**Authoritarian theory** describe that all forms of communications are under the control of the governing elite or authorities or influential bureaucrats.

Authoritarians are necessary to control the media to protect and prevent the people from the national threats through any form communication (information or news). The press is an instrument to enhance the ruler’s power in the country rather than any threats. The authorities have all rights to permit any media and control it by providing license to the media and make certain censorship.

If any media violate the government policies against license, then the authority has all right to cancel the license and revoke it. The government have all right to restrict any sensitive issues from press to maintain peace and security in the nation.

Censorship:
Censorship is a suppression of any communication which may consider as harmful to the people, King, government and its nation. Especially these censorship methods are much familiar in press which against the freedom of speech and freedom of expression. In some other cases, the censorship helps to protect the rulers and authorities from sensitive issues.

There are different types of censors like

- Political censor
- Moral censor
- Religious censor
- Military censor
- Corporate censor

Examples of Authoritarian theory:

For right Nikolai Yezhov, standing near Stalin was removed from this photograph after he shot dead in 1940. These types of censors are common during Stalin's reign.

Here, Journalist or any media persons should not have any rights to comment, discriminate or stand against the government. Sometimes, an authority gives considerable freedom to minority thoughts and cultural issues to promote them if it doesn’t make any threats to authority or ruler.
King – King is the authority, who has all rights to control the communication and no one can question against the king.

“The French king Louis XIV was concentrated in his person parliamentary, law making and judicial power. He was the authority of Supreme Court as well as he can condemn a men to death penalty without any rights appeal”.

Dictatorship – During the world war II Hitler and Mussolini are the two major authorities who controlled the press in Germany and Italy. Press was under the control of the authority and No press can’t question against or publish against these two dictators.

The Libertarian theory is one of the “Normative theories of press”. The theory which is originally came from libertarian thoughts from 16th century in Europe. The libertarian theorists are against the authoritarian thoughts. International trade and urbanization undermine the power of a rural aristocracy which leads various social movements raise includes the Protestants reformation, that demands individual’s freedom and their own lives and free thoughts. Liberalism means information is knowledge and knowledge is power. Libertarianism is free from any authority or any control or censorship. The libertarianism is an idea of individualism and limited government which is not harmful to another.

Libertarian theory:

Libertarian theory sees people are more enough to find and judge good ideas from bad. The theory says people are rational and their rational thoughts lead them to find out what are good and bad. The press should not restrict anything even a negative content may give knowledge and can make better decision whilst worst situation. The libertarian thoughts are exactly against or opposite to the authoritarian theory which means the authoritarian theory says “all forms of communication works under the control of government or elite like king”.

Strength and Weakness:

- Freedom of press will give more freedom to media to reveal the real thing happening in the society without any censorship or any authority blockades.
- Is reliable with U.S media traditions.
- It gives more values for individuals to express their thoughts in media.
- Theory excessively positive about media’s willing to meet responsibilities which may leads people into negative aspects.
- Is too positive about individual ethics and rationality.
- Ignores need for reasonable control of media.
- Ignores dilemmas posed by conflicting freedoms.

Example:

Wiki leaks website published all sorts of confidential or restricted files in public space and especially classified documents. These articles are providing brief knowledge about the
government and its activities which helps people to identify what is happening in the society and its gives great choices to elect a better president in future.

Sometimes these documents may work against the government and its authority that is why most of the country is not willing to allow libertarian thoughts because it may affect their power and kingdom.

**Soviet Media Theory**

After the 1917th revolution, the Soviet Union was restructured with new political system based on the Marxist-Leninist principles. The newly formed communist party by Lenin shows much interest in the media which serves to the working class in the country and their welfares. So the Soviet originates a theory from Marxist, Leninist and Stalinist thoughts, with mixture of Georg Wilhelm Friedrich Hegel ideology is called “Soviet Media Theory” is also known as “The Communist Media Theory”. The same theory was developed and followed by Adolf Hitler’s Nazi in Germany and Benito Mussolini in Italy.

Soviet media theory is imitative of Leninist principles which based on the Carl Marx and Engel’s ideology. The government undertake or controls the total media and communication to serve working classes and their interest. Theory says the state have absolute power to control any media for the benefits of people. They put end to the private ownership of the press and other media. The government media provide positive thoughts to create a strong socialized society as well as providing information, education, entertainment, motivation and mobilization. The theory describe the whole purpose of the mass media is to educate the greater masses of working class or workers. Here, the public was encouraged to give feedback which would able to create interests towards the media.

