# Trinity Media Review

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| BCA | 120 | 60 | 60 |
| BBA (G) | 120 | 60 | 60 |
| B.COM | 160 | 60 | 60 |

# Crime shows on Indian television: A critical study of Indian news channel

Ms. Priyanka Tyagi

Brief History of media:

January 29, 1780 was the day when the era of journalism started in India with the publication of the first newspaper Bengal Gazzette. Television in India is undergoing significant changes in the current liberalized environment, to understand these changes, one need to have some brief idea of the road covered by the television channels so far. The journey started as an experimental basis with the financial grant from UNSECO 15th September 1959, with one hour program broadcast twice a week on community health, citizen rights education etc. As far as news is concerned it was launched exactly six year after the inception of television broadcasting. Daily one hour program with the news bulletin was served to the Indian viewers.

But the first multi color program was the prime minister's address to the nation from red fort in Delhi on India's 35th independence day. On the same day, DD National channel was launched. The aim of launching the national channel is nurturing national integration and inculcating a sense of pride in Indians. In 1983 television signals were available to just 28% of the Indian population this doubled by the end of 1985 and by 1990 it was more than 90% of the population who had access to television signals. In 1984, DD Metro channel was launched to provide an exclusive entertainment for the urban people in the beginning, this channel was confined to metropolitan cities.

Doordarshan news bulletin were unable to provide the international news the national viewers the news was liberated from the confines of the DD newsroom and gained in objectivity and credibility when New Delhi television (NDTV) produced "THE WORLD THIS WEEK" in 1988. Everyone was waiting for the Friday night to watch 'THE WORLD THIS WEEK'.

'THE WORLD THIS WEEK' was the best current affairs program on the international level and carried good stuff of news, which the regular DD News had failed to carry out. This program was ranked as one of the country's finest and most popular television shows. In 1989, NDTV produced India's first live televised coverage of the country's general elections. The critical and commercial success of the coverage sets a new standard for Indian television. After the gulf war the media panorama has changed forever.

In February 1995, NDTV became the country's first producer of the national news 'news tonight,'which aired on country's government owned Doordarshan which set a new landmark for Indian television because of its on the spot reporting with pertinent visuals. In the same year TV TODAY network occupied a 20 minutes slot in DD METRO channel and aired a Hindi and current affairs program 'AAJ TAK'. This program became popular for its comprehensive coverage and unique style of presentation by Late S.P.Singh. This is the period when satellite channels concentrated on entertainment programmes for their respective channel. Doordarshan was still ruled the most wanted area 'news'.

In this race to provide more news, more information, ZEE Television jumped into the battlefield by launching the news channel zee news in 1995. This news and current affairs channel revolutionized the way news was delivered to the viewers. Since its inception ZEE news has endeavored to be the fastest to provide news, working towards a single goal of sabse pahle (always first). The other round the clock news channel, the Murdoch-owned Star TV beamed its exclusively 24 hour news channels, star news in 1998. Star made a contract of five year with prannoy Roy owned NDTV (NEW DELHI TELEVISION COMPANY)to provide news content for this

news channel and the competition between the news channels enhance the TRP started.

As time passed, NDTV's five years contract with Star group for outsourcing of news and related programming expired on March 2003. With the expiry NDTV forayed into broadcasting business by simultaneously launching two 24-hour news channels; NDTV 24X7 – English news channel and NDTV India – Hindi news channel, which targets the Indian Diaspora across the world. News crazy Indians received more news at faster speed from different channels. The world's largest family 'Sahara India Parivar' launched a 24-hour national Hindi news channel, Sahara Samay, in March 28, 2003. It is the first ever city-centric satellite news channels covering 31 cities in India with their own city news bulletins. Keeping the demand of news in mind, the Union cabinet approved the proposal to convert the DD Metro to DD news in a meeting held on 3 October 2003. Consequent to these decisions, DD-News channel was launched on 3 November 2003.

## Crime and Media

As Present scenario is changing we can see increment in crime in our society. The ratio of crime is rising day by day in our country, not only a single state of our nation is left where it does not exist, states like Delhi, Bihar, Uttar pradesh, Haryana are the top on the chart of crime ratio.

According to oxford dictionary:
Crime is an act that is illegal and can be punished by law
Media is the strongest tool we have for communication; Media is making society a better place to live. Media and crime is always related with each other whatever happens wrong media covers that thing and present it to the masses and makes masses aware about it. News programmes have suddenly become hot property and are vying for attention with other popular programmes telecast in different channels. Every channel is looking for TRP; such shows are becoming famous day by day. Everychannel is producing such shows just to attract the viewers; media plays a very big role now a day's to disseminate information amongst large scattered audience as it is the

main tool for communication. In present time whenever a person switch on the TV in night here's what you are likely to see; A story on a prostitution racket, another of mother killing her son, yet another one on a 15- year old volunteer getting raped or about the plight of a Mumbai man who was promised malika sherawat film by a phony company. Late night programming on news channel has become all about Scandals, sleaze, murder, rape and robbery. Crime stories have been a regular feature of the mainline Indian news shows. It was trend bound to take roots in India as it has the world over. The origin of today's shows goes back to SUHAIB ILLYASI and his immensely popular INDIA'S MOST WANTED aired on ZEE TV in 1998. It was modeled on AMERICA'S MOST WANTED and aimed at involving the public in hunting down criminals at large, and now it has become a trend in Indian news channels, every day they are coming up with such new crime shows on prime time or late at night.No doubt such shows are helping society and police to find out hidden facts about the incidents, so many crime cases has been solved with the help of the media.

