CHAPTER 2
DEVELOPMENT OF MEDIA

2.1. Introduction

The steady growth of science and technology has given many gifts to the modern day man. Endless researches and continuous experiments have made many inventions possible. Today, devices that were once merely a dream for millions have become a part of common day-to-day equipments. Thanks to scientific growth, the world that was once extremely difficult to even comprehend, has come down to man's fingertips. Anybody in any part of the world can be contacted in within a couple of minutes without any hassles. Likewise, what happens in one corner of the world can be informed to the rest of the world in just a couple of minutes. Not only informing, but with the help of modern day powerful satellites, the event can be broadcasted live to the entire world. Gone are the days when people used to eagerly wait for morning newspaper or evening news to be broadcasted in order to find out what's happening across the country and throughout the world.

Older forms of media like publishing books and newspapers used to require expensive and huge sized printing press but its circulations was limited only to a fraction of people, i.e. those who lived in the same nation or state. When electronic media took over, the broadcasting via radio and television again relied on expensive equipments, satellites and studios to transmit signals around a country, regionally or globally. The rise of social media in the recent years has made a significant change in the way communication is made, be it a personal one like chats and conversations or a public, like sending news and other information. Communication today can be made merely with the help of a mobile phone and internet connection instead of having to rely on newspapers, letters, telegrams, huge television sets or radios, cable connections, etc. Not only that but sending information through social media is also comparatively faster to any other previous mode. Thus, prior to social media, both print and electronic media were expensive as well as time and space consuming forms of news transmission.

Talking of media, today it is an entity in itself. It is powerful enough to not only inform people but even influence their decisions. Print and electronic media, which were once upon a time the only forms of media have taken a major setback against modern day form of media, namely the social media. Needless to say, the journey has been long and difficult but the fruits that are being reaped today have made it a worthwhile one. News, be it political story, election poll, sports event, share market prices, weather forecasts, global events, festive celebrations, etc. is now easily accessible due to continuous progress of social and also to an extent, electronic media. The main advantage of social media is that once a user connects to the internet, he has access to a platform that is at once global and free. The modern day devices like smartphones, laptops, Bluetooth, wifi enabled cameras, etc. have made the news reporting much faster as compared to the previous forms of news communication.

The major functions of media can be summed up as under[11]:

(i) Media as a mass communicator is the most suitable and effective instrument to act as a catalyst of social change;

(ii) Media can educate both, people and those in power about the need for change and facilitate debate and discussion on the pros and cons of different measures suggested for bringing it about and at the same time suggest such measures itself.

(iii) Media can organize public opinion in support of best of such measures and also pursue them with political and administrative executive and keep constant pressure on them to adopt and implement the same.

(iv) Media can monitor the performance and progress of the measures and expose the inaction, inefficiency, negligence, waste and corruption in implementing them.

(v) Media is the best means to keep reminding people of their duties and responsibilities for building the new society and in exhorting them to discharge their obligations for attaining the goals.

(vi) Media can enlighten the people about difficulties and obstructions created by national and international forces and vested interests in achieving the progress towards the goals by using various means and devices.

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[11] Sawant P.B. "Tasks For a New Society", 3 Mainstream Nov. 20, 1999

(vii) Media can warn people of the dangers to national interests and to goad them to redouble their efforts.

(viii) Media makes democratic rule real and effective by acting as an intermediary between people and the authorities. It informs the people of acts of omission and commission of public administration and in turn serves as the forum for ventilating the grievances and aspirations of the people and for reaching them to the concerned authorities.

(ix) Being fourth organ of estate, it is responsibility of media to help in building the nation and to implement the objectives of Constitution and to promote social justice and equality, stability and unity and peace, progress and happiness for all.

The list by no means is exhaustive because the reach of each form of media has increased as compared to its predecessor. For instance, debates, interviews, live coverages, etc. were possible only after electronic media came into existence after print media and hence electronic media was dutybound to responsibly conduct the same. Likewise, when social media got over, it gave freedom of expression a new meaning with people finding themselves a new platform to make themselves heard. Thus, functions of media have increased with each step.

Social scientists in general argue that the media performs three basic functions namely reporting events, interpretation of events and socialization. The ways these functions are performed affect the course of both domestic and international politics. The composite processes of gathering, evaluation, editing, producing and presenting news are illustrative of the enormous salience of media in domestic and foreign policy-making.[12]

2.2 Definitions

Some of the major terms that need to be conceptualized for the purpose of this study are as under:

2.2.1 Communication

Communication can be said to be a two-way process of reaching mutual understanding between two or more persons through a medium in which participants exchange information, opinions and views, news, ideas and feelings but also create

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[12] Vora Batuk, "Media Manipulation: A Fast-growing Business" Pg. 26 May 14, 1994, Mainstream

and share meaning of this exchange of ideas. In general, communication is a means of connecting people or places.[13] Communication is a process by which information is exchanged between individuals through a common system of symbols, signs or behavior. If the term is pluralized, the same comes to mean a system for transmitting or exchanging information, i.e. wireless electronic communications.[14] In general, the word 'communication' refers to people interacting in ways that at least one of the parties involved understands as messages.[15]Thus, a mutual transfer and exchange of information through a commonly understood medium can be termed as 'communication'. A personal communication maybe between two persons or more through a conversation, chat, etc. while a public communication maybe between a larger group for e.g. communication of news through a news channel to the audience. In either case, essence of communication lies in sending information, thought or idea from one side to the other and being reciprocated with a response thereto.

2.2.2 Mass Communication

Mass Communication involves sharing ideas across a large audience either at a given point or through an extended time frame and usually involves professional communicator. Mass communication includes newspapers, magazines, books, films, television, radio and recordings.[16] Mass communication is technology-enabled process by which messages are sent to large faraway audiences.[17] Mass communication is a process in which a person, group of people, or an organization sends a message through a channel of communication to a large group of anonymous and heterogeneous people and organizations. The sender of the message is usually a professional communicator that often represents an organization. Some of the major types of mass communication are:

- Journalism, such as news.
- Political campaigning

- Advertising, which includes communications attempting to induce purchasing behavior[18]

Mass communication is the imparting, informing or exchanging information on a larger scale to a wide range of people.[19] The purpose of mass communication maybe either to inform, to persuade, to amuse or to enlighten.[20] Mass communication is the process of expeditious distribution of mechanically or electrically produced duplicate copies of information to a hetereogeneous and often large number of individuals.[21]Thus, mass communication refers to sending any information to the public at large across the world through the media, be it print, electronic or social media. Newspapers, news channels, e-papers, TV channels, etc. are some of the forms through which mass communication usually takes place.

2.2.3 Media

Having information from any part of the world on any subject at the finger tips instantly has become possible since media invasion which initially was due to the advent of internet. Media is spread, functioning and utilized everywhere. It has influenced not only our society at large but also our lives and even the moral values defining us. The term media traditionally was just an obscure Latin plural for the word 'medium'. Afterwards as the businesses flourished, advertisers began to speak of placing ads in different media. The original means of mass communication were print – magazines, journals, newspapers, etc. but collectively they were all considered a 'publication'. Afterwards when electronic media developed and radio and television entered the commercial market, it was felt that the term 'publications' would remain limited only to print media. Hence, needing a term that would encompass all means of communication, namely the print as well as electronic forms of communication, the term 'media' came to be considered.[22]Media is the vehicle

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[18]www.study.com/academy/lesson/what-is-mass-communication-definition-theories-quiz.htm (Visited on April 26, 2017)

[19] En.oxforddictionaries.com/definition/mass_communication (Visited on April 26, 2017)

[20]Vivian, *The Media of Mass Communication*, 16 (Pearson Education, 11th Ed., 2013)

[21] R. Terry Ellmore, *NTC's Mass Media Dictionary*, 351 (NTC Publishing Group, 1996)

[22] Joseph Turow, *Media Today – An Introduction to Mass Communication*20 (Routledge, 3rd Ed., 2009)

used to convey information to an audience. Also, the materials on which data and instructions are recorded can be considered as media.[23]

2.2.3.1 Mass Media

Mass media are the technological instruments, i.e. newsprint, televisions, radios through which mass communications takes place.[24] Mass media are the various vehicles used for sending information to a mass audience, i.e. radio, television, books, newspapers, etc.[25] According to McQuail, the mass media can be defined in terms of politics as well as in terms of culture. In respect of politics, the mass media have gradually become:

- an essential element in the process of democratic politics by providing an arena and channel for wide debate, for making candidates for office widely known and for distributing diverse information and opinion;

- a means of exercising power by virtue of the relatively privileged access that politicians and agents of government can generally claim from the media as a legitimate right.

