \$2,000 and make a public apology to end the matter. Over 28,000 people have been targeted by the music business in legal cases that have been brought, settled, or threatened since then. The Pirate Bay, a well-known torrent website, has recently come under fire for enabling users to search for materials that have been copied illegally. Because the prosecution claimed that The Pirate Bay was

accountable for the content its users uploaded and downloaded, this case is comparable to *Viacom v. YouTube*. The issue of whether websites are accountable for the activities of their users is one that these cases highlight and one that seems to be at the heart of any future Internet regulation.

Legal Aspects of Online Interactions

The Internet is frequently used by Americans. Despite being a relatively new type of media, the Internet is nonetheless subject to media rules. Internet use is governed by terms of service agreements as well as laws like the Computer Fraud and Abuse Act of 1986. The case studies that follow will demonstrate that the Internet is not as anonymous as it would appear when used for illegal purposes [3].

TOS Contracts

All software and the majority of websites on the Internet have terms of service that users must abide by. A person must abide by the terms of service to utilize a certain product or software or service, and they are binding legal requirements. For instance, iTunes asks customers to promise that they will only use the downloaded content for personal, non-commercial purposes and that Apple is not liable for any missing or damaged data. A TOS has been accepted by anybody who has downloaded new software or connected to social networking websites. Users often have to go through legal disclaimers before they can access these sites or use a program, and they must then tick a box to confirm that they agree to abide by such disclaimers. However, a lot of individuals skip to the end and quickly accept the conditions without properly reading them because they are put off by the length and legalese of the normal TOS. For instance, iTunes contains the following clause:

Except as permitted by US law, you may not use, export, or re-export the Licenced Application (iTunes).No export or reexport of the Licenced Application is permitted to any country that the United States has embargoed.Additionally, you promise that you won't use these items for any activities that are illegal under US law, such as developing, designing, producing, or using nuclear, missile, chemical, or biological weapons. Even while not every Terms of Service are as comprehensive, depending on the gravity of the offence, a violation of any TOS may result in account privileges being suspended, restricted, or cancelled. The potential for disruption is considerable as people's reliance on Internet services like e-mail, calendars, and social networks grows.

The Megan Meier Case

2008 saw the emergence of a compelling legal case involving a TOS violation. A 49-year-old woman named Lori Drew was charged with creating a phoneyMySpace account to coerce Megan Meier, 13, into committing herself. Following a dispute between Meier and Drew's daughter, Drew set up an account while posing as a little kid. She first utilised the character to flirt with Meier and learn more about the teen's friends and her daughter's connection. Drew ended their acquaintance after deciding she had gathered enough knowledge, telling Meier that the world would be a better place without her. Megan Meier hung herself later that day after becoming depressed. Meier's stunned parents accused her once Lori Drew's name was made public. Despite the horrific occurrences, it was still unclear whether Drew had truly broken the law. In the end, the prosecution determined that:

Since no laws were in effect in Missouri, the location of the tragedy, Drew will be tried in California on charges of, of all things, TOS breaches. Because creating a bogus identity violates MySpace's terms of service, she will be charged with conspiracy and three counts of

unauthorized computer access. The accusation is unheard of, and the case is difficult. As one expert puts it, "This raises the questions as to how much weight online 'contracts' hold." Although the primary goal of the Computer Fraud and Abuse Act is to lessen computer system hacking, prosecutors charged Drew with violating that statute. Although a jury in August 2009 found Drew guilty of "misdemeanor counts of unauthorized access, they noted that the CFAA was not devised as a vehicle for criminalizing simple contractual violations on the Internet". The Drew case brought TOS agreements to the public's notice and shined a light on the complex legal issues surrounding Internet usage, even though many people think that the prosecution overreached in its case.

Crimes Committed Online

Although situations like Drew's have presented unforeseen difficulties, other internet cases have had less murky outcomes. The use of the Internet to commit a crime is one freshly defined area of online law. Despite the apparent anonymity of internet usage, courts and law enforcement organisations may track down suspects' computers and get their IP addresses in order to identify them. Many people have been tried as a result of this practise for crimes they committed online.