According to authoritarian theory, the media controlled and censored by the ministries in the country but libertarian is fully free without any intervention of any authority or government, Social responsibility theory – press freedom in one hand but other hand they controlled the press by raising question and Soviet media theory, the whole control of the media is under the leader of the nation.

**Critics of Soviet Media Theory:**

- Soviet media theory looks similar like authoritarian theory but the core part is different from each other. In authoritarian theory is a one way communication, there is no feedback allowed from the public but in Soviet media theory is a two way communication at the same time the whole media is controlled or works under the leadership.
- Private ownership is not allowed which leads the press without any restriction and it can serve people without any authoritative blockades.
- Soviet media theory allows some restriction based on the nation interest rather than personal.
• Under communist theories like soviet media theory, the journalist or press should support the leadership rather than a watchdog.
• If the leadership is wrong the whole nation will suffer a lot.

Social Responsibility Theory:

In mid 20th century most of the developing countries and third world nations have used this social responsibility theory of press which is associated with “the Commission of the Freedom of Press” in United States at 1949. In the book “Four theories of Press” (Siebert, Peterson and Schramm) it’s been stated that “pure libertarianism is antiquated, out dated and obsolete.” That paved way for replacement of Libertarian theory with the Social responsibility theory.

Social responsibility theory allows free press without any censorship but at the same time the content of the press should be discussed in public panel and media should accept any obligation from public interference or professional self regulations or both. The theory lies between both authoritarian theory and libertarian theory because it gives total media freedom in one hand but the external controls in other hand. Here, the press ownership is private. The social responsibility theory moves beyond the simple “Objective” reporting (facts reporting) to “Interpretative” reporting (investigative reporting). The total news is complete facts and truthful but the commission of the freedom press stated that “No longer giving facts truthfully rather than give a necessary analysed or interpretative report on facts with clear explanations”.

The theory helped in creating professionalism in media by setting up a high level of accuracy, truth, and information. The commission of press council also included some tasks based on social responsibility of media, which are as follows:

• Formulate the code of conduct for the press.
• Improve the standards of journalism.
• Safeguarding the interests of journalism and journalist.
• Criticise and make some penalty for violating the code of conduct.

The theory allows

• Everyone to say something or express their opinion about the media.
• Community opinion, Consumer action and professional ethics.
• Serious invasion of recognized private rights and vital social interests.
• Private ownership in media may give better public service unless government has to take over to assure the public to provide better media service.
• Media must take care of social responsibility and if they do not, government or other organisation will do.

Critics of Social Responsibility Theory:
Avoids the conflict situation during war or emergency by accepting the public opinion.
Media will not play monopoly because the audience and media scholars will rise questions if media published or broadcast anything wrongly or manipulate any story.
Media Standards will improve.
Media will concern all class audience rather than focus on higher classes in the society.
Media may work autonomously but certain thing is controlled by the government and other public organization.

Hypodermic needle theory

In mid 1930's media scholars found the first theory on Media Effects and the Media Behaviors. During second world wars media plays a vital role in both United States and Germany to made influence in the people's mind. The Germany Hitler's Nazi used film industry for Propaganda and they produced lots of movies about their achievements which made a great impact in Germans mind. Later the United States also used its own Hollywood and produced films like "It's Happened one night", "It's a wonderful life" and Mr. Smith goes to Washington" to portrait Germany as Evil force which also made impact in Americans Mind. Here media audience accepts the messages directly without any rejection.

Theory:

The media (magic gun) fired the message directly into audience head without their own knowledge. The message cause the instant reaction from the audience mind without any hesitation is called “Magic Bullet Theory”. The media (needle) injects the message into audience mind and it cause changes in audience behavior and psyche towards the message. Audience are passive and they can't resist the media message is called “Hypodermic Needle Theory”.

Both theories are deals with impact of media messages in audience mind and how audience react towards the message without any hesitation.

Example:

In 1930, Newly formed mercury theater and Orson Wells join together and created a fake news bulletin about aliens invasion in american city called Grover's Mill, New jersey. They broadcast this news bulletin in between the radio program called “The War of the Worlds”. The “Panic Broadcast” was reached merely 12 million American people and one million were seriously believed. Due to this broadcast the whole country was in chaos.

