

Abstract

This article deals with the definition of the mass media, mass media and communication, categories of communication, kinds of mass communication tools, advantage and disadvantage of mass communication. Similarly it deals about the media, communication and culture and the conclusion. It includes the traditional, as well as new media, newsworthiness and role of the media agencies, media personalities and the media pundits. The article's main focus is the role of media in the cultural context and need of media in present time to change and develop the society in reality.

Key words: Mass media, culture, new media, communication, media pandits.

Introduction

Mass media is the fourth essential estate of the nation. The media always plays the vital role to change and develop the society. In the past, there were traditional means of mass media tools but at present there are traditional as well as advanced means of media tools. In the past, they played major roles and at present too, they have been playing vital roles. Simply 'Mass Media' refers to tools or instruments of mass communication that are used to record and transmit information, message, experiences etc rapidly to large, diversified and heterogeneous audiences. 'Mass Media' especially are called mass communication media. They transmit the message to the audiences simultaneously although they are scattered all over the world. Mass media can be defined as the organized means of communication that disseminate the facts, opinions, messages or information to the diversified audiences. From beginning to present they have been informing to the people, means of revolution, entertainment, moral lesson, political aspects, religion, business and commerce, sports, health and education, etc. in the society. The media especially has great effect in the social, political, economics, religious, art and cultural aspects of the society. It is not only the means of communication, but also the means to create the

transparent society, to maintain the justice and provide the equality if it is used properly. Media directly and indirectly, is related with the news worthiness. If the media includes unusual events, or new events. It has impact, it is interesting. It is timely and deals about conflict. It is about different people, surprising, something revealed and news is what the newspapers prints and radio, TV and computer broadcast.

Significance of the Study

1. The study will be helpful for the students, researchers media people.
2. It will provide feedbacks for the media and media pundits.

Study Area

The study was conducted on the library and book shops of Surkhet Headquarter.

Objectives of the Study

The specific objectives of the study were

1. To find out the media used in the society.
2. To find out the advantages of medias.
3. To find the relation of media with society and culture.

Delimitation of the Study

1. The study was only based on the library research.
2. It was only based on the secondary data etc.
3. It was based on the media used in Surkhet

Review of the Related Literature

If there was no mass media, the present world would not be like this. Mass communication emerged with the emergence of mass media. Mass communication is now possible because of different means of mass media. We use three types of mass media to communicate. Mass communication refers to the communication through the mass media. It is technologically and institutionally based mass production and distribution of symbols, images and messages or information to heterogeneous geographically scattered and largely non- interactive audiences. Mass communication has become possible when technological means are available and social organizations emerge for the mass production and distribution of messages.

‘The Media’ is a much- used phrase nowadays. It proves a somewhat elusive concept however. It often means the ‘Mass Media’ usually press, radio, and television but also sometimes the cinema, recordings of popular music and some computer-mediated forms. Earlier writers took a less limited conspectus, as in MacLuhan’s view of the media as all ‘the extension of man’ (1964).cited in Durant and Lambrou (2009, p. 189)

According to Franklin et.al.(cited in Subedi,2011, p.21) modern mass communication is not only technologically different to prior form of public communication, it is also conceptually and ideologically different .As mentioned by Franklin et al.(2005, p.141), Bell (1991) cited in Subedi (2011, p.21) points out major characteristics of mass communication as follow:

1. multiple originator
2. a mass simultaneous audiences
3. a fragmented audiences
4. absence of feedback and
5. general accessibility to the public.

These characteristics have a profound effect on media production, on audiences’ ability to understand media content and on communicator’s ability to make themselves understood.

Methodology of Study

Research Design

It is descriptive type of research and the data are qualitative in nature.

Data Collection Procedures

All the data were collected from secondary source of data. Which were found from the library, reference sections, book shops etc. The collected data were based on book, newspapers, magazines, bulletins, thesis and other related materials with media.

Findings of the Study

One the basis of collected data, all the information's were analyzed and interpreted on the following sub-headlines.

Categories of Communication

Communication can be categorized on the basis of means and participation. According to that means, communication, categories are simply verbal and non-verbal. And on the basis of the mode of participation, communication can be classified as follow:

1. Intrapersonal

Here, individual communicates within himself or herself in monologue, private thought imagination or imaginary dialogue, is called intra-personal communication. They think deeply and meditate. The medium or the channel of this is the neurological/ chemical apparatus.