## Statement of the problem
### Crime shows on Indian television: A critical study of Indian news channels

In present time when media is not focused about their work but they are conscious about their profit, changing strategies of news channels making them present such shows to just enhance the TRP of the channel, it is known that crime shows brings profit for the channel and its Increasing effect on the viewership in public makes it important to carry out a Study on it. So the statement of the problem is to study whether news channels are using crime shows to increase the TRP.

## Significance of the study:

In the present time when the number of news channel are increasing day by day and competition among the news channels for the race on the Television Rating Point ( TRP) have also increased , the study has relevance for all the people who are directly or non directly attached with the media. This study

will tell how these news channels are using crime in a sensationalized manner to increase the (TRP) of the channel.Therefore it was decided to do study on different channels different crime shows to know that how media creates a situation of panic to enhance the TRP and more and more viewership.

## Objective of the study:

Every study is conducted for some purpose. The present study is conducted to know about the role of the media in covering crime, with special references to the crime shows running on Indian news channels. Late night programming on news channels has become all about scandal, sleaze, murder, rape and robbery. Crime stories have been a regular feature of the mainline Indian news shows, only now crime has emerged as standalone shows concepts as well.The main objectives of the study are:

1. To study that news channels makes the coverage of crime sensationalized to raise the TRP of the channels.
2. To study that news shows creates the situation of fear in the mind of the people by presenting such shows.
3. To study how news channels are violating law itself and not following the ethics of journalism
4. To study whether these crime shows on news channels really making people aware about crime.
5. To study that the presentation of such shows is crucial there is the invasion of the privacy, things presented in such shows are over dramatic.

## Hypotheses

✓ Media is presenting crime in a sensationalized manner to increase the TELEVISISON RATINGS POINT (TRP).
✓ Media creates situation of fear in the mind of the viewers by presenting such shows.
✓ Media is playing with the emotions of the people by relating them with every crime.
✓ Media is also breaking the law and not following the ethics of journalism,

Things presented in such shows are over dramatic.

Researchmethodology:
Out of many prevalent methods available for the research, method which was used for the study is content analysis. Content analysis is defined as any systematic procedure devised to examine the content of recorded information. Content analysis is a research technique for making replicable and valid references. It is also a quantative description of the content of the media; it is a method of studying and coding media text and program.
For the study of crime shows on Indian television: a critical study of news channels is based on content analysis of some of the leading news channels of India and the crime shows which are running in them and also some of the content will be analyzed from the past, because some of the shows had been closed from the channels and also I am going to take interview from crime reporters of different organizations.

Review Of Literature :
Media is the strongest tool we have for communication; it is the voice for voiceless people and also brings facts before of the society but now a day's it is more focused on yellow journalism most of the time when you switch on the TV you can see any sort of astrology program, comedy programs broadcasted by them and now a days we can see special news programs on crime is running on every single news channel of INDIA.

PAYAL JAIN (2009) in her article "role of mass media" says thatMedia has the responsibility of informing the public about the development's going around. Whatever is the turn of events in the nation, it has to be reported by the media. Media also spreads awareness about the existing facts which influence the society. Precisely, media is an integral part of the society, which functions nonstop for its betterment. It keeps people in touch with the events happening around. It also voices people's grievances against the system.
Asim Khan / CNN-IBN in his article"What goes into making a crime show" says that It's

ugly but it's business. Covering crime might rake up controversy but it also brings in the viewers.Its Thursday, 10 pm, when the Kangar family drops everything to watch Vaardaat, their favorite crime show "If there were no crime shows on TV, we would have slept by now," one of the family members says.

TV ratings agencies say that the Kangars represent the biggest consumers of Hindi crime shows. Ratings released by TAM suggest that these shows are most popular with the lower socio-economic class. And men over 35 are the highest watchers.

SuhaibIlyasi was the anchor of Zee News's hit show India's Most Wanted - a programme that's made him a household name. When he started ten years ago though, Ilyasi struggled to sell his idea.Ilyasi says, "We went to all the channels - Star Plus, Zee, Sony, DD - it was very difficult for them to believe that crime sells."

Anil Verma publishes India's most popular Hindi crime monthly. His magazine, filled with graphic fictionalized stories of sex and violence, sells over one lakh copies every month.Drama rules in crime coverage on TV as well. And crime shows have developed their own grammar.Media critics say techniques like reconstructions make assumptions even as Crime Investigations are in progress and run the risk of distorting facts.

(Television Rating Point) than providing pure information to aware the mass and empower people. In most cases, news is determined on the basis of public craze, not requirement. This fact of Indian journalism has led to over emphasis on Sensational, Political and Crime Reporting. Today, Crime reports have taken a major place in Newspapers, Magazines, portals and also TV News Channels. This trend in Indian media has hardly helped checking crimes in the society but has definitely made substantial contributions in creating some dons out of petty criminals.

Crime is the breach of rules or laws for which some governing authority (via mechanisms

such as police power) may ultimately prescribe a conviction. While every crime violates the law, not every violation of the law counts as a crime; for example: breaches of contract and of other civil law may rank as "offences" or as "infractions".

