

Press Releases

A press release is an important device of communication because it takes the relevant communication directly to the press. Whenever government, organizations, NGO's retail outlets, design houses celebrities, etc. have newsworthy announcement to make, they draft the press note which is then sent to the members of the press in the form of a hard copy, fax mail, or CDs. A press release is also distributed in conference. A press release answers all the "W type" questions like what, who, were, how and when in its content. A quote of the spokesperson is also added to give credibility to it. This is issued on the letterhead of the organization. It began with a headline and dateline, and closes with the media contact for the organization. Most of the matter in a press release gets picked up by journalists; hence it should be worded wisely and strategically.

Books

It is a collection of sheets of paper, parchment or other material with a piece of text written on them, bound together along one edge within covers. A book is also literary work or main division of such a work. A book may be in hard copy or in electronic format. A book produced in electronic format is called or known as „e-book“. Books are significant medium of mass communication as they have larger reader base. The expressions and opinions of the writer are taken to the readers in the form of a compiled book

Electronic Media

Electronic media is kind of media which requires the user to utilize an electric connection to access it. It is also known as „Broadcast Media“. It includes television, radio, and new-age-media like internet, computers, telephones, etc.

Distribution of content and information through audio and visuals using the electronic broadcasting medium is called Broadcast.

Broadcast media is a useful medium of the spread of news and information to even illiterate people and persons having a listening problem or eyesight problem as well.

There are various Electronic Broadcasting Medium:

- Traditional Telephone
- Television
- Radio

Broadcast Media are news reports broadcast via radio and television. Television news is hugely important in the United States because more Americans get their news from television broadcasts than from any other source.

Television

Unlike other form of mass media, television has now become one of the most powerful media of mass communication. With a modest beginning in the 1930s, it has grown into a massive network of mass information and mass entertainment in the world today. The attraction of visualness of the medium, the capacity to beam images of actual events, peoples and places is so great that people remain glued to the TV set for hours. There is new development in networking technology of satellite and cable television. Millions watch the live coverage of important happenings in recent times through many satellites in space which are linked via cable to the TV at home. Audience now has multiple choices ranging from news and information to entertainment of a wide variety.

Television appeals both the auditory and visual senses, and hence it is an important communication device as it beholds the attention of the audience. For many people, it is impossible to imagine a life without their television sets, be it the daily news, or even the soap operas. Television has become an advertising hub where advertisers are ready to spend huge amounts for an ad of few seconds, especially for programs with high viewership. An example would be, super bowl season. It offers various programs to appeal the masses of different age groups. It is a popular means of communication which provided

both information and entertainment. This category also includes electronic media like movies, CDs and DVDs as well as the electronic gadgets.

Films

Films are considered a major mass medium because of their mass appeal and influence on society. „Film“ is a term that encompasses motion pictures or individual projects, as well as the field in general. The origin of term „films“ came from „photographic film“ (also called film stock).It was historically the primary medium for recording and displaying motion picture.

Films are produced by recording the movements of people and objects with „camera“ or creating them using „animation“ technique and „special effects“. They comprise a series of individual frames. When these images are shown rapidly in succession, the illusion of motion is given to viewer. Flickering between frames is not seen due to an effect known as „persistence of vision“ whereby the eyes retain a visual image for a fraction of second after the sources has been removed

Films are considered by many to be an important art form. Films entertain educate, enlighten an inspire audience. A film is artifact created by specific culture, which reflect that culture, and in turn, affect them. Any film can become a worldwide attraction, especially with the additional of dubbing of subtitles that translate the film’s message.

Radio

Broadcasting is the distribution of sound to a number of recipients, „listeners“ that belong to large group. This group may be the public in general or relatively large audience within the public. Radio broadcasting forms a very large segment of the mass media. The term „broadcast“ was coined by early radio engineers from the mid-Western United States. Radio programs are distributed through radio broadcasting over frequency bands that are highly regulated by the All India Radio. Such regulations include determination of the width of the band, range license, types of receiver and transmitters used and acceptable content. Digital radio may transmit multiplexed programming, with several channels compressed into one ensemble.