Study:

The magic bullet theory is based on assumption of human nature and it was not based on any empirical findings from research. Few media scholars do not accepting this model because it’s based on assumption rather than any scientific evidence. In 1938, Lazarsfeld and Herta Herzog testified the hypodermic needle theory in a radio broadcast “The War of the Worlds" (a famous comic program) by insert a news bulletin which made a widespread reaction and panic among
the American Mass audience. Through this investigation he found the media messages may affect or may not affect audience. “People’s Choice” a study conducted by Lazarsfeld in 1940 about Franklin D. Roosevelt election campaign and the effects of media messages. Through this study Lazarsfeld disproved the Magic Bullet theory and added audience are more influential in interpersonal than a media messages.

The classic example of the application of the Magic Bullet Theory was illustrated on October 30, 1938 when Orson Welles and the newly formed Mercury Theater group broadcasted their radio edition of H.G. Wells’ "War of the Worlds." On the eve of Halloween, radio programming was interrupted with a "news bulletin" for the first time. What the audience heard was that Martians had begun an invasion of Earth in a place called Grover's Mill, New Jersey.

It became known as the "Panic Broadcast" and changed broadcast history, social psychology, civil defense and set a standard for provocative entertainment. Approximately 12 million people in the United States heard the broadcast and about one million of those actually believed that a serious alien invasion was underway. A wave of mass hysteria disrupted households, interrupted religious services, caused traffic jams and clogged communication systems. People fled their city homes to seek shelter in more rural areas, raided grocery stores and began to ration food. The nation was in a state of chaos, and this broadcast was the cause of it.

Individual difference theory

A theory of mass communication that proposes that individuals respond differently to the mass media according to their psychological needs, and that individuals consume the mass media to satisfy those needs. The need may be for information (e.g. providing statistics about players and teams), integrative (offering a sense of belonging to a group of similarly interested people), affective (e.g. by providing excitement), or escapist (helping to release pent-up emotions). Compare social categories theory.

Two step flow theory


The purpose of the study was focused on Presidential election Campaign and the people decision-making process towards the campaign. All three researchers were wanted to find out practically whether the mass media messages affect direct influence in voting decision among
the people. Unexpectedly they found the media messages (like radio and newspapers) are very less influence then an informal, personal communication on voting behavior. Based on this researched data, The Two Step Flow Communication Theory of Mass Communication was developed by Katz and Paul Lazarsfeld.

Opinion Leader is a leader for a certain group who gives details and information to lesser active persons in the group. In office, the managing director is an opinion leader and in public, a political leader is an opinion leader. They interpret the information to their own group. But one thing the Opinion leader is a leader only for their own group not for all. In Public, Political leader is an opinion leader. Here few people are not influenced by the leader and their political views and thought. These people won’t support opinion leaders and isolated from the population.

Katz and Paul seems “the flow of media messages from radio and print to opinion leaders and then the leaders leads the messages to lesser active users in the population”. Through this transformation of message, the leaders may add their opinion on the actual content which may affects the low active users. In some cases the Opinion leaders are filtering the actual content ensures the information is needed by the people. Mostly the opinion leaders are selective and they pass the messages to the group. (Low-end media users: Poor, Worker and People who are not affordable for getting information directly).

Example:

Carol watching News in ANB Channel they flash the headlines with “Research reveals some toys are leads the children’s aggressive and Violent”. That day Carol calls her little son and went for shopping and carol warn her son some toys are not good and made skin allergy which leads her son to avoid those toys.

Opinion leader: Mom
Audience: Her Son
Added information in actual content: Skin Allergy

Critics:

-Researchers found substantial evidence that initial mass media information flows directly to people on the whole and is not relayed by opinion leaders.

- The two-step hypothesis does not adequately describe the flow of learning. Lazarsfeld and his associates in the 1940 election study were unable to determine the specific flow of influence.

- Today most of the advertising researches are based on this theory. Especially opinion leaders role in the society as well as in home to which helps to improve the market with less efforts.
Media Dependency Theory

Sandra Ball-Rokeach and Melvin DeFleur proposed the “Dependency theory” in 1976. The theory is combined with several perspectives like psycho analytics & social system theory, systematic & casual approach and base elements from uses and gratification theory but less focus on effects. Media Dependency theory is one of the first theory which regards audience as an active part in communication process. The dependency theory is expanded from the theory of Uses and Gratification.