Legislatures pass laws (called mala prohibit) that define crimes which violate social norms. These laws vary from time to time and from place to place: note variations in gambling laws, for example, and the prohibition or encouragement of duelling in history. Other crimes, called mala in se, count as outlawed in almost all societies, (murder, theft and rape, for example).

One can view criminalization as a procedure deployed by society as a pre-emptive, harm-reduction device, using the threat of punishment as a deterrent to anyone proposing to engage in the behavior causing harm. The State becomes involved because governing entities can become convinced that the costs of not criminalizing (i.e. allowing the harms to continue unabated) outweigh the costs of criminalizing it (restricting individual liberty, for example, in order to minimize harm to others).

States control the process of criminalization because:
* Even if victims recognize their own role as victims, they may not have the resources to investigate and seek legal redress for the injuries suffered: the enforcers formally appointed by the State often have better access to expertise and resources.
* The victims may only want compensation for the injuries suffered, while remaining indifferent to a possible desire for deterrence.[2]
* Fear of retaliation may deter victims or witnesses of crimes from taking any action. Even in policed societies, fear may inhibit from reporting incidents or from co-operating in a trial.
* Victims, on their own, may lack the economies of scale which might allow them to administer a penal system, let alone to collect any fines levied by a court (see Polinsky (1980) on the

enforcement of fines).

* As a result of the crime, victims may die or become incapacitated.

## Crime wave in India

Crime rate in India is rising very past. Murder, rape, kidnapping, sex scandals etc are just getting frequent these days. The reason needs to be found out: Is it due to unemployment or excessive freedom that prevails in our society?

## Snap shot of crime in India

One rape every 29 minutes
One murder every 19 minutes
One kidnapping every 23 minutes
One dowry death every 77 minutes
One molestation every 15 minutes
One violent crime 3 minutes
One cheating case every 10 minutes
One dacoity every 2 hours
One riots every 9 minutes one arson every hour
One theft every 2 minutes
One property crime every minute 5
One crime against children every 35 minutes

## Does the Media Cause Crime?

Whether the media causes crime has been a hotly debated topic for decades. Many studies on the subject have arrived at a variety of conclusions. The methodology and analysis of data in these studies are also a matter of debate. In essence, there are studies to support conflicting points of view on the subject. Charges that the mass media create unwarranted levels of fear of crime are almost as old as the media themselves. Researchers entered the fray in large numbers in the 1960s, documenting the effects of television, newspapers, and movies on perceptions of crime and fear of criminal victimization. Recent developments in mass media, such as the rise in popularity of crime re-enactment television programs, the access to more violence via cable, VCR, and satellite dish, and the interactive nature of electronic games, raise even greater concern about the fear-generating potential of these media. In addition, the real-world increase in the occurrence of stranger crimes and mass attacks could make the media image even more potent, because of the prevalence of random or random-appearing crimes reported by the media. This article provides an overview of the research on the mass media and its effects on perceptions of crime danger, personal fear of crime, and reactions to crime risk. In addition, we examine the modifiers of the relationships between media and fear.

Studies on the impact of crime images in the media on children date back to the 1950's. Early researchers showed a group of children violent cartoons and observed their behavior immediately afterward. They noticed that children exposed to violent cartoons were more likely to be violent themselves. A 1963 study by professors A. Badura, D. Ross and S.A. Ross exposed 100 children to one of four types of violence. Some saw actual violence, some violence on TV, some cartoon violence and some nothing at all. All the children who watched violence were more aggressive immediately afterward. These early studies were criticized because they only focused on short term effects.

## Emergence of social media: threat to traditional media

### Introduction:

Apart from the highly organized medium of mass communication that are used in excessive manner presently, like print, audio and audio-visual medium, traditional folk media is popular among the rural masses considerably well. Traditional media generally, cover folk songs, folk dance drama that depicts the stories of most common rural dwellers. Traditional folk media is unable to present what it wants to deliver in glamorous and colourful manner equally, as compared to other organized sectors of mass medium that we have in our hands. Traditional folk media cultivate the rural lifestyle and culture specifically, as to match their needs and demands, who are illiterate and backward. Traditional folk media go with rural masses side by side, bringing slower change in their development. Although, they provide so many messages, that contribute to the rural development significantly. Traditional folk media can command a very strong position in