2. Interpersonal communication

It is communication between individuals. It has two types: with the use of mechanical devices and without the use of mechanical devices. First communication takes places in distance and latter takes places face t face, direct and intimate relation. Telephone is for the second and direct conversation, talk in the room or class are the examples of first.

3. Transpersonal communication

The communication which is conducted with the divine power with the help of prayers and meditation. This is based on the religious believes and limited in churches, temples and mosques.

3. Group communication

This communication takes places with 'one to few' and with or without the use of mechanical devices. It is also called the extended form of interpersonal communication e.g. teaching in the class, public speech and preaching.

4. Public communication

This communication takes place with 'one to many'. Here, the speaker transmits the message through speech to a group of people as audiences, for example, a political leader delivering speech in large group of people.

5. Organizational communication

In this communication, the participants are related by organization. The media/channels they use can be anyone. It is related with the organizational set up.

6. Folk communication

The communication through folk channels of song, dances, theaters, religious discourses and mass religious meetings like keertan and hymen is called folk communication. It can be communicated from interpersonal, group or mediated communicative discourse. They are also called traditional or popular media.

7. Mediated communication

The communication in which technology is applied as a medium or channels between two as the participants is called mediated communication.

8. Mass communication

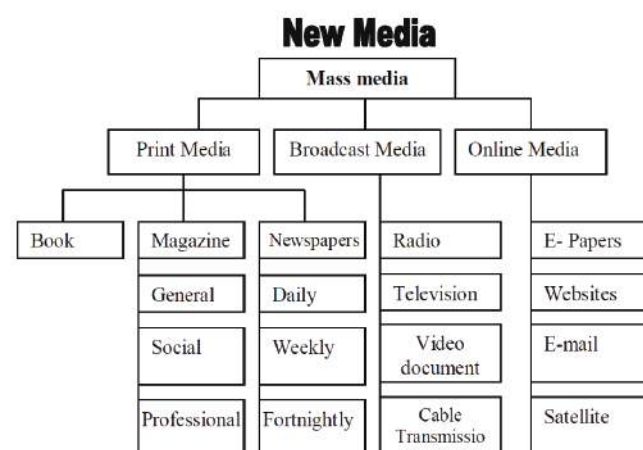
It refers to that branch of the communication process which is concerned to a large and scattered number of the audiences to be communicated simultaneously. Mass communication is usually assisted by machines as the tools. It involves the use of print or electric media such as newspapers, magazines, radios, TVs and films etc. The audiences or the recipients are often located and scattered all over the country or world.

Types of Mass Media

Mass media can be defined as the organized means if communication that disseminate the facts, opinions, messages, or information to the diversified recipients. Mass medias comprises mainly three types of communication tools but they are included into two sometimes. Mass media comprises mainly three types of communication tools but they are included into two sometimes. The two types are divided according to traditional way but now the computer media is put separately. They are as follow:

Table.1

Traditional Media Tools	Mass Media	
	Print Media	Electronic Media
	Newspapers Magazines	Radio
		TV
	General interest	New Media
	Special interest	BTX
	Trade Journal	Cable
		Video
	Books	Satellite



Source: Kandel (2006, pp. 21-22)

Advantages of Mass Media

Medias, communication and mass communication are more or less interlinked. They are used to

inform, teach moral lesson, provide entertainment, education, make people aware etc. Generally the advantages of the mass media are as follow:

1. **Entertainment:** On T V, in particular, the variety of entertainment program is extensive, ranging from soap opera, to comedy, to talk shows, to sports. Even advertising, where the main purpose is to sell things to the public, may sometimes be seen as entertainment.
2. **Education:** Animal behavior, geography, history or history can be viewed. They also include a wide variety of instructional programs such as cooking, home decorating or investing. Some children's programs are also educational, teaching children to count or recognize words, or introducing them to different societies and culture.
3. **Important community information in the form of warnings:** The media can warn of the danger of the approaching hurricane or tornado. These warnings provide up to the minute information on the location of the bad weather and alert people to take the necessary precautions. Warning may also be given for other hazards such as air or water pollution.
4. **Shaping our beliefs, opinions and our behaviors:** Sometimes information contained in the media is deliberately presented in such a way that it encourages us to believe certain things or to form opinions. This practice is referred to as propaganda. When we think of propaganda we usually think of political forces, but commercial interest may also use the media to propagandize. Advertisement encourages us to believe that certain products will change our lives in amazing ways. Politicians and advertisers use it to influence us.
5. **Socialization:** This is the process by which a society transmits cultural values about what is appropriate behavior to its members.