Hate Crimes and Anonymity Online

A federal court convicted 21-year-old Los Angeles resident Richard Machado guilty of threatening the lives of 59 Asian classmates in 1998. Because Machado was the first individual to be found guilty of an internet hate crime for delivering the statement through email, this case established a precedent. At the University of California, Irvine, Machado had sent an email to a group of predominantly Asian students claiming, "I will make it my life career to find and kill every one of you." A former UC Irvine student named Machado signed the email as "Asian Hater." Attorneys accused Machado of interfering with the receivers' right to enroll at a public institution and issuing the threat based on the recipients' race or ethnicity [4], [5].

DISCUSSION

Because it was the first trial involving hate crimes committed online, the case represented a significant legal development. At Machado's sentence, prosecutor Michael Gennaco said, "The jury has indicated that a line has to be set in online. If you go over that boundary, you'll face the same legal repercussions as if you carried out these types of crimes via a phone or the postal service. Internet legal experts agree with Gennaco that postings made online have the same legal standing as phone or in-person interactions and that the Internet should not be handled differently from other forms of communication. As a result, anonymity on the internet is not anonymity. Despite the Machado case setting a precedent, many individuals continue to have the false belief that the Internet will shield them from punishment. Walter Edward Bagdasarian found that the authorities may use IP addresses to track purportedly anonymous postings in such a case. Bagdasarian, a resident of Southern California, was detained by U.S. Secret Service officials in 2009 for posting a racist note to a Yahoo message board in October [2008] expressing displeasure over Barack Obama's candidature, and predicting 'he will have a 50 cal in the head soon. The case serves as an example of both how simple it is for police to track criminal activity online and how seriously they treat such instances.

Many predict that it will closely resemble other media sources' coverage. On message boards and private websites, there have already been lawsuits involving Internet monopolies, user defamation, and copyright infringement. Others contend that Internet legislation should

account for the variations between Internet usage and conventional media use; for instance, a radio station in Arizona that breaks broadcasting rules is brought to justice there, but where should an Internet podcaster be prosecuted? Is content that a user submits to a community forum covered by copyright? Do the laws governing telemarketing and spam email overlap? What privacy protections ought online users to have? Authorities must deal with media concerns in a continuously evolving digital environment as the Internet expands and more lawsuits are filed. It seems sense that politics have exploded online recently in a phenomena known as digital democracy in an age when work, conversation, and leisure are increasingly experienced online. Through online means, digital democracy, commonly referred to as e-democracy, involves people in politics and civic engagement. The original goal of this new democracy was to include more people in the political process. Recent data seems to support a growing common notion that using the Internet to involve people in politics is the most successful contemporary strategy. Online political groups have gathered millions of supporters, collected tens of millions of dollars, and cemented their position as a major player in electoral politics. Even more significant, the elections of 2004 and 2008 demonstrate how effectively candidates can utilise the Internet [6], [7].

Digital Campaign of President Obama

The successful 2008 presidential campaign of Barack Obama is perhaps the greatest illustration of a politician using digital democracy. Following Obama's victory in the Democratic presidential primary elections on June 8, 2008, The New York Times released an article examining the candidate's use of the Internet throughout his campaign for the Democratic nomination. Obama's use of technology is credited with his victory in the article titled "The Wiki-Way to the Nomination," which declares that "Barack Obama is the victor, and the Internet is taking the bows". The Obama campaign is by no means the first to use the Internet. Howard Dean, another Democratic candidate for president, made a name for himself by launching his campaign online in 2004. But the Obama campaign fully embraced the advantages of digital democracy, and it was in large part because of that approach that he finally won the presidency. According to one writer, "What is interesting about the story of his digital campaign is how digital was fully integrated into the Obama campaign, rather seen as an additional extra. The successful campaign of President Obama is a great illustration of what digital democracy is capable of.