In respect of culture, the mass media:

- constitute a primary source of definitions of and images of social reality and the most ubiquitous expression of shared identity;

- are the largest focus of leisure time interest, providing the shared 'cultural environment' for most people and more so than any other single institution. Also, media are steadily increasing in economic significance, as media industries grow, diversify and consolidate their power in the market.[26]

In a study conducted by Jennifer Alejandro, she has stated that mass media is already a thing of past and today wider changes are occurring in media industry mainly due to the widening reach of social media networks. Today, it is all about personal media. According to her, in past years, news reporters were either given a lead or went out to find a story. In stark contrast, today any citizen can and often sends a story to media for raising a social cause or sometimes even for personal motives

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[23] R. Terry Ellmore, *NTC's Mass Media Dictionary*, 356 (NTC Publishing Group, 1996)
[24] Joseph Turow, *Media Today – An Introduction to Mass Communication* 17 (Routledge, 3rd Ed., 2009)
[25] R. Terry Ellmore, *NTC's Mass Media Dictionary*, 351 (NTC Publishing Group, 1996)
[26] Eoin Devereux, *Understanding the Media*, 7 (Sage Publications, 1st Edn., 2003)

through Facebook posts, Tweets or Digg so that by the time a story is assigned to a reporter, it has already been molded and told in a context to the world. The reporter now has to take that into consideration as well and find some angle to the story that is not yet being talked about.[27]

2.2.3.2 Print media

Print media is the earliest form of media communication. However, despite its ancient origins, it still continues to be a part of everyday media in market today. The Free Dictionary defines print media as a medium that disseminates printed matter.[28] It is a very narrow definition and merely gives the idea that print media is a means of distributing printed material. The Oxford Reference defines it in greater detail. It states that broadly any written or pictorial form of communication produced mechanically or electronically using printing, photocopying, or digital methods from which multiple copies can be made through automated processes can be termed as "print media".[29] To put it more concisely, it is any form of 'ink and paper' communication that is not hand-written or hand-typed, including books, circulars, journals, lithographs, memos, magazines, newspapers, pamphlets, and periodicals.[30]

2.2.3.3 Electronic media

Even while print media was in market, a new form of media started coming into daily use, namely the "electronic media". The Cambridge Dictionary defines "electronic media" as ways of communicating information that are electronic rather than using paper, i.e. television and internet.[31] The Business Dictionary defines "electronic media" as broadcast or storage media that take advantage of electronic technology. They may include television, radio, internet, fax, CD-ROMs, DVD and any other medium that requires electricity or digital encoding of information.[32]Electronic media is information or data that is created, distributed and accessed using a form of electronics, electromechanical energy or any equipment used in electronic communications. Access to electronic media can be had through

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[27] Journalism in the Age of Social Media, Reuters Institute Fellowship Paper, University of Oxford 2010 Available at http://youngjournalistsjourney.wordpress.com/2015/02/08/media-2-0/

[28] Available on www.thefreedictionary.com/print+media (Visited on 9.1.2018)

[29] Available on www.oxfordreference.com/view/10.1093/oi/authority.20110803100346392 (Visited on 9.1.2018)

[30] Available on www.oxfordreference.com/view/10.1093/oi/authority.20110803100346392 (Visited on 9.1.2018)

[31] Available on dictionary.cambridge.org/dictionary/English/electronic-media (Visited on 9.1.2018)

[32] Available on www.businessdictionary.com/definition/electronic-media.html (Visited on 9.1.2018)

electronic devices like television, radio, computer, cell phones, etc. which transport information to and from us by means of electronic involvement.[33] Thus, electronic media is usage of electronic devices for communication. It differs from the earlier print media in terms of speed and accessibility because it is a faster mode of communication than the print media. Also, it can be accessed on any electronic device and not necessarily on any single base like paper in case of print media.

2.2.3.4 New media

Formerly, computers were made and used for making a man's work easy. Complicated and long calculations, equations, entering, storing and sending data, making attractive presentations, playing inbuilt games, etc. were some of the major functions of computer. The rise of digital technologies in the last decade that also work on the basis of computers and internet have led to availability of products and services that provide information as well as entertainment. Today, social media, storing and sharing pictures and videos, personal blogs, news websites are a major use of computers and the same are typically termed as "new media". New media maybe referred to as those forms of digital media that are interactive and thus incorporating two-way communication by use of some form of computing. The major advantage of new media over earlier forms of media is that it can be very easily processed, stored, transformed, retrieved, hyperlinked and easily searched for and accessed.[34] This is helpful considering how information today is coming from all parts of the world in great details. Again, it is from every segment, be it political, economical, sports, space, everyday affairs, etc. If all this information keeps multiplying without having an exact manner of retrieving it at the right time, the same will be utterly useless.

Social media is also a part of new media. It may be defined as a group of internet-based applications that build on the ideological and technological foundations of the worldwide web which allows the creation and exchange of user-generated content.[35] Social media has actually democratized media. One-way

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[33] Available on www.catgraphics.co.za/index.php/media-solutions/electronic-media (Visited on 9.1.2018)
[34] Available on online.seu.edu/what-is-new-media/ (Visited on 10.1.2018)
[35] Andreas Kaplan, Michael Haenlein, "Users of the world, Unite! The Challenges and Opportunities of Social Media" (2010) 53(1) Business Horizons 61

conversations between anchor/author and viewer/reader are now two-way in realtime. The benefits this brings to transparent, robust journalism far outweighs any collateral damage such a free and at times fiery exchange can cause.[36] In the world of social media, the line between citizen and journalist has become increasingly blurred. A person even though without any previous experience in journalism, needs a smartphone or laptop to share information on a social network to write an article or a blog.[37]

The term 'new media' covers the emergence of digital, computerized or networked information and communication technologies in the later part of 20th century. Most technologies described as "new media" are digital and they can be manipulated, networked, interacted, compressed and dense. While cyberculture is the study of various social phenomena that are associated with the internet and network communications, New Media is concerned with cultural objects and paradigms.They are cultural objects which use digital computer technology for distribution and exhibition and include but not restricted to internet, web sites, computer multimedia, etc. The language of New Media is based on the assumption that all cultural objects that rely on digital representation and computer-based delivery do share a number of common qualities. New media is reduced to digital data that can be manipulated by software as any other data. New Media operations can create several version of the same object.

Thus, New Media can be understood as the mix between older cultural conventions for data representation, access and manipulation and newer conventions of data representation, access and manipulation. i.e. as seen on several news channels today, news is communicated by the newsreader as was traditionally done and simultaneously, softwares are used that graphically represent the same through animations, scrolling news, etc.[38]

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[36] Merchant Minhaz, "Are Supreme Court judges right in saying social media must be regulated?" (Available at https://www.dailyo.in/lite/politics/supreme-court-judges-social-media-trolls-free-speech/story/1/20059.html (Visited on 5.11.2018)

[37] Laura Click "From Sketch Pads to Smart Phones: How Social Media has changed coverage of the Judiciary" (Available at https://www.ncsc.org/home/social-media/2-4-how-social-media-has-changed-coverage-of-the-judiciary.aspx) (Visited on 5.11.2018)

[38] B.K. Chaturvedi and Dr. S.K. Mittal, *Mass Communication – Principles and Practices*, 828 (Global Academic Publishers2ndedn., 2016)

2.2.3.5 Media Convergence

Convergence refers to content traditionally confined to one medium appearing on multiple media channels.[39] Convergence is the integration of mass media, computers and telecommunications into a common technological and institutional base.[40] Accordingly, media convergence is the phenomenon involving interconnection of information and communications technologies, computer networks and media content. It brings together the computing, communication and content – and is a direct consequence of the digitization of media content and popularization of internet. Media convergence transforms established industries, services and work practices and enables entirely new forms of content to emerge.[41]

As man is currently living in an information society due to the ever-growing and ever-changing technological scenario, he has several sources of information to his end. Starting from print media which was the earliest form of media to radio, TV and computers, which are a major form of electronic media and internet today via its platform called "social media" - have all led to giving a new image to conventional mass media. This merge up of all forms of media is known as the media convergence. The said convergence can be found visible in rise of the internet, integration of communication technologies, merging of media empires, changing regulations, etc.[42] Media convergence refers to different forms of media converging. This may reflect the convergence of types of content, such as advertising that is incorporated within the story line of a motion picture. The terms is also used to refer to technological convergence.[43] It is a term referring to the merging of previously distinct media technologies and media forms resulting from digitization and computer networking.[44]

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[39] Joseph Turow, *Media Today – An Introduction to Mass Communication* 7 (Routledge, 3rd Ed., 2009)

[40] Straubhaar and LaRose, *Media Now – Communications Media in the Information Age*, 5 (Wadsworth/Thomson Learning, California, 2nd edn., 2000)

[41] www.britannica.com/topic/media-convergence (Visited on April 26, 2017)

[42] Straubhaar and LaRose, *Media Now – Communications Media in the Information Age*, 5 (Wadsworth/Thomson Learning, California, 2nd edn., 2000) (Bibliography)

[43] Jean Folkerts and Stephen Lacy, *The Media in your Life – An Introduction to Mass Communication*, 12 (Pearson Education, England, 2004)

[44] www.thecanadianencyclopedia.ca/en/m/article/media-convergence/ (Visited on April 26, 2017)

Traditionally, all throughout the history, media was referred to as any form of media, namely the print media which included newspapers, books, magazines, etc. the electronic media, which included television, radio, telegraph, etc. and the social media which includes social networking websites, blogs, etc. All were considered distinct technologies and all belonged to their respective industries. However, since the digitization and computer networking have merged, they have resulted in breaking down this compartmentalized media structure leading to the integration of all media as well as enabling immediate and global exchange of every kind of content. This convergence is visible in several forms, i.e. rise of internet, integration of communications technologies, merging of media empires, new lifestyles, new careers, changing regulations and shifting social issues to name some of them.[45] Today multiple forms of media content – books, radio and television programs, music, movies, newspapers can be accessed on computers or smart phones at one's convenience and without any cost.

2.3 Development of media

Man cannot live in isolation. He needs to communicate with other people of his kith and kin, peer groups, family, relatives, society, and so on for his needs, obtaining and passing information, keeping in touch with current affairs, etc. When the number of people went on increasing, more and more groups were formed and almost everyone needed to communicate with one another. Initially it was a difficult task considering how the people were spread all across the world and there being no major forms of communication except talking, exchanging views and opinions in person, sending letters, etc.In the recent past, media world has seen a significant and remarkable change. Apart from the electronic media, which mainly consisted of television and radio, now there are several new electronic devices which are faster and more convenient. Laptops, palmtops, electronic notebooks, iPads, smartphones, etc. have changed the way how communication is made. No more a man needs to sit glued in front of a television screen at his home and wait for the evening slot in order to get the world or local news. Similarly, even women or children need not stay back and

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[45]Straubhaar andLaRose, *Media Now – Communications Media in the Information Age*, 5 (Wadsworth/Thomson Learning, California, 2[nd]edn., 2000) (Bibliography)

wait for their favorite daily soaps or live sports events. Modern day technology has brought it all to the fingertips of a person, wherever he is, whenever he wants it. Satellites, internet connectivity and faster and easier devices now help in communicating and broadcasting news events, sports events, daily soaps, and almost everything that used to be a exclusive part of television sets alone, in the very hands of man.