People may be socialized into behaving in certain ways in response to a personal problem because they have frequently seen others on the news or in soap operas behaving that way in similar circumstances.

6. **Media offers companionship:** Television personalities and talk show hosts may be seen as friends by their viewers, particularly if those viewers are socially isolated, aged or invalid and in need of companionship.

Disadvantages of Mass Media

Medias always give us information about the events. But the problem is what is presented as fact is not always true. Sometimes error occurs because the reporters and editors did not check the facts properly. Sometimes news reporters misreport or misrepresent information in an effort to make a story more newsworthy. Changing the facts a little can make the story either more serious or more sensational. Some of the disadvantages are listed below:

1. **Failing to check the facts:** Sometimes major newspapers and T V networks have published false information because reporters have not checked it for accuracy. One such example was the publication of a report of the death of the elderly comedian, Bob Hope. A U.S. congressman misheard someone talking about Bob Hope. He announced the death of the comedian in front of the congress. This was then picked up and published widely in the media when reporters called Mr. Hope's home to follow up the story, his daughter was very surprised and assured them that he was at that moment happily eating his breakfast.
2. **Misreporting:** Misreporting often happens from the media less knowingly and but more unknowingly. It happens because they often want to make the news stories interesting. Sometimes facts are deliberately misreported to exaggerate and to make them newsworthy.

3. **Misquoting:** Reporters sometimes report their summary as exactly told by someone and change a word or two in the quotation. The actual speaker may be bitterly criticized for this. In radio and T.V. broadcasting, a person's speech may be edited to mean something different and write an answer to the unanswered question.
4. **Rumors on the internet:** The internet is the source of many rumors or unverified stories. It spreads rumors further and faster. In fact the internet has begun to be used as a deliberate strategy to circulate rumors often for political purposes and often with a serious impact.

The Role of Mass Media

1. Source of knowledge
2. Fourth estate of the nation
3. Wide concern
4. Backbone of language and literature
5. Voice of the voiceless
6. Role of the bridge
7. Public opinion making
8. History of tomorrow
9. Role of the watch dog
10. Role of life saver
11. Real represent of the people

Present Need

Media, technology, society, culture, change and development are interrelated. The change in one entity brings change to others. For example, media is changeable over time, and changes in media changes many things in the society. And new technologies used in the field of communication have brought a revolution. The present need of society is to experience the inclusion in media culture. Media have been including all the aspects of the society. But majority of people's expectation is that, media should expose the hidden aspects of the society such as; queer group, lesbian's problems, gender and sexuality, indigenous people's issues, disadvantages and deprived, so called dalits' problems, children's right, women's

right etc. freely, frankly, and factually without any bias. More the media present the fact more the society gets developed and it can be changed in to transparent society. Another need is all the media should be impartial and each news story should have the property of ABC (Accuracy, Balance and Credibility). Media present facts in a way that is designed to arouse reader's interest and curiosity. But it also possible to present facts in a way that will influence the readers' view of them. Although, all the newspapers should be impartial, we can observe that they are influenced unfortunately by some factors such as political bias, ideology of the owners and advertisers. But the present need of the society is, the media personalities, media pundits and the media agencies should be bias less, impartial, fair and transparent. Then only the society can be changed into what common people desire to see.

Mass Communication and Culture

What is mediated in mass communication is a particular meaning based on culture. It means that the content of mass communication is based on the culture of the society. Transmission and the reception of the message can be influenced by the culture of communicator and the culture of the audience as well. Encoding of the message is influenced by the communicator's culture and decoding by the receiver's culture. But culture has a much wider range of reference than mass communication. "Media-culture theory is concerned with:

- The content of mass media,
- The context of production of message and
- The context of reception, etc.