Standard Websites

Many already-existing political websites helped the Obama campaign. MoveOn.org, a lefty website founded in 1998, has long exploited its fame and fan base to encourage people to vote, advocate, or contribute money to Democratic candidates. MoveOn.org, which has more than 4 million members, has a significant impact on American politics and serves as a model for other like-minded online initiatives. The Obama campaign established a sizable online presence as a tribute to the popularity of such websites. These internet initiatives were built on websites like MyBarackObama.com. However, the Obama digital campaign's utilisation of internet media in all of its forms was key to its success. The campaign used social networking sites, email outreach, text messaging, viral videos, as well as conventional websites.

Using Social Networks

Digital democracy is forcing consumers to depend more and more on these alternate types of Internet outreach. During the 2008 campaign, Facebook served as the focal point of several digital outreach initiatives. The Obama administration utilizes Barack Obama's official Facebook page, which has more than 9 million likes as of 2010, to communicate statements

regarding the political environment at the time. Facebook sites supporting the candidate were also created by people who weren't a member of the official campaign. Mamas for Obama, Women for Obama, and the Michelle Obama Fan Club all appeared right before the election. The organizations varied in size, but they are all representative of a new generation of digital democracy. John McCain, a Republican candidate for president in 2008, and other politicians have also used Facebook, although in less extensive ways.

Email Promotion

An email was used by the Obama campaign as well. Obama's successful use of the Internet was discussed in an article titled "The Story Behind Obama's Digital Campaign" which was published in 2009. 13.5 million individuals, according to the story, registered on the MyBarackObama.com website to get updates on Obama's progress. To reach its target, the campaign distributed emails regularly. Emails were brief, never more than 300 words—never anonymous, and the voice and tone were always the same. Michelle composed her emails, and more people read them than her husband's, according to Obama and other senior campaign executives, giving the campaign a human touch and authenticity rather than the appearance of being just produced by the PR machine. The emails, which included a message and a money pitch, were effective in both reaching their intended audiences and raising significant campaign funds. Then, two billion emails were sent, but the content of these emails was carefully monitored, and various "tracks" were sent to different people based on their circumstances and whether they had previously given to the campaign. By the conclusion of the campaign, the website had inspired over 3 million individuals to make online donations totaling more than \$500 million [8].

SMS Text Messages

Obama further communicated with his followers through text messages. Participants at rallies and other events were invited to text friends or prospective supporters to encourage them to back Obama's campaign, and supporters may sign up to receive text messages throughout the campaign. MyBarackObama.com users were the first to learn about his running mate choice through text messages. This tool was useful and showed how the Obama campaign was committed to depend entirely on technology. The campaign's dedication to digital democracy may not have been as striking as Obama's supporters' e-democracy initiatives. Websites like Barackobamaisyournewbicycle.com, a lightly sarcastic site "listing the many examples of Mr. Obama's magical compassion" appeared, but viral videos provided even more compelling evidence of Obama's grassroots effort. The interactive game "Barack Paper Scissors," which was inspired by rock-paper-scissors, is one example of a supporter-made film. The video was uploaded on YouTube and received almost 600,000 views. The Obama campaign took note of the popularity of films like "Barack Paper Scissors" and other similar ones. Taking advantage of the video's success, the campaign moved it from YouTube to its website, resulting in more views and visibility for its message.

Digital Democracy

The digital divide may equally divide the nation's engagement in politics along tech-savvy lines, just as concerns with access to digital technology can lead to the types of challenges. "Economics of Mass Media". Undoubtedly, the Obama campaign's dependence on contemporary technology helped it connect with a sizable number of young people, but in doing so, it also directed a lot of its attention to a region that was inaccessible to other voters. Is the Internet making politics less exclusive? asks author Matthew Hindman in his book *The Myth of Digital Democracy*. Both yes and no are likely the answers. While the Internet may undoubtedly teach and inspire a large number of people, it also denies less fortunate citizens

who lack access to the internet the chance to participate in the emerging e-democracy. Even Nevertheless, politics will continue to be heavily influenced by digital democracy, especially in light of the resounding success of President Obama's mostly online campaign. Politicians and their supporters, however, must take into account the digital gap and make an effort to connect with individuals who are not online [9], [10].