The media in India is not a homogeneous institution nor is it a single institution. Apart from the differences of the medium, the print and the electronic, it consists of several independent, autonomous and heterogeneous units. These units are run in different languages, at different levels, from village to the national, by individuals representing different educational, social, cultural and ethnic backgrounds and operated for different considerations and with different motives. There are big, medium and small newspapers with circulation ranging from about 100 to 1200000. Some have editions not only from capitals of different States, but also from each district of some States. Some newspaper groups and electronic media outlets have newspapers and channels in different languages while some media barons run both the print and electronic media.[46]

2.3.1 Evolution of media timeline

A detailed timeline of the major media inventions starting from the earliest form of communicating through printed material, development of print media and eventual evolution of electronic mediaas well as recent rise of internet and smartphones can be drawn up as below[47]:

Period	Event
2000 yearsbefore birth of Christ	Mediterranean civilization used technology to create a system of movable type of pressing signs into clay.
600 AD	Chinese were the first to invent the art of printing. They made wooden blocks to print letters. This was started during the

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[46] Sawant P.B., Tasks for a New Society (4 Mainstream, Nov. 20, 1999)

[47] Briggs, A. & Burke, P. *A Social History of the media: From Gutenberg to the Internet.*(Cambridge, UK: Polity, 2005)

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	period of Tang Dynasty in 600 AD.
1041	Chinese printer Pi Sheng printed books using movable type made of hundreds of clay blocks bearing Chinese ideograms.
1295	The said printing technology was introduced to Europe when Marco Polo returned from his travels in China.
1446	Development of movable metal type by Gutenberg. Wood was carved so that letters stood in relief on tiny blocks that could be rearranged into different words. Blocks were then inked so that multiple copies of documents could be made.
1455	Gutenberg's assistant Peter Schoffer realized that metal could be used instead of wood to produce cleaner letters and remove the fuzzy look that the wood used to generate. He used this method to print the English Bible.
1490	Printed books widespread in Europe
1500	Literacy grows and books began to be published in thousands and circulated in much larger numbers
1500	Printing presses with Gutenberg technology were setup in every European city
1501	Aldo Manuzio designs a smaller and less expensive book to replace larger ones. It turns out to be the beginning of modern paperback book editions.
1560	News-sheets with serial numbers started being printed in some towns of Germany and Switzerland
1618	Weekly newspapers started coming out in English, French, Dutch and German languages from Amsterdam in Holland.
1621	English printers started their own news sheets.

1639-1640	Puritans ship modern printing press to American colonies and print America's first book, *The Bay Psalm Book* – delivered to Cambridge, MA
1640	Cambridge Press issued first book in British North American colonies as well as religious pamphlets and materials.
1665	Oxford Gazette later renamed as London Gazette was started. It was published twice in a week.
1690	Ben Harris, a British journalist, printed Publick Occurrences, first newspaper in the English colonies
1702	First Daily newspaper The Daily Courant made appearance in England.
1704	John Campbell, an American, published Bostob Newsletter
1741	Andrew Bradford & Benjamin Franklin introduced competing magazines in British colonies. Meanwhile, weekly newspapers existed in larger colonial cities, reprinting items from Europe and each other.
1783	First daily newspaper of America was printed in Pennsylvania.
1790	First U.S. copyright law was enacted.
1791	American Congress passed First Amendment to the Constitution allowing for Freedom of the Press
1822	Babbage invents the computer
1832	Books began getting published with paper jackets
1860	'Dime novels' are printed on cheaper quality of paper for increasing the sales
1875	By this time, US had as many as 257 public libraries where

	citizens could access books freely. Cheaper reprints also began getting published in series called 'libraries'.
1876	Graham Bell invented the telephone
1877	Thomas Edison introduced phonograph which could record and play back sound. The print media i.e. books, newspaper and magazine industries continued to flourish.
1844	Telegraph invented by Morse.
1846	Newspapers begin to use telegraph to send news.
1888	William Dickson devised motion picture camera.
1888	Hertz transmits and receives first radio waves
1895	Guglielmo Marconi transmitted first message by radio waves. Not only could news travel from its source to an editor's desk as fast as the wires could carry it, but news also could travel from the editor or commentator to the public as fast as it could travel across the air waves.
1920	Press release was invented
1927	Philo Farnsworth discovered how to pick up moving images electronically for live transmission. Radio Act creates commission to allocate radio frequencies
1932	U.S. move industry institutes voluntary censorship
1933	Nazis began book burning in Europe
1934	Federal Communications Commission was established Communications Act covers broadcasting and telecommunications

1939	Pocket books entered paperback market
1941	Mass distribution system was started for increasing the book circulation
1948	Invention of transistor radio

First cable television system came into existence. |
1949	First commercial electronic computer is produced
1962	First communications satellite, first digital phone network and earliest pagers came into existence.
1969	US military established computer network that became known as 'internet'.
1978	Cellular telephone service began in United States
1980s	National Science Foundation creates the basis of the Internet
1986	Electronic Communications Privacy Act introduced;

American Encyclopedia was published on CD-ROM |
| 1991 | Internet made available for commercial use

HTML code was written and it marked the beginning of World Wide Web (www). This creation set the stage for current uses of the book. |
| 1995 | Radio begins transmitting over the Internet;

Books started being sold online |
| 1996 | Telecommunications Act and Communications Decency Act passed. |
| 1998 | Newspaper, music sites proliferate on internet

US alone had as many as 70000 book titles in circulation and |

	nearly 50000 publishers
2000s	Growth of broadband as a medium of accessing internet
2001	E-books started getting published.
2003	Online retailer Amazon.com scanned entire texts of nearly 120K books for internet users to buy online and thus increased the demand for electronic books as compared to the traditional printed books.
2007	Amazon Kindle was invented. It was the first automated reading device and revolutionary platform for displaying e-books or other text for readers.[48]
2008	BookSnap technology was developed. It helped in making scanning process of books quicker thus making digital PDF format books more readily available in electronic format.

2.3.2 Evolution of Print Media

The history of print media is an ongoing cycle of several varying factors such as innovation in science and technology, challenges rising due to newer forms of media, changes in society occurring due to media, attempts by government to restrict media's political powers and also anticipations by public for improving the newspaper quality and better features. The evolution of print media can be studiedfurther by dividing the evolution under two major heads viz., evolution of print media in the world and evolution of print media in India:

2.3.2.1 Evolution of print media in the world

After invention of print, the various forms of print media started coming into daily use across the world. The major forms of print media are discussed below:

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[48] Sarah Dyer, Com 9660 (Evolution of the Book – A Historic Timeline, 2nd Ed., 2000)

2.3.2.1.1 Newspapers

Newspapers are one of the earliest forms of information communication available today. Newspapers provide ample information on current affairs, political events, sports, weather, international news, science & technology, etc. Not only information but even through photojournalism, newspapers provide an insight to what is taking place across the world. Originally, newspapers were printed on a weekly basis, but today, we have daily newspapers and hence it is the responsibility of print media to provide the most accurate picture of what it is publishing, because it is the duty of media to give a fair and unbiased picture of the world before the society at large.In ancient Rome, "ActaDiurna" or government announcements were published regularly. They were the earliest form of newspapers. "The Peking Gazette" published from China is considered the first newspaper. In initial stages, it was handwritten and distributed to the readers but later, it began to be printed and circulated.

According to the World Association of Newspapers, the first newspaper in modern sense was published by Johann Carlous in 1605. In 1609, another newspaper was started from Germany called "File" and from Venice known as "The Gazette". Even in USA, a newspaper called "Publick Occurrences" and "Daily Paper" that started in U.K. were forced to close down very soon enough.

A newspaper commonly has the following contents namely:

- News relating to political affairs, current events, global happenings, local news, etc.
- Graphics i.e. political cartoons, comics, information graphics like data, graphs, tables, etc.
- Opinions, i.e. editorial opinions on issues that affect the society, views from distinguished writers, editors, authors, etc.
- Advertisements, i.e. classified ads, display ads, etc.
- Photojournalism or telling a news story with the help of photographs of actual events taking place.

Thus, a general newspaper is a mixture of several forms of story telling so that it can reach out to all forms of audiences in society. Simultaneously, we also have special newspapers which carry news stories of a specific nature or in the light of a single

area only. Thus, newspapers like The Economic Times or The Financial Express greatly cover the economic background of the nation, share market details, news features relating to business world, etc.Worldwide, newspapers are more often private and subject to less government scrutiny as compared to electronic media. Newspapers do not use public resources such as spectrum of radio waves and unlike broadcast, cable TV or telephones, they do not require government involvement in setting technical standards. Newspapers do often depend on government controls over newsprint production or importation, but as countries grow more democratic they tend to relax such controls and to treat newsprint as just another business.[49]

2.3.2.1.2 Books and magazines

Magazines began to develop in the early 1700s, at about the same time as newspapers. The first American magazines published were American Magazine, General Magazine and Historical Chronicle. They were started in 1741, almost 10 years after the magazines originated in Great Britain. During the American Revolution from 1775 to 1789, many magazines also took a more political tone. Thomas Paine edited Pennsylvania Magazine which urged revolution in 1775-1776. Many magazines of the same period were primarily political essays, though many also had humor and topics of other subjects. After the American Revolution, a new sense of cultural independence fostered new magazines. Early American magazines were aimed at the better-educated and wealthy elite and a small but growing middle class. Portfolio (1799) was the first magazine of political nature that achieved a vital nationwide circulation. The Saturday Evening Post (1821-1969) was a literary weekly magazine that became immensely popular. It covered weekly events, politics, art, short stories, reviews, etc.