According to this theory, there is an internal link between media, audience and large social system. The audience learning from the real life is limited, so they can use media to get more information to fulfil their needs. An extensive use of media generates dependent relation in audience and also Media can able to creating dependence relationship with target audiences to achieve their goals by using their media power.

The degree of dependence is directly proportional to:

- **Individual**: The media have ability to satisfy the audience needs. An individual will become more dependent on media, if the medium satisfy his/her needs. Otherwise the media dependence will become less
- **Social Stability**: The audience reconsider their beliefs, practice and behaviours when strong social change, conflicts, riot or election which will force to re-evaluate and make new decisions. During this period media dependency is dramatically increased, because there is a strong need for information, support and advice
- **Active audience**: In this communication process, the active audience chooses the media dependence on their individual needs and other factors such as economic conditions, society and culture. If alternative source fulfil the audience needs will decrease the media dependence

Process of Creating Dependence:

- **Media attracts individuals by offering the content which is able to fulfil the audience needs for understanding, entertainment and information**
- **There is different strength in Dependence relationship. Cognitive motivations encourage the individuals to maintain the level of attention and Affective motivation serves the individuals to enhance the level of satisfaction**
- **Both Cognitive and Affective motivation are intensifying the audience to higher level of involvement to enable the information process**

Example:

2011 Tōhoku earthquake and tsunami hits eastern Japan very badly. Due to this natural disaster the whole communication was blocked and others can't able to know the exact effect of
tsunami in eastern Japan. During this period, Peoples information needs are dramatically increased and they are all more depend on media than any other.

Critics of Media Dependency Theory:

- It describes the media role during social changes and crisis
- Theory is more flexible and descriptive
- Power of media dependency is not clearly described
- It's difficult to prove scientifically or experimentally

**Agenda setting theory**

Media influence affects the order of presentation in news reports about news events, issues in the public mind. More importance to a news-more importance attributed by audience. Media Priorities It says what people should think about and how people should think about.

Agenda setting theory is used in political ad, campaigns, business news, PR (public relation) etc.

The main concept associated with the agenda setting theory is gate keeping. Gate keeping controls over the selection of content discussed in the media; Public cares mostly about the product of a media gate keeping. It is especially editors media itself is a gatekeeper. News media decides ‘what’ events to admit through media ‘gates’ on ground of ‘newsworthiness’.

For e.g.: News Comes from various sources, editors choose what should appear and what should not that’s why they are called as gatekeepers.

**Priming**

Activity of the media in proposing the values and standards by which objects of the media attention can be judged. Media’s content will provide a lot of time and space to certain issues, making it more vivid. To say in simple words, Media is giving utmost importance to a news so that it gives people the impression that is the most important information. This is done everyday the particular news is carried as a heading or covered everyday for months.

Headlines, Special news features, discussions, expert opinions are used. Media primes a news by repeating the news and giving it more importance E.g. Nuclear deal.

**Framing**

Framing is a process of selective control

**Two Meanings**
Way in which news content is typically shaped and contextualized within same frame of reference. Audience adopts the frames of reference and to see the world in a similar way. It is how people attach importance to a news and perceive it context within which an issue is viewed. Framing talks about how people attach importance to certain news for e.g. in case of attack, defeat, win and loss, how the media frames the news such that people perceive it in a different way.

We can take India and Pakistan war; same happening is framed in different ways in both the countries. So depending on which media you view your perception will differ.

Criticisms of Agenda setting theory is

- Media users not ideal, people may not pay attention to details.
- Effect is weakened for people who have made up their mind.
- Media can’t create problems. They can only alter the awareness, Priority etc.

Medium Theory

Throughout the history, the communication is a phenomenon which is highly imperative for the development of a society. In fact the researchers believe that the content as well as the medium that it is been interpreted also plays a vital part in dissemination of information. During ancient eons where hard stone carvings replaced books the communication dissemination was very slow and tough. Only the few of the people in a society knew how to read and the others were mere listeners. There were many social and psychological impacts due to these events and the researches consider this as the evolution of the basic social structure of the society. As time passed and communication mediums developed people started to envisage and take their own decisions rather than being a meagre listener. It is found that this helped the society to develop faster and today due to internet and other facilities, the information could be conveyed promptly. As we encounter the world through these Medias and so the researches find it significant to scrutinise not only the message disseminated but also across which media it is been transmitted.