CONCLUSION

The advantages and disadvantages of citizen journalism and digital platforms in relation to media ownership. It draws attention to the possibility for grassroots movements and alternative voices to thrive in the digital environment and undermine established media ownership systems. It also highlights the need to address problems with false information, platform hegemony, and algorithmic biases that might influence the informational landscape and have an effect on democratic discussion. This summary highlights the crucial part that media ownership plays in digital democracy. It highlights the moral issues surrounding information access, media plurality, and media consolidation and asks for a well-balanced strategy that maintains democratic principles while embracing the revolutionary potential of new technology. This abstract adds to the continuing discussion on the significance of varied and independent media ecosystems in promoting democratic participation and informed citizens in the digital age by recognising and resolving media ownership concerns.

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CHAPTER 25

PROS AND CONS OF MODERN MEDIA DELIVERY: A CENTURY OF MEDIA EVOLUTION

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ABSTRACT:

Technology improvements and shifting consumer tastes have significantly changed the media distribution environment during the last century. This chapter examines the advantages and difficulties that have developed over the growth of current media transmission techniques. This chapter also investigates the benefits of contemporary media transmission via an extensive study of the literature. It emphasizes the easier access to information and convenience that digital platforms provide by enabling consumers to access news, entertainment, and information whenever and wherever they want. It looks at how people may participate in public discourse via social media, blogs, citizen journalism, or the democratization of content production. Additionally, it highlights the possibility for other voices and opinions to be heard, challenging established gatekeeping institutions and encouraging diversity. There have been listed different kinds of new media along with pros and cons.

KEYWORDS:

Digital Platforms, Modern Media, Networks, Media Technology, TV Episode.

INTRODUCTION

The development of media technology has played a significant role in the tremendous life changes that have occurred during the last century. Compare the daily routines of a contemporary student, let's say Katie, with someone from Katie's great-grandparents' time. When Katie awakens, she checks her phone for text messages right away and learns that her buddy won't be able to drive her to class. While eating breakfast, Katie turns on the TV to check the news, where she discovers that it will rain that day. Katie checks the train timetables online before leaving her flat to make sure she remembers them accurately. She gets an umbrella and makes her way to the train station while using a music app on her smartphone. Katie leaves her hectic day of school and takes the train home, passing the time by viewing YouTube videos on her phone. She completes her assignment, emails it to her professor, and then settles down to watch the TV episode she had digitally taped the previous evening. To make plans for the weekend while watching the program, Katie connects to Facebook and speaks with a couple of her pals. She then reads a book on her e-reader.

Compared to the life she would have had only a few generations ago; Katie's life now is very different. TV and the Internet did not exist at the start of the 20th century. Commercial radio stations, highway billboards, feature films, and most definitely smartphones were nonexistent. Newspapers and magazines were the main sources of information for the populace. Let's name the lady who gets up to read the newspaper every day Elizabeth, a woman Katie's age in the early 20th century. Yellow journalism is rampant, and the media is filled with sensationalized headlines and graphic reports about government corruption and the

mistreatment of manufacturing employees. In the 1890s, full-color printing became feasible, and Elizabeth likes to read the Sunday comics. She also receives the magazine *Good Housekeeping*. Every once in a while, Elizabeth and her husband like to go to the neighbourhood nickelodeon theatre to view short silent flicks with accordion music. Elizabeth and her family like singing songs to popular sheet music around the piano in the evenings, but they cannot afford to buy a phonograph. Elizabeth reads a few chapters of *The Strange Case of Dr. Jekyll and Mr. Hyde* before she goes to bed. Elizabeth and Katie have quite different lifestyles that are separated by almost a century of technology.

Modern Media

Print media, broadcast media, cinema, music, and any other forms of communication used before the Internet and new media technologies are all considered traditional media. On the other side, new media refers to digital entertainment and video games as well as the Internet and social media. It is important to note that, despite substantial cultural and technical developments, none of the media covered in this book have fully disappeared from usage, despite the fact that many kinds of mass media have ups and downs in popularity [1], [2].

