

Define Media Personal and its categories. Explain “Media Persons as a sources of Information”.

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Media Persons

Mass media is virtually a current awareness service informing people about current events and activities of human beings and also about every significant natural phenomenon and such others of public interest. It encompasses almost every conceivable subject and the focus is on a wide audience, irrespective of their background and knowledge. Scholars, laypersons, professionals, scientists, artists, musicians, in fact, every group of persons get something of their interest provided by mass media. Its influence is profound on human life.

Mass Media components

Mass media comprise predominantly:

- ▶ The print media, primarily daily newspapers, popular periodicals and such others;
- ▶ Radio Broadcasting;
- ▶ Television ;
- ▶ Audio-visuals, CD, DVD, etc.; and
- ▶ Motion Films.

Advertisement and Public Relations have become an integral part of mass media today as they are so intimately connected, without which mass media would not be able to function.

MEDIA PERSONS AS SOURCES OF INFORMATION

From the foregoing account of mass media and its components, it should be possible for us to appreciate and understand the usefulness of media persons as vital sources of information.

Some of the important factors that govern mass media processes and their primary importance to be considered as potential resource are:

- ▶ Mass media operate in a commercial and competitive environment;
- ▶ This enjoins quality assurance on the products and services created or generated by mass media;
- ▶ Newspapers, periodicals, TV and radio programs and many other media products of mass media have to operate within a strict time frame;
- ▶ This important factor necessitates some of the media persons to tune themselves to write and work at great speed without compromising quality; this is particularly an important factor of great value in terms of assessing their source credibility;
- ▶ The time element necessitates the media persons to keep their information ready for use at a very short notice; hence their source of information has to be at their finger tips;
- ▶ Media persons' expertise, experience and knowledge never get properly recorded and hence, is not available easily. This factor alone is the legitimate reason for tapping media persons as source of information.

Categories of Media Personal

- **Artist (Art, Music, Commercial)**
- **Ads Specialists**
- **Camera Person**
- **Computer HD SF. Graphics**
- **Correspondents**
- **Directors**
- **DTP Specialists**
- **Editors**
- **Illumination/Light Experts**
- **Managers**
- **Marketing Specialists**
- **Network Specialists**
- **PROs**
- **Producers**
- **Reporters**
- **Researchers**
- **Photographers**
- **Programme Specialists**
- **Sound**
- **Studio & Settings**
- **Subject Specialist**
- **Writers**

COMPONENTS OF MASS MEDIA

Print Media

Among the print media that channels mass communication, the daily newspaper occupies the central position. Daily newspapers are published in different editions. Some of the top newspaper agencies publish their dailies from different cities to focus on regional news, events and activities. Sunday editions carry weekly magazines, special advertisements, and other supplements. Everyday the dailies publish one or more supplements on specific topics such as education and training, business and economics.

Radio Broadcasting

Radio broadcasting has entertained and informed listeners for several decades from the beginning of this century without any competition until the mid fifties of the last century. Like other media, the radio stations broadcast news, round the clock, give periodical summaries of news, reviews and analysis and critical comments on current events and activities, entertainment programs of various interests like music, serials, plays, many programs of general interest to women, children, farmers, industrialists and useful information for children of different age groups, running commentaries of events of sports and games, and many others. Radio is adaptable and personal, and potentially as responsive to privatization as recorded music but with greater variety of content. It is a portable and supplementary medium, and does not demand as much undivided attention as television or books. With these strengths, the radio continues to have a special place in the present day communication and information society, despite stifling competition from TV.

Television

Television holds a very dominant position in our lives. It is a young mass medium, growing and developing fast to reach a very high level of sophistication. As it combines visuals and audio, it lures young and old alike. In fact, its influence on the young is so much that sociologists are apprehensive of its bad influence. It performs almost of the functions of a media and does everything to fashion the behaviour of individuals and groups.

Audio -Visual Media

Among the many audio-visual media used in mass communication, the videocassettes, CD- Rom and DVD are most influential. They are highly users friendly and closely linked with individual and group use. Many of these audio-visual media are designed with great care and the audio support enhances their value to a very great extent. CD- ROM and DVD (Digitized Versatile Disc) are extremely valuable for archival purposes. They occupy very little space. An encyclopedia set can be encoded on a single CD with room to spare.

Motion Films

Entertainment movie films, documentaries and such others also are important components of mass media. These involve high technology and an array of persons of various categories and intellectuals, actors and actresses with supporting casts, camerapersons, make-up persons, sound experts, lyricists, music setters, orchestra artists, illumination experts, editors, production experts, directors, and a host of other categories of workers of various kinds. Shooting experts in studios with several settings and experts in outside shooting. The financial investments in these types of media are almost astronomical and the market is highly competitive.

ADVERTISEMENTS

Advertising is defined as paid dissemination of information through a variety of mass communication media to motivate a desired action. Advertisements are not free, they are to be paid for. Space is bought in the newspapers and periodicals or the print media; time is bought on radio and TV. Through this payment for space or time, information is disseminated. This is not information for the sake of information but for the purpose of selling or helping to sell commodities and services or gaining acceptance of ideas that may cause people to think or act in a desired manner.

► Advertisements have three major goals;

i) Advertisers are advertising to help them market their products and services;

ii) Advertising agencies are specialised companies that plan and execute advertising campaigns for most advertisers. Their work includes creation of advertisements, media planning and research; and

iii) Advertising media carry advertising to consumers and are dependent on advertising revenue.

PUBLIC RELATIONS

According to the Institute of Public Relations, “Public Relations is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public.” To generate understanding, it is necessary for the organization concerned to understand the public and relate the organization's activities to public interest.

- ▶ According to the International Public Relations Association, there are fifteen important areas of PR practices:
- ▶ 1) Counselling based on understanding of human behavior;
- ▶ 2) Analyzing future trends and predicting their consequences;
- ▶ 3) Research into public opinion and attitudes and expectations and advising on necessary action;
- ▶ 4) Establishing and maintaining two-way communication based on truth and full information;
- ▶ 5) Preventing conflict and misunderstanding;
- ▶ 6) Promoting mutual respect and social responsibility;
- ▶ 7) Harmonizing public and private interests;

PUBLIC RELATIONS

- ▶ 8) Promoting goodwill with staff, suppliers and customers;
- ▶ 9) Improving industrial relations;
- ▶ 10) Attracting good personnel and reducing labour turnover;
- ▶ 11) Promotion of products or services;
- ▶ 12) Maximising profitability;
- ▶ 13) Projecting a corporate identity;
- ▶ 14) Encouraging an interest in international affairs; and
- ▶ 15) Promoting the understanding of democracy.