Mass communication can be presented as the transmission in the form of ritual model. Culture is allotted in communication and society. Social life is more than power and trade; it also includes the sharing of aesthetic experience, religious ideas, personal values and sentiments and intellectual notion; as a whole, it is called a ritual order as it is the representation of shared belief. Mass

communication depends on shared understandings and emotions.

In the context of the relation between mass communication and culture, the latter is a reflection of the complexity of the phenomena in the society. It is a process that refers to some shared attribute of a human group, such as their physical environment, tools, religion, customs and practices, or their whole way of life. It also refers to texts and symbolic artifacts that are encoded with particular meanings by and for people particular cultural identifications.

The sentences mentioned above show the relationship between mass communication and culture. In this context, culture must have the following attributes:

- Culture is something which is collective and shared with others. There is no purely individual culture. Therefore, it is collectively formed and held.
- Culture must have some symbolic form of expression or it is open to symbolic expression.
- Culture is ordered and differentially valued.
- Culture is systematically patterned.
- Culture is dynamic and changing and as it is communication because culture cannot survive, extend and succeed without communication.
- Culture is spatially located. It exists in three places: in people, in things and in human practices.
- Culture is communicable over time and space. It transforms from past to present and present to future. Similarly, it transforms from one place to another.

McQuail (2005, p.113) cited in Subedi (2011, p.51) mentions the characteristics of culture as below:

- Collectively formed and held.
- Open to symbolic expression.
- Ordered and differentially valued.
- Systematically patterned.
- Dynamic and changing.

- Spatially located.
- Communicable over time and space.

Mass communication is culturally based and identified because the content of communication exists in the culture of the society. In order to show relation between culture and mass communication, McQuail (2005, p.113) cited in Subedi (2011, p.51) mentions that ‘there are some obvious implications for the study of mass communication, since every aspect of the production and use of mass media has a cultural dimension. We can focus on people as producers of culturally meaningful media texts or as readers of texts from which they take cultural meanings, with implications for the rest of social life. We can focus on the texts and artifacts themselves and their symbolic forms and possible meanings. We may want to study the practices of makers of media products or of users of the media. Media audience composition and behavior are always culturally patterned, before, after and during the media experience.

Conclusion

Media now is used as broad term which refers the mass media. Media is the fourth estate of the nation so it has great responsibility to deal with. Media is responsible to change, improve, make correction and make people aware. It also teaches the people the moral aspects, shows the right way and warns them as well. There are many other related things with it such as; media agencies, reporters, media tools, media pundits etc. that are totally responsible to inform and provide the true information. It is the reporter who play with the media tool is more responsible than the media itself. The reporter need to be fair, socially responsible, true, factual and broad minded. The media, media agencies and media pundits should keep in mind that all the events, major national issues, deprived groups, disadvantage groups, indigenous people and their issues, different religious aspects, health, education, political issues, child rights, women’s rights and issues, so called ‘dalits’ issues, national

and international affairs etc. need to be included. To be inclusive, first of all the media need to include above mentioned ten points then only it need to apply other points like: participatory approach, indiscrimination, justice, equality and equity, from the side of media. On the other hand there is great responsibility of the nation too to encourage the media and media personalities. The nation should provide them full right and security, opportunity, reward and punishment accordingly. When we observe the history the role of media has been changed slowly. After twentieth century the role of media has been rapidly changed. The 'CD' culture has been changed into 'Pen Drive' culture. Now everything can be put into the pen drive. There is the quality of inclusiveness of media. But it is rather essential to be fair and factual to change the concept, attitude, the society and nation in reality. Media agencies and media personalities need to wear the glasses of fair to change the society as well. No doubt, there needs to be newsworthiness in the media on the one hand and on the other, media agencies, media tools and media personalities or media pundits need to include every aspects of the society which is the need of present time. At last we realize that mass communication influences the culture of the society and conversely, culture of the society influences the mass communication. The content of mass communication is based on the culture.

About the author

Mr. Magarati, Head of the Department of English Education (Bachelor's Level) at Surkhet Campus (Education) has been teaching for 11 years. He has also authored English textbook for Bachelor's level. He is the member of Campus Management Committee, Surkhet Campus (Education).

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