The Industrial Revolution that began in England in the late 18th century had a major impact on magazine technology.[50] Likewise, the rise of magazines into a major mass medium was propelled by some of the factors that also drove mass newspapers, i.e. increased literacy, improved print technology, greater personal income, lower

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[49]Straubhaar and LaRosse, *Media Now- Communications Media in the Information Age*, 496 (Wadsworth, California, 2[nd]edn. 2000)

[50] Jean Folkerts and Stephen Lacy, *The Media in your Life – An Introduction to Mass Communication*, 168 (Pearson Education, England, 2004)

production costs and growing urban population. Also, magazines gave consumers more choices than ever before and were published with specific genres like investigative magazines, digests, pictorial magazines, news magazines, etc.[51]Today, across the world, there are magazines for endless topics like beauty and fashion, business and commerce, art and craft, education and career, health and grooming, photography, automobiles, electronics, science and technology, etc.[52]

2.3.2.3 Origin of press in India

The print press was the first major form of communication to the public at large. Newspapers followed by books, magazines and other forms of printed material were published and circulated in various parts of states for sending information whether local, national or even international. Photo stories also found space in print media as photojournalism came into existence and journalists started telling news through a single picture itself. The same was not possible when news was relayed through radio thus creating a limitation. As the world started welcoming various forms of print media, the effect of the same was also eventually visible in India. The major events of origin of press in India are as under[53]:

Period	Event
1556 A.D	Printing press introduced in India.
1780	Englishman named J.A Hichey started the first English Newspaper Bengal Gazette at Kolkatta.
1784	Another paper named Calcutta Gazette was started
1785	Richard Johnson started Madras Courier published from Chennai
1789	Bombay Herald became the first newspaper to be published from

[51]Straubhaar andLaRosse, *Media Now- Communications Media in the Information Age*, 65 (Wadsworth, California, 2nd edn. 2000)

[52] B.K. Chaturvedi and Dr. S.K. Mittal, *Mass Communication – Principles and Practices*, 32 (Global Academic Publishers2ndedn., 2016)

[53]www.shareyouressays.com/103996/history-of-journalism-and-the-evolution-of-print-mediaessay (Visited on April 26, 2017)

	Mumbai.
	Generally, these newspapers printed things concerning with and mainly being of interest to the British residents in India. As there was no freedom of press nor any press related laws in India during that period, authorities could use censorship as well as pre-censorship provisions on these newspapers.

The publishing and circulation of newspapers underwent a remarkable growth during the First World War. The oldest and most famous newspapers in India are[54]:

1832	Bombay Samachar (Gujarati)
1838	Times of India (English)
1864	Pioneer (Lucknow)
1868	Amrit Bazar Patrika (English)
1888	MalayalaManorama

2.3.3 Evolution of Electronic Media

After print media, electronic media marked a new dawn in the communication system. Electronic media provided much more than what the traditional print media offered. Print media could only send information through books, newspapers and magazines and it could publish only photographs. Also, what was communicated in print was already a thing of past. Electronic media on the other hand, could send information through use of voice, pictures, videos and even broadcast live coverages.

People could hear news through radio, watch movies, documentaries, etc. on television sets and even in cinemas. Electronic media gave birth to new forms of entertainment as well as education.

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[54]www.shareyouressays.com/103996/history-of-journalism-and-the-evolution-of-print-mediaessay (Visited on April 26, 2017)

2.3.3.1 Audio Media

Radio was the first electronic mass medium and politicians, corporate groups, advertisers, etc. easily recognized its potentialities. Radio allowed millions of people throughout the nation to listen simultaneously to the same message. Today, even though several new electronic technologies are available, radio has still not lost its fame and people everywhere use it as much as any other mass medium for information, news and entertainment.[55]As mentioned in timeline above, Edison developed phonograph in 1877 which became a major breakthrough in the history of audio media and a vital mass medium. After World War I ended, over 2 million players were being made and sold annually by over 200 manufacturers. The sales of records also soared from 23 million in 1914 to 107 million in 1919. Later, Marconi created the wireless telegraph using radio waves to carry messages in Morse Code by use of long and short bursts of radio noise. It was the first ever practical use of radio and also a major step in its development.[56] By 1915, technology to send and receive music and voice became well established. Radio stations were setup which ensured that radio would be a mass medium for sending content to several radio owners rather than remaining a wireless telephone.

During the 1920s, radio became a mass medium due to increasing number of radio stations, households with radio receivers, forms of financing radio and nature of programming. In US itself, the number of licensed commercial AM stations increased from 30 in 1922 to 618 in 1930. Network broadcasting flourished as companies like National Broadcasting Corporation, Columbia Broadcasting System, Mutual Broadcasting Network and American Broadcasting Company joined and competed with each other by gradually increasing their network stations.

During the 1930s and 1940s, radio became the electronic bridge to world affairs, quality entertainment, national sports events and urban progress. The 1930s and 1940s were the Golden Age for radio. The number of homes with receivers, the interest of advertisers and the types of programming expanded rapidly. News,

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[55] Jean Folkerts and Stephen Lacy, *The Media in your Life – An Introduction to Mass Communication*, 223(Pearson Education, England, 2004) (Bibliography)

[56]Straubhaar andLaRosse, *Media Now- Communications Media in the Information Age*, 132 (Wadsworth, California, 2nd edn. 2000)

comedy, drama, mysteries and entertainment news emerged in radio programming. As the medium matured, audiences began to regard radio as a reliable source of news and information. Between 1930 and 1940, the number of radio sets in United States increased from 13 million to 41 million.[57]

Radio networks did well through 1947 about the same time that film theater attendance peaked (1946), but as television quickly rose in prominence, becoming the main national source of mass entertainment, network radio began to slip. The number of network affiliates dropped from 97% of all AM stations in 1947 to 50% in 1955, while network revenue dropped even more. Despite this major setback, the downfall of radio was partially revived by the growth of FM radio in 1960s. FM radio had higher fidelity sound but a shorter range essentially only within the line of sight of the radio transmitter. In 1982, a new round in the recording format wars began with the introduction of compact disc recording. This marked the beginning of digital innovation that would eventually change many aspects of both the recording and radio industries.[58]

When internet-based radio became feasible during the mid 1990s, the new medium required no licensing and stations could broadcast from anywhere in the world without the need for over the air transmitters.[59] Between 1991 and 2001, there was a substantial rise in radio programming delivered over the internet. Number of stations programming over the internet increased from 56 stations to as many as 5000. It was estimated that despite erratic quality, by the end of 1990s, 31 million people worldwide would be listening to internet radio everyday.Post internet radio, satellite radios were developed. As satellite service accommodated radio listening on long trips, signals were not lost as car moved from one signal area to another. The development of digital radio and installation of satellite receivers in cars gave satellite a big boost.[60]

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[57] Jean Folkerts and Stephen Lacy, *The Media in your Life – An Introduction to Mass Communication*, 227(Pearson Education, England, 2004) (Bibliography)

[58]Straubhaar andLaRosse, *Media Now- Communications Media in the Information Age*, 139 (Wadsworth, California, 2ndedn. 2000)

[59] B.K. Chaturvedi and Dr. S.K. Mittal, *Mass Communication – Principles and Practices*, 511 (Global Academic Publishers2ndedn., 2016)

[60] Jean Folkerts and Stephen Lacy, *The Media in your Life – An Introduction to Mass Communication*, 243(Pearson Education, England, 2004)

2.3.3.2 Visual Media

The history of television is a history of technology and policy, economics and sociology and entertainment and news. Since its advent, television has not remained as it was invented but has changed drastically decade after decade. From the traditional black and white television set boxes to modern day 3D television sets, TVs have come a long way ahead. Today, several households have more than one television and family members can choose watching their genre individually in comparison to how one television set was surrounded and watched by the entire locality in the initial years. Television has revolutionized the communication of news, politics and information. It has been a major breakthrough in communicating and entertaining. Media would not have developed as much as it has today, had it not been for television. The major events in invention of television are as under[61]:

Year	Development
1884	German inventor Paul Nipkow invented first rotating disk that allowed transmission of pictures over wire. It was the first electromechanical television scanning system in the world. The rotating disk would rotate at a fast speed, while light passed through the holes to create a picture on a screen.
1920	Vladimir Zworykin invented cathode ray tube called kinescope and started a new era in the history of TV. Before the kinescope was invented, televisions were mechanical. The cathode ray tube was not required just for transmission but transformed the television into electronic device.
1923	Charles Jenkins invented mechanical television called radiovision which transmitted one of the first moving images. Jenkins promoted his theories in technology of television alongwith other inventors when they transmitted the first live pictures onto a screen. This pioneer in the history of television is also famous for

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[61] Sabatejulia.wordpress.com (Visited on May 3, 2017)

	creating first television station in North America.
1924	John Baird invented the first pictures in motion that were televised in Europe. He later transmitted the human face onto a screen and during World War II invented the first color picture tube. Though colour televisions became common in American households much later, Baird significantly contributed to the history of television.
1930	American farmer named Philo Farnsworth made a huge progress in history of TV when he discovered a way to transmit images onto a screen by the use of 60 horizontal lines that made the picture clearer. He also invented dissector tube which became the basic device for today's television sets.
1939	Electronic televisions were introduced to US.
1950s	By 1955 almost half the houses in US had started using televisions. In 1953, colour broadcasting was started
1960s	Dramatic changes took place in television sales and technology as better technology started being available commercially
1970s	Color TV sets became popular and affordable. First home video cassette recorder was invented.
1990s	900 million TV sets were found to be used around the world.
2000s	Television signals were started being transmitted in both analogue and digital formats
2010s	3d television was invented

In India, television sets entered the consumer market in 1959 with black and white televisions. For 30 years, the only source of entertainment was one national channel namely Doordarshan which catered to all sorts of programs namely entertainment, current affairs, informative, etc. The economic reforms of 1991 as well as the

liberalized access to communication technology allowed foreign media companies entry into the country and Indian companies' entry into television. During that period itself, attempts at delivering news in different manners had begun with programs like The World This Week and News Tonight ignoring the government press release style of DD news bulletins and giving detailed news with indepth analysis. The first 24x7 news channel "Star News" began in 1998 followed by "AajTak" in 2000 and by 2014 there were 400 in more than 15 languages.[62]

2.3.3.3 Internet

Internet has changed the manner of communicating today. It can be easily called the basis of all of the prevailing social media as we see today. The picture of media would be incomplete if the history internet remains unmentioned. It has left behind all other forms of media in terms of speed, accuracy and authenticity. Even though each form of media had its major era and a setback, the internet has found a unique place and seems here to stay for a longer time period than any other form of media ruled.