Notions of Radio Network have been incepted in the 1920s in India. The Network has expanded a great deal and it offers a daily service for many hours transmitting News, Comments, Songs Music, Comedies, Thriller, and Sports besides special programs for children, women, youth and farmers. One of the best advantages that radio has over other media is that it can serve and entertain the audience who are otherwise occupied. For instance, people can listen to it while working at home, in the fields and factories, and also while travelling. Radio has a significant reach. A considerable number of Americans tune into radio every week while on their way to work. Advertising on the radio with catchy jingles and phrases is tried and tested means of communication. Radio lost its popularity with the boom of television. But till day, radio remains one of the favorite means of electronic communication. Moreover, it is an interactive means of communication with all dial-programs

Outdoor Media

Transmitting information and news when the public is outside their homes are also known as **Outdoor Media** or Out of **Home Media**. The importance of outside media is that it provides information related to new products, social information or advertisement purposes to the masses.

Various forms of Outdoor Media are:

- Signs and Placards
- Posters
- Banners and Wall space

Transit Media

Transit media revolve around the concept of advertising when customers are out of home and are going through any transport or on the go to public places. Advertisements are displayed on the public transport and vehicles on which brand promotion of a product and services take place.

Forms of Transit media are:

- Bus Advertising

- Taxi Advertising
- Rail Advertising

Digital Media or New Media

With the advent of internet, we are now enjoying the benefit of high technology mass media, which is not only faster than the old school mass media, but also has a widespread range. Mobile phones, computers, and internet are often referred to as the new-age media. Internet has opened up several new opportunities for mass communication which includes email, websites, e-forums, e-books, blogging, internet TV and many others which are booming today. Internet has also started social networking sites which have redefined mass communication all together. Sites like Facebook, Twitter and YouTube had made communication to the masses all the more entertaining, interesting and easier.

With speed and higher digital technology, the Internet has taken over all mediums of communications. **Digital media** is a two-way communication as users being active producers of content and consumers of content and information.

Digital or new media can be text, audio, graphics and video. This media is increasingly getting popular medium of exchange of information due to ease of accessibility with a computer and Internet Connection.

Digital Media forms are:

- Emails
- Websites
- Social Media and Networking
- Blogging and Logging
- E-forums and E-books
- Computer Animations

- Digital Videos
- E-Commerce
- Virtual world and Reality
- Webcast and Podcast

Mobile Phones

Mobile phone were introduced in Japan in 1979 but became a mass media only in 1998 when the first downloadable ringing tones were introduced in Finland. Soon most form of media content were introduced one mobile phone, and today total values of media consumed on mobile towers over that of internet content. The mobile media content includes mobile music which include ringing tone, ring back tones, true tones, MP3files, Karaoke, music video, music streaming services, etc. mobile gaming and various news, entertainment and advertising services. In Japan mobile phone are very popular.

Similar to the internet, mobiles are also interactive media, like email on the internet. The top application on mobile is also personal massaging service, but text massaging is used by many people. Practically all internet services and applications exists have similar cousins on mobile, from search to multiplayer games to virtual worlds to blogs. Mobile has several unique benefits which many mobile media pundits claim that mobile is a more powerful carried and always connected communication device. Mobile has the best audience accuracy and is the only mass media with a build in payment channel available to every user without any credit cards or payable account or even an age limit. Mobile phone has become a boom to mankind. It has made communication possible at any time, and from anywhere. Now a day, a smart device like mobile phone is not only used for interaction, but also for other technical utilities like operating pumps from remote location etc. You can also get alert of your monetary transactions on a mobile phone. To have an internet on mobile was a myth, a decade ago. Today, one can't stay in touch with the whole world via internet on mobile phones.

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