Video Games And Other Entertainment

Since the rudimentary table-tennis simulator *Pong* from Atari first gained popularity in the 1970s, video games have advanced significantly. Until the invention of replaceable game cartridges, early home gaming systems could only play one game at a time. The development of games with more intricate plotlines and the ability for players to communicate with one another online were both made possible by the introduction of the personal computer in the 1980s. Online role-playing games, which enable numerous players to play simultaneously, emerged in the middle of the 1980s. Online gaming were more popular in the 1990s and 2000s, both on personal computers and via Internet-enabled home consoles like the Microsoft Xbox and Sony PlayStation. The Internet has given video games a social component that spans generational divides and introduces a whole new market for video game developers. While young professionals and college students come together to perform in virtual bands on games like *Guitar Hero* and *Rock Band*, senior adults often congregate in retirement homes to play Nintendo's Wii bowling and tennis using a motion-sensitive controller. Modern video games are bringing friends and families together thanks to ever-improving gaming technology, and are no longer just a niche subculture.

Online Resources And Social Media

The impact of the Internet on media over the last two decades can hardly be overstated. The Internet was once designed as a military network that could withstand attacks in the 1960s, but it has now evolved into a crucial aspect of modern life. Users were able to send images, sounds, and videos via the Internet once the World Wide Web was created in the 1980s and commercial browsers were released in the 1990s. Web browsers, free web-based email accounts, online directories, and search engines were among the first business products to take use of the new technology. From 50% of American adults in 2000 to 75% of American adults in 2008, internet use increased quickly. The majority of the industrialized world is now online, which has fundamentally transformed how we get our news, do business, do research, communicate with friends and family, apply for employment, and even watch TV. Just one example, many occupations nowadays may be completed totally from home without the need to visit a central office. Employees may access corporate data using a server or a site that uses file transfer protocol, and meetings can be held through videoconference. Written correspondence can also be sent via email.

The Internet has given a whole new democratic dimension to communication, in addition to speeding up and expanding the amount of information at our fingertips. It may take many years of unsuccessful work to publish a physical book, yet all it takes is the click of a button to publish online content. Anyone may share ideas online thanks to social media platforms including blogs, social networking sites, wikis, and idea-sharing websites. Social media provides several benefits, including the immediate dissemination of news, the capacity to engage with individuals across the world, and several various viewpoints on a single event. Mass-media executives think newspapers will adapt to the changes despite long-standing predictions from certain industry experts that the Internet would make print media useless. Newspaper experts will need to rethink their content distribution strategies in the era of the Internet, much as the radio business had to do when TV began to gain popularity [3].

DISCUSSION

Traditional media against new media: Executives at conventional media firms often find themselves unable to maintain control over their content due to the rapid development of new technology. Peer-to-peer file sharing, for instance, cost the music business a billion in lost CD sales when the music-sharing website Napster allowed users to swap free music files over the Internet. Instead of using the new technology, music business officials sued Napster, forcing its closure but failing to completely eradicate online music theft. Even with the selling of legal digital music via online retailers like Apple's iTunes Store, the music industry is still attempting to figure out how to turn a sufficient profit to remain in operation.

The consequences of modern technologies have also hurt the publishing sector. Newspapers ran across a new kind of journalism: amateur blogging, when they started creating online editions in response to competition from cable TV. Over the last ten years, blogs that were formerly seen as untrustworthy and biased have acquired legitimacy and sizable readerships, prompting conventional journalists to blog and twitter in order to stay up. News aggregators like Google News, which make money by linking to articles written by journalists at big newspapers without paying the writers or the news organisations any money, are another threat to traditional newspapers. In order to combat declining readership and stagnant advertising revenues, several newspapers have made an effort to adapt to the Internet. These publications now provide websites, blogs, and podcasts as well as provide news items in video. A 2010 Pew Research Centre report found that more Americans get their news from the Internet than from newspapers or radio sources, and that the Internet is the third most popular news source after local and national TV news. Those who had the foresight to adopt the new technology are exhaling a sigh of relief.