# Emergence of social media: Threat to traditional media

Ms. Manmeet Kaur

**Introduction:**

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Traditional folk media generally include the presentation of different types of programmes like folk song & music, folk dance, yatra, drama & theatres, puppetry and street theatre etc. All programmes have the individual criterias and attraction as well, that can render distinctive taste and flavour to the audiences in a better way. But from last few years the scenario has changed as the web is a well established mass market media. Email, text messages, world wide web is a medium to communicate for professionals as well common man. Mobile (for SMS) is a mass market media channel across many demographics, but while mobile use is very high, mobile devices and the web will not properly converge until late 2010. The main changes in internet access have happened in the last five years and the internet has become an essential part of everybody's life. The number of people with access continues to rise, so as their time spend online. Broadband access is growing fast, but the number of home connections lags behind comparable markets. Although the number of connections is low, a large number of people in high-end demographics have access. Significant infrastructure problems remain creating a high cost for access compared to average wage rates. The massive Indian market is changing fast. Internet access is mainstreaming among professionals and the use of mobile is intensifying. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. More people spend more time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. Smart marketers keep on top of the scale of change and ensure their marketing strategies and touchpoints mirror where the consumer is spending their time. These notes give a sense of the scale of change we've seen so far and imply the scale of what is coming. We have everything online from newspapers to books, e-books, blogs, online friends, online jobs, online chats and the list is endless. Earlier people used to write letters which are replaced by emails, people used to read newspapers in open air or at home or may be carry along with them, but now newspapers remains unfolded lying on the table and read on phone or tablets while doing work or going somewhere. Adding to it, we have online televisions now which have replaced the tradition of watching TV with whole family sitting in a living room. People hardly bother to use dictionaries now as they have google in their hands. Patterns of communication have changed over the last century. Traditional media is still alive but in tough competition with new media. Mobile phones with SMS services gave a new look to communication. Companies like Airtel, Vodafone, Reliance gave their customers a

big bumper of free SMS services with a pack of some limited money for limited time period. World wide web introduced Messenger Chat rooms for chatting and making online friends. That was the time when people got a new invention and grabbed the technology with open arms. Concept of online friends was something new and exciting. Yahoo messenger, MSN messenger, Hotmail changed the patterns of communication. World was getting closer day by day and the result is we are now living in a global village. Google introduced a social networking site Orkut to make friends, find old friends and stay in touch with friends forever and ever. Messages, pictures shared and people like to be in contact with their peer group. Orkut was one of the most visited websites in India and Brazil in 2008.

Basically, Social networking began in 1978 with the Bulletin Board System (or BBS.) The BBS was hosted on personal computers, requiring that users dial in through the modem of the host computer, exchanging information over phone lines with other users. Geocities was among the first social networking sites on the internet, launching its website in 1994. In 1995, TheGlobe.com was launched, offering users the ability to interact with people who held the same interests and publish their own content. Two years later, in 1997, AOL Instant Messenger and SixDegrees.com were launched. This was the year instant messaging became popular and it was the first time internet users were able to create a profile and friend each other. Friendster was the pioneer of social networking. In the first three months, the social networking website acquired 3 million users, amounting to 1 in 126 internet users being members at that time. In the following years, other social networking websites like Classmates.com, LinkedIn and Tribe.net started to pop up, including what was to be the most popular social networking website in the history of internet. Facebook.com was launched in 2004 with the intent to connect U.S. college students, starting with Harvard College. In the first month, over half of the 19,500 students signed up. After gaining popularity, Facebook opened its registration to non-college students, and in 2008, Facebook surpassed MySpace as the leading social networking

website. Twitter was created in March 2006 by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass and launched by July 2006. The service rapidly gained worldwide popularity, with more than 100 million users who in 2012 posted 340 million tweets per day. Twitter is another social networking website where users can send messages which are called as tweets. Then smartphones are dropped in our kitty to make our lives more easy and couch friendly. No need to panic as now internet which was in our computrs or laptops now in our small device –Mobiles. A smart phone is a mobile phone with an advanced mobile operating system which combines features of a personal computer operating system with other features useful for mobile or handheld use. Most smart phones can access the Internet, have a touch screen user interface, can run third-party apps, music players and are camera phones. Most Smart phones produced from 2012 onwards also have high-speed mobile broadband 4G LTE internet, motion sensors, and mobile payment mechanisms. In 2014, sales of smart phones worldwide topped 1.2 billion, which was up 28% from 2013. Whatsapp, we chat, viber with free calling, snapchat are applications loaded in smart phones which facilitated to send messages, pictures and also free calls to the phone book in your phones. But the irony is the technology has made us dependent and addicted to all.

### New Media and Social Media: Difference

The distinction between new media and social media is not always very sharp. The fact is that someone can take a picture with a camera on their mobile, and that this photo can be edited and put on a website is a clear form of using new media. When the photo is put on Flickr or Facebook, it is now apart of social media. The two are clearly interlinked, and more and more new media devices and programs have a more social character. Even this description, written with word processing software that transforms these thoughts into digital information is a form of new media, but it can then be placed on a blog for others to comment on and become part of social media.

# Trinity Media Review

## Objective of the Study

The main objective of the present study is to study the effect of new media on the communication patterns.

To study how smart phones are ruling the lives of people

To study the acceptance of new media over traditional media

To study the importance of new media in the lives of people

## Hypothesis

Traditional media is more reliable than New Media

New Media has over ruled the life

Lifestyle has changed from past few years

Both youth and middle men are greatly affected or under the influence of new media

## Review of Literature
## Research Methodology

Observation Method

This method involves the researcher observing and noticing his respondents which he has chosen them as the sample for his research.