Affectionately known as the "Information Superhighway" internet has the power to communicate about anything under or even beyond the sun. Websites can be accessed in a jiffy with the feature of a "hyperlink" which instantly connects to the referred document or topic. These are known as hypertext documents by which online articles, webpages, and other information across the world can be cross-referred to any document. Clicking from one topic to another within the same document takes one to different sites, in seconds without exiting from present document thus weaving a "web". The huge amount of information on the super highway can be easily and effortlessly accessed through browsers which are special software that list out the various topics available on the net without bogging one down with technical sounding sites or addresses.[63]The major developments in how internet became commonly used world across are as under:[64]

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[62]Shailaja Bajpai "The World Came Home: The History of Television in India" Available at "http://www.indianexpress.com/article/entertainment/television/the-world-came-home-2932048/ (Visited on 15.2.2018)

[63] Gupte Aamod, "WWW: Wonderful World of Wisdom" April 99, The Lawyers Collective

[64] Kim Ann Zimmermann, *"History of Computers: A Brief Timeline"* (Available at http://www.livescience.com/20718-computer-history.html) (Visited on May 8, 2017)

Period	Development
1965	Two computers at MIT Lincoln Lab communicate with one another using packet-switching technology.
1968	Beranek and Newman Inc. unveiled the final version of Interface Message Processor specifications.
1973	Global networking became reality as the University College of London (England) and Royal Radar Establishment (Norway) connect to Advancced Research Projects Agency Network (ARPANET). The term "internet" was born.
1974	The first Internet Service Provider (ISP) was born with the introduction of a commercial version of ARPANET, known as Telenet.
1976	Queen Elizabeth II hit the "send button" on her first email.
1979	USENET formed to host news and discussion groups
1981	The National Science Foundation provided a grant to establish the Computer Science Network (CSNET) to provide networking services to university computer scientists.
1983	The Domain Name System (DNS) established the familiar .edu, .gov, .com, .mil, .org, .net, and .int system for naming websites.
1984	William Gibson, author of "Neuromancer" was the first person to use the term "cyberspace".
1985	The first dot-com domain name was registered on March 15, years before the World Wide Web marked the formal beginning of Internet history. The Symbolics Computer Company, a small Massachusetts computer manufacturer registered Symbolics.com.
1990	Tim Berners Lee, researcher at CERN, the high-energy physics

	laboratory at Geneva developed HyperText Markup Language (HTML), giving rise to the World Wide Web.
1991	CERN introduced the World Wide Web to the public.
1992	The first audio and video were made available on internet. The phrase "surfing the internet" started becoming popular.
1993	The number of websites reached 600 and the White House and United Nations went online.
1996	Sergey Brin and Larry Page developed the Google search engine at Stanford University
1999	The term Wi-Fi became part of the computing language and users begin connecting to the Internet without wires.
2004	Mozilla's Firefox 1.0 introduced against Microsoft's Internet Explorer.
2007	iPhone was launched and it brought several computer functions to become a part of smartphone.
2010	Apple unveiled the iPad changing the way consumers viewed media and jumpstarted the dormant tablet computer segment.

The internet is often described as the 'information superhighway'. While books, newspapers, television and radio can be compared to a road where the flow of traffic is well organized, access being provided at major intersections, the internet offers thousands of capillary junctions and sprawling, unchartered access to obscure nether regions of the mass media, much of it still under construction. This analogy serves to indicate the sheer enormity and scope afforded by the internet, which is the most important aspect of the world wide web or an international network of computers connected with one another. Compared to other media, the growth of the internet has been remarkably rapid. While the proportion of American households with cable television connections increased from 13 per cent of the total in 1975 to 60 percent

twenty years later, it took just four years for half the households in US to be connected to the world wide web from just a few in 1991. In 1993, the number of internet users was doubling every three months. At the end of 2007, according to Internet World Stats, the total number of internet users all over the world was 1.3 billion. The influence of the internet has created the need for some kind of regulation but the rapidity of its growth renders it difficult.[65]

A simultaneous view is that while internet may help make expression less expensive and unmediated, it allows users to select information that conforms to their pre-existing views and to exclude opposing arguments through filtering technology. Thus, the user can now use the media to avoid being confronted with opposing points of view.[66]

2.3.4 Evolution of Social media

The term 'social media' was unheard of till as long as 2000. However, today, almost entire world is a part of it in one way or the other. The term "social media" primarily refers to internet or cellular phone based applications and tools to share information among people. It includes popular networking websites like Facebook, Twitter etc. and bookmarking sites like Reddit. It involves blogging and forums and any aspect of an interactive presence which allows individuals the ability to engage in conversations with one another, often as a discussion over a particular blog post, news article or event.[67] It refers to forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages and other content like pictures, videos, etc.[68]

According to Michelle Chmielewski, one of the founder members of Synthesio, a firm with team of global innovators dealing in social technology, social media is not about what each one of us does or says, but about what we do and say together, worldwide, to communicate in all directions at any time, by any possible digital

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[65]ParanjoyGuhaThakurta, *Media Ethics – Making and Breaking News*, 210 (Oxford Press, 1ˢᵗedn., 2009)

[66] Jacob Rowbottom, Media Freedom and Political Debate in the Digital Era Pg. 496 (2006) 69(4) MLR 489-513

[67]Available at http://www.businessdictionary.com/definition/social-media.html (Visited on May 17, 2017)

[68]www.merriam-webster.com/dictionary/socialmedia (Visited on May 17, 2017)

means.[69] While some use social media for expressing their opinions, others use it for keeping in touch with relatives, and yet many others use it for entertainment and leisure purposes. Such is the impact, that now it would be impossible to imagine a world without social media.Simultaneously, in addition to computers and laptops, which were mainly used for accessing the social media, during the last decade, "Fourth screen" technology – namely, smartphones, tablets, etc. has changed social networking and the way we communicate with one another entirely. What used to sit on our desks now conveniently fits in the palm of our hands, allowing us to effortlessly utilize functionality once reserved for multiple devices wherever we go. People may not be able to watch television sets for all day long but they can access social media through their smartphones for not only getting information of what is happening around the world but also keeping in touch with people who are miles away from them.[70]

Developments of social media can be mainly divided in two parts namely the pre-internet period and the post-internet period. Invention of internet did not in itself create the world of social media. The pre-internet developments were relatively slow and social media emerged mainly after internet was invented and came in daily use. Some of the major developments that shaped the social media as we see today are as under[71]:

Year	Development
1979	Bulletin Board Systems This was the first pre-internet online forum through which users could message each other and exchange, upload and download files through a central system that could be accessed from a modem.
1980	Usenet It operated in several ways just like the Bulletin Board Systems. It relied on constantly changing conglomeration of servers that shared

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[69]http://heidicohen.com/social-media-definition/ (www.synthesio.com/about) (Visited on May 17, 2017)

[70] Available at www.digitaltrends.com/features/the-history-of-social-networking/ (Visited on May 13, 2017)

[71]Available at http://www.ifactory.com.au/news/brief-history-social-media/ (Visited on May 15, 2017)

	messages in 'newsfeeds'.
1981	CompuServe

Though this service had initially originated in 1970s as a mainframe computer communication system, it expanded into the public domain during the 1980s. Through its main features, users could create and access online forums, share files, chat and message each other using internet based email addresses. |
| 1985 | AOL

AOL became much more famous for spreading popularity of internet rather than its use as a social networking website. However, it was AOL that started member-created communities and a searchable member profile database. |
| 1995 | Classmates.com

It was the first social media site which provided service of searching people online mainly the old and familiar school contacts. |
| 1997 | SixDegrees.com

The name was based on the theory of Six Degrees of Separation suggesting that everyone is only six connections away from everyone else. It lasted from 1997 to 2001. |
| 2000 | By the year 2000, around 100 million people had access to the internet and people started using it for online social conversations and engagements mainly through discussions, chats and viewing each other's profiles. |
| 2002 | Friendster

It was in several ways just a more popular and refined version of SixDegrees.com. Today, it does not fall in social media category but |

	exists as an online gaming network.
2003	LinkedIn

It became immensely popular in business communities. Even today it has managed to not only survive but even flourish and progress.