Comparing new media to old media, there are three key benefits. It is instantaneous, allowing users to quickly get the most recent news, weather report, or stock values. Books may be read on e-readers, films can be bought through cable or satellite on-demand services, and digital music can be downloaded quickly. There is no reason to wait for anything in a world that is moving at an increasingly rapid rate. Cost is the second benefit. The majority of internet information, including blogs, social networking sites, and news and entertainment websites, is free. The New York Times plans to test whether readers are prepared to pay for material after becoming used to getting it for free in 2011 when it adopts a metered charge model for its online publication. Finally, new media can reach even the most distant regions of the world. For instance, there is a good chance that a personal web page about daily life in Iran exists somewhere on the Internet if a student is seeking for information about that nation. Over one-fourth of people worldwide, including about three-fourths of Americans and half of Europeans, have access to the Internet. The Internet's large viewership makes it a prime target

for marketers, who can connect with the particular populations they want to reach using monitoring tools like profile information on social networking sites.

Ashleigh Hall, a 17-year-old child care student, connected on Facebook in October 2009 with a charming 19-year-old male. Online conversations between Ashleigh from Darlington, England, and her new buddy led to the exchange of mobile phone numbers so they could text one another. The happy girl immediately informed her pals that she was going on a date with Pete and that his father would be picking her up in his vehicle. Unfortunately, Peter Chapman, a convicted rapist, was both Pete and his "father" at the same time. The 33-year-old homeless sex offender lured Ashleigh to a remote place where he raped and killed her using his Facebook alter persona. Shortly after the incident, Chapman was unexpectedly detained, and in court, he admitted to kidnapping, raping, and killing the victim [4]–[6]. The tragic tale of Ashleigh highlights two drawbacks of contemporary media delivery: anonymity and unreliability. Although social networking sites like Facebook make it simple to meet new people and get in touch with old ones, there is no way to verify if users are who they say they are, leaving them open to online predators. This lack of credibility is present throughout the whole online spectrum since so much information on the Internet is uncontrolled, from news items and Wikipedia articles to fraudulent advertising claims and dishonest con artists on platforms like Craigslist.

Modern media may, however, also help to organise efforts to combat crime. Dateline: To Catch a Predator, a famous NBC TV show, followed police detectives as they searched online chat forums for probable child molesters. Police officers accessed chat rooms and engaged in talks with numerous people while assuming the identities of young teenagers. The authorities would set up a sting operation to capture the would-be paedophile in the act if an adult user started a sexual conversation and indicated interest in meeting the teenager for sexual reasons. In situations like these, the Internet's ability to transmit information quickly and its worldwide reach allowed for the capture of perpetrators.

Benefits of Contemporary Media Delivery

The rapid sharing of news and information is one of the best things about the World Wide Web, even if Ashleigh's article focuses on some of the worst features of contemporary journalism. The ability to distribute material quickly online may be a big benefit, as we said earlier in the chapter. People all around the globe may hear about a breaking news story only minutes after it occurs because to the virtually immediate delivery of breaking news through RSS feeds and other prominent sites.

The majority of material on the internet is free after a user has paid a monthly service provider, giving them access to an infinite amount of information through news websites, search engines, directories, and home pages for a variety of subjects ranging from culinary advice to sports knowledge. Many journalists and technological experts said the information overload was harmful to people's health when all this information was easily accessible at the press of a button. Some highly regarded media, like The Times of London and The New York Times, expressed concerns that the new technology might lead to attention deficit disorder, impair people's cognition, and harm their capacity for empathy. There isn't any solid proof that using the Internet leads to psychological issues, though. In fact, statistics show that those who use social networking sites have better offline social lives than those who don't, and those who play video games are better at processing and responding to information than those who don't, and they don't suffer from accuracy loss or impulsivity increases. In his piece on the history of media scares, Vaughan Bell notes that "worries about information overload are

as old as information itself, with each generation reimagining the dangerous impacts of technology on mind and brain".