Observation method is of two type

1.     participant observation
2.     non participants Observation

Sample Size

Number of Respondents 100

Age Groups 20-30-, 30-40, 40-50 and 50-60

## Parameters are followed during data collection

### 1.     Non participant observation
✓     Habit of checking mobile
✓     Frequency of phone calls
✓     Game playing habit
✓     Using earphones
✓     Selfie click

### 2.     Participant observation
✓     Mobile Apps
✓     E papers
✓     Chatting apps/rooms
✓     Social networking sites
✓     Addiction to check phone
✓     Video watching and downloading

Parameters followed to observe the position of traditional media among the respondents

### •     Non participant observation
Reading habit of newspaper
Preferred language (English Hindi or any other)
Folk songs
Folk dances
Nukkadnatak

### •     Participant observation
Preferred language for reading newspaper (Hindi English Punjabi Urdu or any other)
Preference to watch DD channels
Preference for Folk songs and dances

## Data Calculation

| Parameters | 20-30 | 30-40 | 40-50 | 50-60 |
|---|---|---|---|---|
| Habit of checking mobile | 22 | 24 | 22 (very frequent) | 6(2 times a Day or even less) |
| Frequency of phone calls | 16 | 25 | 25 (every min min | 19 (work related calls) |
| Gamy playing habit | 24 | 18 | 7 | 5 |
| Using earphones | 19 | 23 | 22 | 7 |
| Selfie Check | 20 | 15 | 8 | 4 |

## Table 1

| Parameters | 20-30 | 30-40 | 40-50 | 50-60 |
|---|---|---|---|---|
| Mobile Apps | 25 | 24 | 17 | 9 |
| E-papers | 20 | 25 | 12 | 4 |
| Chatting apps/rooms | 25 | 25 | 8 | 18 (Whatsapp) |
| Social networking sites | 25 | 25 | 9 | 9 |
| Addiction to check phone | 25 | 16 | 22 | 0 |
| Video watching and downloading | 25 | 19 | 17 | 0 |

## Table 2

| Parameters | 20-30 | 30-40 | 40-50 | 50-60 |
|---|---|---|---|---|
| Reading newspaper habit | 18 | 25 | 25 | 25 |
| Preferred language(english, Hindi or any other) | 19 (English), 6 (Hindi) | 20 Both, 5 Hindi | 18 Hindi 7 Both | 25 Hindi, Sometimes English |
| Folk dances | 7 | 8 | 18 | 17 |
| Folk songs | 5 | 8 | 16 | 22 |
| Nukkad natak | 22 | 14 | 7 | 3 |

Table 3

| Parameters | 20-30 | 30-40 | 40-50 | 50-60 |
|---|---|---|---|---|
| Preferred language of newspaper | English 16 Remaining both | 25 both | Both English and hindi | 5 Urdu, 6 Punjabi Remaining both |
| Preference to watch DD channels | 7 | 3 | 19 | 22 |
| Preference for folk songs | 4 | 8 | 21 | 21 |
| Preference for folk dances | 4 | 3 | 15 | 15 |

## Conclusion

From the results it is observed that young generation is under the influence of new technology and smart technology is ruling their lives. With time everything changes but if it vanishes the roots of something, it might pose a threat for the present as well as future generations.

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# Media and Modernity: Critical Observation of Space and Time Compression

By-Nisha Rani

## Abstract

It has been fairly established by David Harvey that the form of time and space compression was induced by capitalism under the conditions of modernity. Space and time are few of the basic categories of human existence. The ideas of a "shrinking world" and "global village" are the outcomes of this compression. The term space- time compression was first articulated by David Harvey (1989) in his book "The Conditions of Post modernity", alongside scholars like Manuel Castells, Anthony Giddens, Thomas Friedman and several others have addressed this issue. Globalisation; however along with technological innovations seems to have reshaped our contours of space and time. (Giddens, 1990) argues that "Modernity is inherently globalizing". Modernity has become one of the key features of globalisation. It is further argued that Globalisation is 'high' modernity.

This paper specifically deals with another highly debated consequence of modernity that is the space- time compression. It first started when humans developed railways to travel through long distances. With railways came the telegraph and then radio and thus began the growth of this phenomenon. Today with advancement in information and communication technologies, we have access to the internet, mobile phones, airplanes, the distances between people and place seems to be vanishing. This phenomenon is speeding up the pace of human life. In all the literature scholars have identified the time period from the mid nineteenth century to the beginning of First World War that saw the advances of time compression and in the later part of the mid twentieth century when the organisation of space became the primary concern.

This paper aims to critically engage with this terminology of space and time compression and what its impact in our present social life and relationships. The core questions that this paper will focus on answering are: What do we understand by space and time compression and how it impacts our social life and relationships? ; What are the various aspects of modernity that has led to this shift in our conception of space and time? ; And finally to what extent media and communication technologies have contributed to this changing concept of space and time?

## Review of Literature

The concept of modernity and the time and space compression have been further explored in this term paper. Modernity emerged in Europe during the sixteenth and seventeenth century and subsequently spread to the other part of the world. The word 'modernity' was first used by Charles Baudelaire. Baudelaire (1863) described modernity as 'the transient, the fleeting, the contingent; it is the one half of art, the other being the eternal and the immutable.'

"To begin with we must establish what constitutes 'modernity': the expression encapsulates the progress of societies, from primitive civilisations which evolved steadily through distinct stages, arriving at a modern age characterised by industrialisation and capitalism, culminating in the current, post-modern state of globalisation which shapes contemporary society with ever increasing momentum" (Giddens, 2002).

Modernity emerged with the spread of western imperialism during the sixteenth century and consolidated towards the end of eighteenth century with the industrial revolution and has continued ever since. Some argue that the era is modernity is over as we now have shifted to a post-modern era. The concept of modernity is one of the highly

debated topics. "The concept of modernity may speak to us about people's attitude to and aspirations for change. But the concept serves little more than a heuristic purpose, for it points to complexity, but does not elucidate it". (Jiménez, 2005) Thus the complexity of the term makes it difficult to define it; it means different things to different people.