MySpace

During its initial period itself, over 1 million signed up on this website thus redefining the social media. However, its fame did not last long and gave away to the highly competitive social media market. |
| 2004 | Facebook

It became the most famous social media website with as many as 1.79 billion active users. Its main features included NewsFeed which kept updating as users submitted their posts, photos, comments, etc. throughout the day. It is also considered as the pioneer of social media marketing for business. |
| 2005 | YouTube

YouTube became famous for its video uploading facility. Today, a variety of videos ranging from full-fledged movies, sport events, music, political debates, TV serials, and even personally shot videos can be found on YouTube. It was purchased by Google a year after it was founded. |
| 2006 | Twitter

Initially Twitter competed with Facebook for global domination but due to its character limit of 140 characters while posting or commenting anything played a major role in limiting its audience. Still, today it has an estimated 320 million users. |

2009	WhatsApp
	WhatsApp started as an alternative to SMS or short message service available in regular mobile phones. The application now supports sending and receiving a variety of media: text, photos, videos, documents, location as well as voice calls. The messages and calls are secured with end-to-end encryption meaning that no third party including WhatsApp can read or listen to them. As the 'About us' link on its website suggests, "behind every product decision is our desire to let people communicate anywhere in the world without barriers."
2010	Flickr
	It was one of the earliest photo sharing websites that leant solely on its facility of providing space to upload and share photographs online. Thus, it made people take photographs while travelling, eating, shopping, etc.
2010	Instagram
	Instagram changed the way world took photographs. Its main features included adding filters and hashtags to the photos so that people could search photos of similar nature easily. Similarly, with an array of filters, Instagram changed the way people edited their photos before sharing with the world. Today it is used by more than 600 million monthly users.
2010	Pinterest
	Pinterest provided its users the features of not only uploading pictures just like Instagram but simultaneously also scrolling through feeds and create virtual pin boards. Pinterest has continued to grow beyond its first big fans from the crafting anad decorating communities.

2011	SnapChat
	Snapchat's USP is that images or 'snaps' are auto-deleted after sometime. Its user base continues to grow with the company claiming to have over 160 million daily active users.
2014	WhatsApp was acquired by Facebook. Two years later, in Feb 2016, WhatsApp had a user base of over one billion making it the most popular messaging application.
2015	Periscope
	Periscope is Twitter's latest livestreaming app but not as famous as the Facebook Live

The above table suggests that social media is being used by different classes of people in different manners. Thus, people who want to communicate through opinions, ideas, witty remarks, sarcasm, etc. prefer to use Twitter whereas people who want to communicate through their photographs mainly use Instagram, Tumblr, etc. Yet more that people who are fond of watching videos from world over as well as sharing their own use YouTube. Likewise, Facebook and Whatsapp which are the most famous of social media are used by all classes of people alike to keep in touch with others. Thus, social media is famous because it caters to all classes of people. Communication that used to be only through speech and words can now be done through pictures and videos. It need not be only to those whom persons know but to the world at large. People have fans from worldover "following" them in Instagram and Twitter and opinions are being "tweeted" from miles across. Communication has now a new mode namely "social media".

2.3.4.1Major platforms of social media

As discussed above, social media has seen rise of several platforms over a period of time. New platforms are introduced with better features and several of them are often targeted at an audience with specific likes. It is not just communicating function that is being performed by social media. For individuals, it is also expression of the self

be it through words, pictures or videos. Likewise, for corporates, it is the promotion of their products and discovering new market strategies. A leading statistical page "Statista"[72] claims that in 2019, there will be around 258.27 million social network users in India, up from close to 168 million in 2016. Also, the most popular social networks in India are Facebook and YouTube followed by messaging app, WhatsApp.

Some of the major platforms of social media which have the maximum number of users throughout the world are as under:

2.3.4.1.1 Facebook

Facebook is a leading social media and social networking service company having its headquarters at California. It was founded in 2004 by Mark Zuckerberg who is also currently its Chairman and CEO. It has more than 2 billion monthly active users as of June 2017. The users can search people familiar or otherwise, across the world, post their photographs and videos, exchange messages, discuss current topics, launch event pages, promote company products, create group pages, discussion forums, play games, use software applications etc. As Facebook gives each user a profile space, every user can post his pictures, videos, activities, likes, personal favorites from any field on his page, which can be then seen or accessed by others with similar profiles. Even business companies rely on Facebook to promote their products by advertising on user pages. Due to its high popularity, it has often faced privacy issues from its users for which it keeps coming up with checks at regular intervals. Simultaneously, several cases of fake news and hate speech have also arose for which Facebook continues finding counteractive measures. Initially, Facebook was available only to Harvard students and only on personal computers but as its fame grew, the service became available worldwide and also on smartphones, laptops and tablets.

Almost every media house, news channel, political figure have their Facebook page, which keeps the latest news stories coming up on the social page. Again, all of them

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[72]Statista is an online statistics, market research and business intelligence portal. It provides access to data from market and opinion research institutions as well as from business organizations and government institutions in English, French, German and Spanish. As one of the world's most successful statistics databases, the platform consists over 1500000 statistics on over 80000 topics from more than 18000 sources.

have high number of followers who keep sharing the news stories as and when they appear, thus spreading the news continuously. Considering the widespread news coverage and followers Facebook is getting, it also recently announced about creating a new news section in its video streaming platform which will exclusively feature breaking news stories.[73]While in a study conducted by Pew Research Center[74], it was found that as of August 2017, two-thirds (67%) of Americans report that they get atleast some of their news on social media, according to a statistical data page[75], in 2020, the number of Facebook users in India is expected to reach 262 million up from 194.11 million in 2017. The data signifies that world across, social media is becoming one of the largest platforms not only for entertainment or keeping in touch with friends and family but also for accessing day-to-day news as its users are increasing significantly in large numbers.

2.3.4.1.2Whatsapp

More than 1 billion people in over 180 countries use WhatsApp to stay in contact with family and friends at anytime of the day. It offers basic services like messaging and calling as well as advance services like sharing photos and videos, text and PDF files as well as creating groups for conversations with specific topics. Whatsapp was founded by Jan Koum and Brian Acton in 2009 but Facebook bought it in 2014.[76] However, it continues to operate as a separate app and aims at maintaining a rapid and reliable messaging service throughout the world. It is basically meant to work on smartphones but is also accessible on desktops though not in large numbers. In its most recent update, it launched an end-to-end encryption of all its messages and calls meaning that no third party including WhatsApp could access them. The update was made available to let people communicate through their product anywhere in the world without barriers. It has also come up in September 2017 with a separate business platform that enables companies to provide customer services to users at

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[73] Jonathan Shieber "Facebook is creating a news section in Watch to feature breaking news" Available on "http://www.techcrunch.com/2018/02/12/facebook-is-creating-a-news-section-in-watch-to-feature-breaking-news/ (Visited on 12.2.2018)

[74] Elisa Shearer, Jeffrey Gottfried "News Use Across Social Media Platforms 2017" (Available at http://www.journalism.org/2017/09/07/news-use-across-social-media-platforms-2017/) (Visited on 12.2.2018)

[75] Available on http://www.statista.com/statistics/304827/number-of-facebook-users-in-india/ (Visited on 12.2.2018)

[76] "About" – www.whatsapp.com

scale.In India itself, WhatsApp crossed 70 million monthly active users in India in 2014 which increased to 200+ in February 2017.

2.3.4.1.3Twitter

Twitter is a multilingual news-oriented and social networking service site founded by Jack Dorsey in 2006. The users of Twitter can express themselves by "tweeting" on the page which are mainly in form of opinions and messages. The said tweets were initially restricted to 140 characters only but since November 2017, the number of characters has been increased to 280. Registered users can read as well as comment and post their own tweets while the unregistered users can only read what has been posted by others. While in 2012, more than 100 million users posted 340 million tweets a day, in 2016, it increased to 319 million monthly active users. Today, celebrities as well as political figures, both actively use Twitter in order to "tweet" the latest news from their side in a nutshell. The same can be "retweeted" by those following them, thus spreading the word ahead. Likewise, hashtags help in locating a topic and prevailing discussions related to the same. Again, as the characters of a tweet are limited, which were initially 140 and currently 280, it becomes easy to go through the several hundreds of news stories which are simultaneously flowing through the page by shifting the focus from one to another.

In a study conducted by Pew Research Center[77] aiming at understanding how news and information habits relate to the use of Twitter and Facebook in America, it was found that the rise in the share of social media users getting news on Facebook or Twitter cuts across nearly every demographic group. Yet another major finding was that when it comes specifically to news and information about government and politics, Facebook users are more likely to post and respond to content, while Twitter users are more likely to follow news organizations. Use of Twitter, thus grew among both users under 35 (55% to 67%) and those ages 35 and older (47% to 59%) while

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[77] Michael Barthel, Elisa Shearer "The Evolving Role of News on Twitter and Facebook", Available at http://www.journalism.org/2015/07/14/the-evolving-role-of-news-on-twitter-and-facebook/ (Visited on 14.2.2018)

on Facebook, news use grew among both men (44% to 61%) and women (49% to 65%)[78].

2.3.4.1.4 YouTube

YouTube is an American video-sharing website founded in 2005 by Steve Chen, Chad Hurley and Jawed Karim and is parented by Google since its launch. It allows users to upload, view, rate, share, add to favorites, report and comment on videos as well as subscribe to other users. It offers a wide variety of user-generated and corporate media videos wherein majorly available content includes video clips, TV shows, music videos, films and trailers, short films, documentaries, audio recordings, live streams, etc. While all YouTube users can upload videos of a duration of 15 minutes each, those users strictly complying with community guidelines of the page may be able to upload videos upto 12 hours in length as well as live streams. Both private individuals as well as large production companies have utilized YouTube to grow their audiences.[79] As of July 2015, more than 400 hours of video content were uploaded to YouTube every minute and according to YouTube CEO Susan Wojcicki, more than 1 billion hours of content are consumed on the platform every single day of March 2017.[80]

Since YouTube started gaining popularity amongst people of several age groups, citizens are creating their own videos about news and posting them. They are also actively sharing news videos produced by journalism professionals. Meanwhile, the news organizations are taking advantage of citizen content and incorporating it into their journalism. Finally, consumers or the viewer audience are open to news from both, citizens as well as professionals. It was also revealed that the most popular news videos on YouTube tended to depict natural disasters or political upheavals usually featuring intense visuals. Yet another major finding was that news events are inherently more ephemeral than other kinds of information but at any given moment, news can outpace even the biggest entertainment videos. People have an in-borne

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[78] Available at http://www.mediapost.com/publicaations/article/255762/breaking-news-facebook-and-twitter-a-popular-sour.html (Visited on 14.2.2018)

[79] http://en.m.wikipedia.org/wiki/YouTube (Visited on 17.4.2018)

[80] Available on http://www.statista.com/topics/2019/youtube/ (Visited on 17.4.2018)

curiosity and keenness to visually witness intense visuals like hurricanes, tsunamis, earthquakes, etc. as well as politically powerful speeches addressing problems of the nations amidst other issues. YouTube turned out to be an application for the people who need not stay before TV all the time waiting for such speeches or news but they could directly search in the YouTube application whatever they found appropriate or the most viral videos were already on the YouTube main list. Also, it was found that unlike in traditional TV news, the lengths of the most popular news videos on YouTube varied greatly.[81] The high usage of YouTube for viewing news videos can be figured out from the fact that the number of views of the 20 most watched news videos on YouTube in the week following the earthquake in Japan in 2011 was as high as 96 million. Though the news media worldwide provided extensive coverage of the disaster and its aftermath, millions of people also turned to YouTube for viewing the "viral" videos which were recorded by the first-eye witnesses of the disaster themselves.