Online media transmission provides a larger diversity of views and opinions on any topic in addition to speed, reach, and affordability. People may express their own opinions on current affairs, popular culture, and topics that are important to them via nontraditional media like blogs and Twitter without feeling obligated to be objective. According to Pew Research Centre research, unconventional media outlets cover a greater range of topics than traditional outlets, allowing each site to establish its own identity and voice. The research also found that these internet sources emphasize very emotive material that can be modified by the authors and shared in social forums. Bloggers empower readers to produce their content by allowing online conversation and debate on blogs and social media platforms, transforming audiences from passive consumers into active producers. The blogger posts an opinion, a reader comments on the blogger's opinion, the blogger evaluates the reader's comment and modifies his or her perspective accordingly, and the process repeats itself until an issue has been thoroughly explored. In this way, knowledge becomes a social process rather than a one-way street. Many bloggers also provide links to other blogs they support or like reading, allowing good ideas to spread across the Internet's different channels [7], [8].

Modern Media Delivery Drawbacks

The Internet is to blame for a lot of different sorts of disinformation that are being spread online, in addition to an increasing number of online predators who falsely identify themselves on social networking sites. Users risk ingesting erroneous news items or misleading encyclopedia entries unless they can tell the difference between real information and trusted, impartial sources. Even supposedly trustworthy news outlets might sometimes make mistakes when it comes to their source information. An experiment using Wikipedia was undertaken by Irish sociology and economics student Shane Fitzgerald after the passing of French musician Maurice Jarre in 2009 at the age of 84. He inserted made-up remarks to Jarre's Wikipedia article and then watched as publications all across the globe replicated his words verbatim and credited the composer. Later, red-faced journalists were made to recant their remarks to atone for their mistakes.

Although the majority of conventional media strives for impartiality, many more recent internet outlets are vehemently left- or right-wing. Customers need to be mindful when they are reading news with an ideological bias thanks to websites like the Huffington Post on the left and the Drudge Report on the right. Critics worry that the popularity of social media platforms may limit the exchange of ideas. Customers will be restricted to a certain political stance if they only chose media outlets that align with their political prejudices. The Internet has various economic downsides in addition to practical ones. The digital divide, which refers to the growing difference between those who can afford personal computers and an internet connection and those who cannot, divides the haves from the have-nots. Even though roughly 75% of American families have access to the Internet, there are differences in access based on age, income, and education. For instance, recent research indicated that 93 percent of those between the ages of 18 and 29 had access to the Internet, compared to 70 percent of those between the ages of 50 and 64, and just 38 percent of those over 65. Inequalities in income and education also exist.

Due to these inequalities, those with lower incomes and levels of education have less access to online job ads, information, news, and computer-related skills that may be useful in the workplace. The digital gap between wealthy and underdeveloped nations is much more pronounced. Governments in countries like Jordan, Saudi Arabia, and Syria often restrict or

completely ban Internet use. Poor telecommunications infrastructure makes it necessary for consumers to wait very inconveniently long periods to access the internet in other nations including Mexico, Brazil, and Columbia. Additionally, the Internet is almost unknown in many developing nations that have subpar public utilities and inconsistent electrical supply. Despite having a big population, fewer than 5% of the world's Internet users are located in Africa [9], [10]. When it comes to using the Internet to their financial advantage, traditional media also has economic drawbacks. Newspapers are finding it difficult to switch to a completely ad-based economic model after giving out a lot of their web content for free. Publishers had first envisioned a world of digital technology funded by advertising, but after two years of declining ad income, several publications are now considering charging online fees. Despite the speed and effectiveness of contemporary media transmission, businesses are still working to build a sustainable business strategy.

CONCLUSION

This examines how audience interaction and engagement are affected by current media distribution. It examines the possibilities for online harassment, cyberbullying, and the dissemination of hate speech as well as the prospects for user engagement, criticism, and cooperation. The issues presented by the continual flow of information, which causes information overload and attention fragmentation, are also covered. This abstract's conclusion outlines the benefits and drawbacks of contemporary media distribution strategies, recognising both the transformational potential and the difficulties that digital platforms provide. It emphasises the significance of media literacy, critical thinking, and ethical issues in successfully navigating the dynamic media environment. This abstract adds to the continuing conversation about the function of media in society and the intricate interactions between technology, information transmission, and social repercussions by looking at the century-long history of media delivery.

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