When scholars are debating the meaning of the term, few have come up with a new expression called 'post-modernity'. According to theorists like Jameson and Harvey, modernity and post-modernity represent two different phases of capitalism. The shift from one to the other has not been a shift from capitalism to some post capitalist or 'post-industrial' era, and the basic logic of capitalist accumulation still applies. Our focus in this paper will remain entirely on modernity which should not be equated with post modernity.

"Modernity, as everyone living in the closing years of the twentieth century can see, is a double edged phenomenon. The development of modern social institutions and their worldwide spread have created vastly greater opportunities for human beings to enjoy a secure and rewarding existence than any type of re-modern system. But modernity also has a sombre side, which has become very apparent in the present century". Giddens (1990).

Today we often use the words modern, modernity, modernism synonymously. However Barry Smart (1990) in his book "Modernity, Postmodernity and the Present", points out that modernity is an economic and technological process began in the sixteenth century, while modernism, dating from the late nineteenth century, is seen as a cultural or aesthetic reaction to the contradictions created by that process. In this term paper we will focus on an important aspect or so called consequence of modernity that resulted out of the technological innovations is the concept of time and space compression.

Before we start our understanding of the concept, let us first look at the two major theories of space and time relations. The first is the 'time-space distanciation' given by

Anthony Giddens and the second is the 'time-space compression' given by David Harvey.

Harvey on the other hand talks about space and time compression. He argues that due to technological innovations the boundaries between space and time are vanishing. "Space appears to shrink to a 'global village' of telecommunications and a 'spaceship earth' of economic and ecological interdependencies." (Harvey, 1989: p.240) Harvey defines the new situation of compression as 'disruptive spatiality'.

He explains the phenomenon through a diagram (refer figure 1). It includes four world maps. Each one keeps getting smaller than the previous one as time passes. The first one at the top which dates to 1500- 1840 shows the best speed using a horse-drawn coaches and sailing ships was only ten miles per hour. The second world map is smaller than the previous dates back to 1850-1930 and shows the speed of locomotives and ships powered by steam engines (thirty-six miles per hour). The third map is again smaller than the second and dates back to the mid-nineteenth century using propeller aircraft further reduced the world's size at speeds of 300-400 miles per hour. Finally, at the end we find the smallest world map. It shows a jet passenger aircraft of the 1960s that travels at a speed of 500-700 miles per hour. Thus concluding that the world is shrinking, time and space are compressed through these technologies.
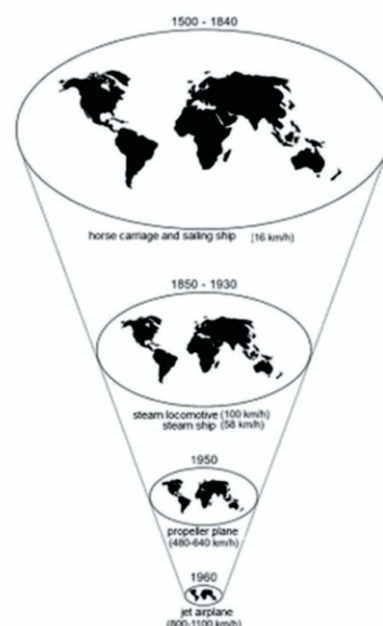
In simple words we can say that it indicates the compression of our geographic space due to the emerging technologies of transport and communication. Technology has helped to accelerate our experience of space and time. Hassard (2001) explains this phenomenon as the blurring of the distinction between night and day, the working week and weekend, home and work; the throwaway society, the fast changing nature of fashions and ideas, increasingly temporary nature of jobs, values, relationships, and "an increasing sense that the "pace of life" has got too fast".

The use of new technologies in media communications has altered our spatial and temporal dimensions of social life. It has not only raced up the pace of our life but had significant impact on our social life and relationships. Harvey has also acknowledged this social fact. Harvey (1990) First, the social definitions of space and time operate with the full force of objective facts to which all individuals and institutions necessarily respond. Secondly, the definitions of objective space and time are deeply implicated in processes of social reproduction. To begin with, space and time are always a primary means of both individuation and social differentiation. The definition of spatial units as administrative, legal or accounting entities defines fields of social action which have wide-ranging impacts on the organization of social life.

Until the mid-nineteenth century each place had its own standard of time, it was only after the railways were established there was a demand for standardisation of time. Later GMT (Greenwich meridian time) was introduced and the world was divided into 24 one-hour time zones and an international date line was established. This gave rise to a larger network of communication and transport. The earliest network of communication and socialization were bounded by the confines of time and space. It took days for information to reach from one part of the country to another; people could communicate only in a limited space, but now with the help of new communication technologies one can communication to anyone in any corner of the world within seconds.

Media has also played a very important role in growth of the space and time compression. Harvey (1990) argues that not only that an increasing rapidity of time breaks down barriers of space, but also that media technologies have played a significant role in this change, among other technological innovations: 'innovations dedicated to the removal of spatial barriers, the railroad and the telegraph, the automobile, radio and telephone, the jet aircraft and television, and the recent telecommunications revolution are cases in point'. Thus, for Harvey the advent of new global communications technology like telephones, satellites, internet and mobile phones, television and several others have been compressing the units of time and space.