2.3.4.1.5 Instagram

Instagram is a mobile, desktop and internet-based photo-sharing application and service that allows users to share pictures and videos either publicly or privately to pre-approved followers as well as to worldwide users. It was created by KeveinSystrom and Mike Krieger in 2010 and is owned by Facebook since its launch. Users can also apply various digital filters to their images and add locations and hashtags to their posts which helps linking the photos up to other content with similar nature. As of September 2017, Instagram has 800 million monthly active users worldwide. In United States itself, the current Instagram penetration rate is 32%.[82]However, despite seeing as high as 424% year to year growth in engagement, which is the largest increase of any platform, less than 40% of newspapers are on Instagram.[83]

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[81] Available on http://www.journalism.org/2012/07/16/youtube-news/ (Visited on 17.4.2018)
[82]Instagram – Statistics and Facts Available on www.statista.com/topics/1882/instagram/ (Visited on 15.2.2018)
[83] Ashley Alexander "Why and How Newspapers should use Instagram" Available on
http://www.newsmediaalliance.org/newspapers-instagram/ (Visited on 15.2.2018)

2.3.4.2 Features of social media

After discovery and commercialization of computers, the computer networks or interlinking computers with one another played a major role in the eventual rise of social media. As the internet service was added to computers, socializing and communicating became even more convenient. Social media is a commonly known term today.There are three hallmarks of social media: Evolution, Revolution and Contribution. First, it is an evolution of how we communicate, replacing email in many cases. It's a revolution as for the first time in history we have access to free, instantaneous, global communication. Finally, social media is distinguished by the ability of everybody to share and contribute as a publisher.[84] Social media has evolved so rapidly in a short time span itself, it is almost a revolution in the world of communication and contribution thereto. No more is news and news reports an exclusive arena of journalists and news rooms alone. Anyone with a smartphone and internet connectivity can contribute to news-reporting as well as receiving news.

Social Media are the platforms that enable the interactive web by engaging users to participate in, comment on and create content as means of communicating with their social graph, other users and the public. Social media has the following characteristics:

-It encompassed wide variety of content formats including text, video, photographs, audio, PDF and Powerpoint.

-Allows interactions to cross one or more platforms through social sharing, email and feeds.

-Involves different levels of engagement by participants who can create, comment or lurk on social media networks.

-Facilitates enhanced speed and breadth of information dissemination.

-Provides for one-to-one, one-to-many and many-to-many communications.

-Enables communication to take place in real time or asynchronously over time.

-Is indifferent to devices. It can take place through computers, laptops, smartphones or tablets.

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[84] Available at http://heidicohen.com/social-media-definition/ (Visited on May 17, 2017)

- It extends engagement by creating real-time online events, extending online interactions offline, or augmenting live events online.[85]

Interacting on social media on the go is more feasible in present world as compared to any other earlier form of communicating. The major reasons are the easy availability, accessibility and user-friendly nature of social media. Thanks to the internet and social media, the whole world has become interconnected and communication, entertainment as well as accessing worldwide information is just a fingertip away.Social media is a majorchange in how we get our information. Waiting for morning newspapers is passe. One can access news apps in his mobile right in his room even without switching on the TV. Now we get information, 24/7 and on the fly, from anywhere, online, on our phones, and through the social platforms. Social media allows us to network, to find people with like interests.[86] It is an ever growing and evolving collection of online tools and toys, platforms and applications that enable all of us to interact with and share information. Increasingly, it's both the connective tissue and neural net of the web.[87]

Thus, social media can be said to be a modern day virtual world wherein all the activities which were earlier possible only through meeting people personally can be carried out without the need to meet them. Be it communicating to long distance relatives, making yourself heard to the people in respect of any current affairs, sharing your personal photos with everyone, finding the whereabouts of and chatting with old acquaintances, social media covers all possible aspects of communication in a much convenient and simpler way.

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[85]http://heidicohen.com/social-media-definition Heidi Cohen is the Chief Content Officer of Actionable Marketing Guide. It provides with marketing insights on social media, content marketing and mobile – including the ever expanding world of connected devices and the Internet of Things. (www.heidicohen.com/about) (Visited on May 17, 2017)

[86]Gini Dietrich is the founder and CEO of Arment Dietrich, a digital marketing communications firm based in Chicago. She speaks on business-to-business topics such as social media bootcamp, new trends in digital communication etc. (www.armentdietrich.com/about (Visited on May 17, 2017)

[87] Ann Handley is the chief content officer ofMarketingProfs. It provides marketing experts to individual marketers, teams and even entire marketing organizations in large corporations. (www.marketingprofs.com) (Visited on May 17, 2017)

2.3.4.3 Social Media in numbers

Social media has become a necessity of modern day society. It has not only affected the frequency of communication greatly but several studies show that social media has had a severe impact on the conventional media. It has changed the reporting pattern of news channels, viewership patterns of audience as well as readership patterns of those who prefer to read newspapers and magazines. What people communicated to each other in person or through letters from distant countries can now be communicated through social media within a couple of minutes. Chats, Messengers, Video chats, live feeds, photo sharing, etc. have enhanced the quality of social media in the sense that not just communicating a short message, but completing it with every aspect possible – i.e. an emoticon or a photograph, a video clip or an album has now become possible. In fact, people even post and share more photographs, selfies and their present location, etc. mainly to either remain an active member on social media or often to grab attention of friends and family. All of these ever-increasing and simultaneously ever-improving features of social media have had their effect on the traditional forms of media too. As people tend to keep moving, commuting and travelling, it is not possible to have an access to television news channels all the time. Likewise, even newspapers have their limitations as to language and availability. In the wake of all this, social media which can be accessed through mobile phones, smartphones, digital notebooks, etc. has become the most used source of news throughout the world. Almost every newspaper now has its own website which in addition to regular online news also gives the option of accessing e-paper as well as e-archives which store the newspapers dating back to several months or years. Likewise, news channels also keep giving live feed as well as live TV option which broadcasts the same content as the news channel. Such developments have thus greatly affected the viewership patterns of news channels and readership patterns of newspapers. Some of the major statistics about current usage of social media are listed below[88]:

(i) 92% of teenagers are online every day and 71% use more than one social network. In total, 31% of the global population engage in social media.

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[88] Available on www.ninjaoutreach.com/rise-social-media-facts/ (Visited on July 31, 2017)

(ii) 1.23 billion people log onto Facebook every day for an average of 17 minutes. 18% of participants surveyed reported that they could not even go a few hours without checking their news feed.

(iii) Every second there are on an average 4.17 million likes and 293000 statutes being updated.

(iv) Even the traditional sources of news, namely TV, radio and newspapers have been greatly affected by the rise of social media. 85% of social media users surveyed said that they relied on Twitter and Facebook for their news when they wake up. 68% of millennials in particular, consume most of their news through Facebook and 24% of high school students get their news through Instagram. So wide is the spread of social media that even the traditional sources have found themselves using it for staying in the existing market. Thus, while news channels have their websites being updated with latest video footages, newspapers have websites with e-papers as well as archives of papers since several years.

Different social networks have different characteristics. Facebook attracts a more mainstream and slightly older audience but has also become the default for students. Twitter, the fastest growing social network and also the most talked about is far smaller, but is used extensively for information and news sharing amongst professionals. Its audience is younger and more technically aware. News-related social networks like Digg, Stumbleupon and Reddit are popular in the USA but have made less headway in the UK. It has been observed that the popularity and time spent with social networking sites is changing the way people spend their time online and the way in which they share and interact in their daily lives. This is creating new challenges for the media. Social networks provide competition to traditional publishers for consumer attention and at the same time they are opening up new ways of engaging and connecting with audiences.[89]

Several studies have been conducted in the past decade to highlight how social media has found widespread users across the world and how even news reporting is immensely being carried out through social media. According to a study conducted

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[89] Nic Newman, *The Rise of Social Media and its impact on mainstream journalism*, 42(Reuters Institute for the Study of Journalism)

by ING News Division in 2014, social media has had a huge impact on news and journalism. Social media has forced its way into journalism and has become a news source not only for the general public but for journalists as well. While social media is generally seen as unreliable by nearly a third of journalists (32%), it still serves as a main news source for roughly 50% of journalists. Fact-checking has also decreased since the emergence of social media.[90] This has been corroborated by the huge amount of journalists (80%) that have published without checking facts first. The key findings of this study are:

(i) According to 50% of journalists, social media are the main source of information despite low degree of reliability;

(ii) "Publish first, correct if necessary" is the order of the day. In other words, fact-checking has decreased to 44% while crowd-checking which has rose to 55% is becoming more important. Only 20% of journalists always check their facts before publishing. Almost half of journalists said they published most of their stories as quickly as possible to correct later if necessary.