### Space and Time Compression and its Impact on Our Social Life and Relationships

With space and time compression the gap between people and places is becoming negligible. This has given rise to a new kind of social life and relationships. It is now possible for two people in opposite poles of the world to know each other and be friends. It has in a way changed our lifestyle. From writing letters to sending emails to Skype chats, distances seem to have disappeared. The world feels smaller and the distances feel shorter.

Time was conceptually constructed through the invention of the calendar and, in the modern world, by the international standardisation system of Greenwich Mean Time. Also, time has been influenced by historical changes in perceptions and experiences of social and geographical spaces, thus being socially dependent and historically shaped by various parameters determining social order.

"Personal space and time do not automatically accord with the dominant public sense of either and, as Tamara Hareven shows, there are intricate ways in which "family time" can be integrated with and used to offset the pressing power of the "industrial time" of deskilling and reskilling of labour forces and the cyclical patterns of employment. More significantly, the class, gender, cultural, religious and

political differentiation in conceptions of time and space frequently become arenas of social conflict. New definitions of what is the correct time and place for everything as well as of the proper objective qualities of space and time can arise out of such struggles". (Harvey, 1990)

Negroponte (1995) writes: 'nine-to-five, five days a week, and two weeks off a year starts to evaporate as the dominant beat to business life. Professional and personal messages start to commingle: Sunday not so different from Monday', with all industrial settings of work and living now revised by flexible and shifting post-industrialist modes of time management.

Thus we see that our sense of time and space have changed completely. We have advanced up to the level that we have started creating virtual spaces for ourselves and virtual relationships on the internet. Our sense of day and night has also started to vanish. We are now living in the world of 24*7. For example the call centre jobs, where people work night shifts for them night is the most active part of their 24 hrs. Many aspects of society have been accelerating at such a speed like communication, production, transportation, work and administration that this entire thing has drastically altered our image of the world and created a sense of compression of our spatial and temporal worlds.

## How has Modernity Contributed to Our Conception of Space and Time?

Growth of modernity is also accompanied by the growth in globalisation and capitalism. Since modernity emerged during the industrial revolution, it pretty much represents anything that is new and breaks the traditional norms. Thus globalisation and the growth of capitalism have also contributed to this shifting conception of our space and time.

Scholars have debated the space and time compression in terms of globalisation. "The key to globalisation is the decline in the time and resources needed for travelling or communicating over distance. The distinctive element is that of spatial scale. There is an

apparent compression of space and thus of the time needed to overcome it, or space-time compression" (Harvey 1989).

Globalisation is often equated with a process of de-territorialisation, a process in which space becomes irrelevant because of the technology and resources available to overcome it. Discourses on globalisation cover a wide range of issues from modernity or capitalism, often described as post Fordism, late or post modernity. Globalization discourse is concerned with technologicalchanges, especially IT changes which diminish spatial and temporal barriers.

Giddens (1990), in his work on globalization, theorizes the interconnections between time and space in modernity. Castells similarly is concerned with this relationship, linking spatial changes, including what he refers to as the new 'spaces of flows' to temporal changes, including, he suggests, the 'de- historicization of time' (Castells 1997). But it is argued that while globalization discourse draws on both temporal and spatial discourses of change there is an insufficient integration of the two axes.

It is through the almost instant transfer of messages and services across geographical boundaries and through different time zones or in different time slots, that media bridge spatial, temporal, as well as cultural distances, often creating new spaces (e.g. online forums) and new measures of time (e.g. Twitter and 'real time'). Capitalism on the other hand made time its slave, it has further extended the concept of time as a commodity of the industrial process, and one which is to be "earned, saved and spent". (Hassard, 2001)

## How Media & Communication Technologies have Contributed to this Changing Concept of Space and Time?

Both McLuhan and Baudrillard provide provocative theses on the role of the media and new technology in constituting the contemporary world. They provide important and influential models of the media as all-powerful and autonomous social forces that

produce a wide range of effects. McLuhan's analyses of print technology, newspapers, books, roads, modern industry and mechanization, war, and other modern technologies and phenomena all illuminate the constitution of the modern world and provide new insights into modernity. His description of specific technologies and how they produced the modern era and anticipation of how new emergent electronic technologies are fashioning a new postmodern era are often highly illuminating.

Time and space constitute intrinsically inseparable elements of physical reality. Time engages space and space requires time, as 'we have the sense of space because we can move and of time because, as biological beings, we undergo recurrent phases of tension and ease' (Tuan, 1977, p. 118). On the one hand, space exists in time, changes through time and it is depicted differently at different temporal points in history, whereas distance often involves time length. On the other hand, the sense and measurement of time are heavily dependent upon space and spatial distances. Consequently, time is associated with the spatial dimensions of the world and vice versa, while these two structural aspects of reality 'coexist, intermesh, and define each other in personal experience' (Tuan, 1977, p. 130). Space becomes place when it acquires symbolic meaning and a concrete definition, marking the whole spectrum of identity and sense of belonging. Thus, place is also associated with the concepts of time and space. These close links and their crucial importance for the evolution of reality bring forward the issue of the role of electronic media and communications in conceptualising and experiencing time, space, and place.

Regarding new media that advented after broadcasting and demonstrate a high degree of interactivity (e.g. the internet), Castells (2000) provides an account of how advances in telecommunications have created a 'network society', and established 'the space of flows' and 'timeless time'. For Castells, 'the space of flows' describes a new material organisation of human communication and exchange that is independent of physical proximity, and where time is 'timeless' or

dissolved, sequence is lost and parallel or simultaneous communication takes place.

More recent work on mobile technologies (Link & Campbell, 2009, p. 1) argues about a 'reconstruction of space and time', as mobile technologies influence time and space in many realms of social life, such as the transformation of public into private space and vice versa, the blurring of lines demarcating work and personal life, and new patterns of coordination and social networks. Here it is argued that spatial distances are less important due to the personalised nature of communications across geographic regions developed through mobile technologies. However, mobile technologies allow people not only to detach communication activities from external spatial boundaries but also to re-structure such boundaries, as they set more technological criteria for defining space and its boundaries.

"In outlining the historical role of media and communications, one can distinguish five main stages of mediated communications that influenced the conceptualisation of space and its relation to time: the stage of oral – what could be considered 'unmediated' or 'pre-mediated' – communication which was accompanied by a local sense of space and a specifically framed time period; the stage of script media production which boosted an extended local conception of space, broadening the spatial span of communication and its viability in time; the stage of print media which gave rise to both local and extended national spaces, decreasing and restraining the importance of time for communication; the stage of electronic media which has given rise to a global conception of space and time, lying at the core of this paper; and the stage of digital communication, which is still developing and tends (wrongly, in my view) to see space as meaningless and the world as distance-less". (Tsatsou, 2009).

Rifkin (1987) writes about digital communication focussing on the computer, "the computer will help facilitate a revolutionary change in time orientation, just as clocks did several hundred years ago...the new computer technology is already changing the way we conceptualise time and, in the

process, is changing the way we think about ourselves and the world around us" (p. 13)

Hence this emerging phenomenon of space and time compression has changed the way we see the world. It looks smaller and known. It has not only revolutionised the way we communicate and travel but has also changed our whole lifestyle.

## Conclusion

Modernity has given the world view a new dimension. We have moved past listening stories about the foreign land, we have all the information about everything possible at our fingertips. The world is constantly shrinking and we now live in a global village. Globalization which started with the concept of modern nation-state and the national economies associated with it, since then it has been concerned with geographic space and political jurisdiction. Now globalisation is trying to breaking that nation state boundary and causing space and time compression.

We have already argued how modernity along with technological innovations is changing our concept of space and time. David Harvey, Anthony Giddens, Manuel Castells and several others have debated their own versions of time and space relationships. Where Giddens on one hand says that space and time are moving apart from each other, Harvey argues that space and time are merging together. Castells talks about network society and how we are all intertwined. The phenomenon of space and time compression has its own advantages and disadvantages. It has made our life easier, more social, we have more information than we can store, and it has given a new meaning to our personal relationships through digital communication and internet. It has increased our standard of living, we can watch a football match happening in Brazil at the same time sitting in our home in India. However there are a few risks and dangers too. It can have a negative impact on our lifestyle we no longer have a sense of day and night. We work at night and sleep in the day for example in the case of call centre jobs. We are now working 27*7. It has changed our traditional life routines.

The first section of the paper focussed on how space and time compression has changed our social life and relationships where it was discussed that it has now become possible for two people in opposite corners of the world to be friends. The distance between people has reduced. The second question that this paper answers is how modernity has brought about this change in our conception of space and time. Globalisation is breaking state boundaries and projecting the world as a global village. We are continuously working 24 hrs a day. Our sense of time is vanishing. The last part of the paper focuses on how media and communication technologies have contributed to this phenomenon. Mobile phones, internet communication have revolutionalized our concept of space and time. We have now moved to the concepts of 'internet time' and 'electronic space'.

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# Advanced Media Education In India

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Journalism was used by great visionaries to bring about a positive change in the society and to gain momentum against the British Empire and finally result in freedom. Media is the fourth estate in a democratic setup has the duty of a watchdog over the Indian Government to curb the wrong doing and bring upon justice. Indian journalism has changed with leaps and bounds overtime earlier anyone with command over a language be it the mother tongue Hindi, English or regional language could become a journalist but now times have changed.

The first media vehicle in India was the newspapers which played a revolutionary role in the freedom struggle it was followed by radio, radio was more effective than newspaper as it could reach many people at one time and also with massive population being illiterate they could relate to more to radio than print media. Radio gave way to Television which led to the decline of newspaper and radio as it had a mass appeal with not just audio but also video and the latest medium is online which caters instantaneously to the written material and the audio visual content at the same time.

Media scenario has not been stagnant with so much advancement and the key role it plays in development of the country it was important to recruit informed and well read professionals in the industry. There were no institute which taught media ethics anyone who had proficient language skills could enter the industry but slowly media institutes started sprouting all over India earlier there were few institute but today almost every media channel has its own course to teach skills to media aspirant.

As the media scenario changed so did the versatility in the media previously media curriculum used to be divided into Print, Film and Radio but now subjects have emerged such as Advertising, Public Relations and Online media. These days the institutes have become hyper specialized by offering specializations within the subject such as Advertising can be divided into media planning, creative and marketing.

Media industry is seen by today's students as a glamorous and challenging profession, the various specialization has made Media organization a dream job for students and the institutes help them hone their skills set and choose the right direction for their carrier.