(iii) 60% journalists said they feel less bound by journalistic rules on social media than with traditional media such as a newspaper article. They act differently on social media than in traditional media, sharing their personal opinion more openly on social media, despite the fact that journalists are seen as being objective and reporters of news facts relating to events of general importance.

Thus, it is immensely clear that the social media is here to stay and shall have a tremendous effect on each and every aspect of daily life. Newsrooms, government, celebrities, local news channels – almost each and every sphere has been connected to social media in one form or another. Starting with exclusive websites which give information about the respective channel as well as information on the go, and entering social media sites like facebook, twitter, etc. through the form of pages, communities, tweets, posts, videos and photographs – social media has become an indispensable part of imparting information not only because it is fast and easy to convey, but also because the readers, viewers, internet users of social media can express their own ideas and thoughts in respect of a particular aspect. It is no longer

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[90] Available on http://www.nyfa.edu/student-resources/social-media-in-journalism/ (Visited on August 4, 2017)

a one-sided communication but has almost become a two-way conversation as the citizens have been given a platform through which they can share their opinions to the world at large.

2.3.4.4 Effects of Social media

The rise of social media has drastically changed political discourse and public engagement. Instead of citizens looking for their political leaders with folded hands, the politicians themselves are using social media to reach till them. Also, considering the large platform which social media has given to a common man, people are trying to balance themselves between filtering and multiple opinions. Some of the major ways in which social media has affected the existing society are as under[91]:

2.3.4.4.1 Social media exposes diversity

Social media exposes the pluralism in our society. It brings forward the previously unheard and often unconsidered groups of society to a common platform wherefrom their voices can be heard. According to Emran Milan[92] has uniquely compared social media to an echo chamber wherefrom a person shouting to make his voice heard also in return gets the voices of others in similar condition or circumstances. Likewise, a news event gets responses be it positive, negative or even neutral just within few hours of its posting. Thus social media exposes man to the "actual diversity and plurality of opinions."

In a research conducted by the Pew Research Center[93] in 2014 in the United States, research was conducted on the usage and manner of usage of social media by news channels as well as consumption of news by audience through the channel of social media was also studied. The major findings of this study were as under:

(1) In response to the question "How do social media sites stack up on news?" it was found that roughly two-thirds or as many as 64% of U.S. adults use the Facebook and half of those users get news through Facebook. Thus, nearly 30% of the general

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[91] http://socialmediaweek.org/blog/2016/09/rise-social-media-affects-civil-society (Visited on July 31, 2017)
[92] Director of Social Market Foundation
[93] "How social media is reshaping news" (Available at www.pewresearch.org/fact-tank/2014/09/24/how-social-media-is-reshaping-news) (Visited on August 14, 2017)

population in U.S. relied on Facebook for getting news. After Facebook, YouTube was used by 10% of adult population and Twitter was used by 8% of population for getting news.

(2) In response to the question "How do social media users participate in news?" it was found that half of the social network site users have shared news stories, images or videos and nearly 46% have discussed news issues and events on social media sites. In addition to sharing news on social media, a small number are also covering the news themselves, by posting photos or videos of news events. Nearly 14% of social media users posted their own photos of news events to a social networking site while 12% had posted videos.

(3) In response to the question "How do social media users discover news?" it was found that though Facebook being an important source of website referrals for many news outlets, users who arrived on news sites via Facebook or through search engines, spent far less time and consumed relatively less number of pages than those arriving directly on the news site. Thus, visitors who used news media website directly spent roughly three times as long as those who browsed it through search or Facebook and viewed nearly five times as many pages per month.

(4) In response to the question "What's the news experience like on Facebook?" it was found that as many as 73% of users used Facebook for getting entertainment news followed by 65% users using it for news of their community, 57% users using it for getting sports related news followed by 55% users who got news relating to nation, politics and government while only 51% users got crime-related news through Facebook.

(5) In response to the question "How does social media impact the discussion of news events?" it was revealed that social media doesn't always facilitate conversation around the important issues of the day. It was also revealed that Facebook and Twitter users were less likely to want to share their opinions in many face-to-face settings, especially if they felt their social audience disagreed with them.

2.3.4.4.2 Changing the pattern of consumption

Social media has greatly changed the way people consume content. Today, 1 out of every 10 persons uses social platforms as their main source of news.[94] Despite the huge diversity of population and variety of people each with their own set of ideas and beliefs, social media has evolved well to serve one and all. Not only does it rapidly communicate what's happening around the world, it also receives the feedback and opinions to it. No longer is it just a one-way communication but has rather transformed into a two-way conversation with multiple responses dropping in continuously.

2.3.4.4.3 Giving voice to the unheard

Nick Pickles[95] highlights popular social platform "Twitter's" function as an open platform. According to him, due to social media, everyone has a voice and people can now tell their own story. No longer does one need to amass public and stand in front of a physical crowd in order to share his opinions. Social media has given this privilege to every man in the comfort of his own home.

2.3.4.4.4 Raw feedback through social media

Till a decade ago, politicians campaigned and promoted their party through speeches, personally meeting the citizens, newspapers, etc. However, after people started getting exposure of social media, almost every politician shifted the concentration on social media reason being that it saved time, money and the politician could simultaneously reach almost every citizen in a short period itself. Also, there were no checks or balances on the feedback they received by promoting their websites, pages, blogs, write-ups, etc.

2.3.4.4.5 Makes politicians more accessible

Politicians, MLAs, MPs, CMs, etc. are more accessible after rise of the internet. Several politicians have a webpage of their own wherein complete personal details,

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[94]Nic Newman, Lead Author of Reuters Institute Digital News Report 2016
[95] Head of UK Public Policy for Twitter

party details, developments and even contact details of the politician are available which help a common citizen in easily reaching the politician with his grievance without having to take an appointment and wait endlessly for the politician's busy schedules.

2.4 Challenges before electronic and social media

Media has indeed come a long way since its origin in print form. Every age witnessed a new form of media as print media gave away to electronic media which was eventually taken over by the social media. As the world became faster and wider, need was found for rapid communication of who's who, current affairs and political ups and downs. Decades ago people relied upon morning newspaper and midnight news slot on Doordarshan to find what's happening in the nation and across the world. Today, that idea seems laughable as we all have become used to 24x7 news channels, e-papers, ever-growing debates and discussions. Social media is not just about getting to know new people or chatting with relatives across the world. It is now a major source of news and information as well.

Despite all its attractive features, social media isn't devoid of its flaws. Its rise has also given birth to vices like issues of identity theft, faking personality, creating false accounts sometimes even false websites, cloning government sites, spreading false news or rumors without verifiable data, etc. Likewise, many people also suffer from over-usage of social media and are always on the edge about being "notified", "tweeted", "commented", "tagged/hashtagged" or "mentioned". A person's identity is changing from who he is in real life to how many friends and followers he has in cyber world. Almost everyone we meet is engrossed and pre-occupied on their mobile phone thus creating lacuna of communication in actual world. It might not be wrong to say that though social media may have connected us to each and everyone, known or unknown in the virtual world but we are disconnected from each other from the physical one.

Seen from the other perspective, social media is creating cutthroat competition amidst corporate houses and news channels to be the first one to bring forth a news story. Social media would not have evolved without evolution of electronic media

which was originally where all the news was communicated. However, since social media has come into picture, the news stories from every field are now available not only on respective news channels through electronic media but also through the websites through social media. The added feature on social media is that every news report, video, article provides space for commenting by the readers and viewers. A high number of tweets and tags to any single news report are the way in which a news report is considered as successfully communicated. This encourages the news channels to work harder on their news stories and deliver faster compared to their rival parties. In this very process, the basic norms are often forgotten and news stories are made more sensational for added fame. Political parties collaborate with news channels for presenting their positive image mainly before the elections. News channels indulge in marketing political parties under the name of telecasting news and sometimes even go to the extent of giving their own verdict under the garb of news to highly contested litigations pending before the Supreme Court even before the Supreme Court has decided the case which often creates an apprehensive anxiety in the entire nation as to the final outcome.

Likewise, in case of electronic media, the high cost of establishing a media outlet- whether print or electronic, the huge profit potential and the enormous power that can be wielded to acquire political and administrative clout to run their other industrial and bsiness empires have brought in a big way a few affluent individuals and families, and the corporate sector in media business including the news agencies. This phenomenon has led to a near monopoly in media. With the emergence of multi media multi nationals, the world is faced with prospect of virtual monopoly of a few individuals over the news and views. The prospect of the news and views being controlled and manipulated of the people being misled and deceived to serve particular interests has increased.

News channels are amateurish, childish in their "me first" claims, irritating in their competitive sensationalism, more irritating in their loudness, superficial, repetitive and often plain unprofessional. New journalism may have its weaknesses but functionally it merely reflects the reality around it.[96]

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[96] George T.J.S., "For Real Scoundrels, Look Beyond Media, Pg. 39, Mainstream, April 1-7, 2011

Need of the hour seeks some sort of checking mechanism on the freedom of speech and expression on social and electronic media. Printed material like books and pamphlets also have adult content which is inappropriate for all age groups. Often has it been noticed that children and women get exposed to vulgar and indecent content on television channels and on websites. Amidst all these, it is felt that laws are required for keeping a control on the unchecked use of freedom of speech and expression. Countries like USA and UK have several legislations which control almost each and every segment of media. On the other hand, there are exclusive bodies like Press Council of India and Broadcasting Complaints Council and others in India which desire internal regulation of the respective subjects for which they have been formed. Considering these several aspects, questions may arise as to which form of regulation would be most appropriate for media houses and to what extent should freedom of press be given to them.