Medium theory is a set of approaches used to convey the difference in meanings of the message conveyed with regarding to the different channels used to communicate it. The core
assumption is that the media as we consider is not just a channel were the communication takes place but they are diverse set of setting or environment that enable the communication to happen and it may vary the meaning and sense of the information that it is been transferred. Here the features of each media are being taken into consideration and how they differ discretely. By understanding features of these Medias (which can be classified into audio, video and print) the researchers will be able to examine the efficiency of communication through these mediums and also to compare it while communicating interpersonally.

We can observe the influence of media on our society in many ways since the beginning of using media in disseminating information. Initially the usage of media was very limited due to lack of knowledge and information but now, common man can read and access to any kind of information which he desires from the wide array of media. It has helped in the development as well as the democratisation among people. New media enables people to access and to share information around the world and has reduced the gap in communication.

Scope

The theory explains how a media is influenced in propagating information physically and psychologically. So it can be useful in comprehending about various Medias and how each media can be beneficial in distributing information. Like the saying “a picture can convey 1000 words” not every message has to be expressed through words or pictures, through proper analysis and application of this theory relevant media can be designated and can be used appropriately.

Example

Students of Oakland high school were divided into two groups and each of these groups was exposed to a set of activities related to their syllabus. Batch A was given books on the topic and were asked to prepare for the test. And batch B were exposed to video on the same topic. When the test results came out batch B displayed better marks than batch A. This proved that the student found the moving images more effective in recollecting than words. The difference in Medias thus creates lot of differences both physically and psychologically.

Communication (from Latin commūnicāre, meaning "to share") is the activity of conveying information through the exchange of ideas, feelings, intentions, attitudes, expectations, perceptions or commands, as by speech, gestures, writings, behavior and possibly by other means such as electromagnetic, chemical or physical phenomena. It is the meaningful exchange of information between two or more participants (machines, organisms or their parts).

Communication requires a sender, a message, a medium and a recipient, although the receiver does not have to be present or aware of the sender’s intent to communicate at the time of communication; thus communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality. The communication process is complete once the receiver understands the sender's message.
Communicating with others involves three primary steps:
Thought: First, information exists in the mind of the sender. This can be a concept, idea, information, or feeling.
Encoding: Next, a message is sent to a receiver in words or other symbols.
Decoding: Lastly, the receiver translates the words or symbols into a concept or information that a person can understand.

Mass communication is the study of how individuals and entities relay information through mass media to large segments of the population at the same time. It is usually understood to relate to newspaper, magazine, and book publishing, as well as radio, television and film, as these mediums are used for disseminating information, news and advertising. Mass communication differs from the studies of other forms of communication, such as interpersonal communication or organizational communication, in that it focuses on a single source transmitting information to a large group of receivers. The study of mass communication is chiefly concerned with how the content of mass communication persuades or otherwise affects the behavior, attitude, opinion, or emotion of the person or people receiving the information.

The mass media are diversified media technologies that are intended to reach a large audience by mass communication. The technologies through which this communication takes place varies. Broadcast media such as radio, recorded music, film and television transmit their information electronically. Print media use a physical object such as a newspaper, book, pamphlet or comics, to distribute their information. Outdoor media is a form of mass media that comprises billboards, signs or placards placed inside and outside of commercial buildings, sports stadiums, shops and buses. Other outdoor media include flying billboards (signs in tow of airplanes), blimps, and skywriting. Public speaking and event organising can also be considered as forms of mass media. The digital media comprises both Internet and mobile mass communication. Internet media provides many mass media services, such as email, websites, blogs, and internet based radio and television. Many other mass media outlets have a presence on the web, by such things as having TV ads that link to a website, or distributing a QR Code in print or outdoor media to direct a mobile user to a website. In this way, they can utilise the easy accessibility that the Internet has, and the outreach that Internet affords, as information can easily be broadcast to many different regions of the world simultaneously and cost-efficiently.

"Mass media" is sometimes used as a synonym for "mainstream media", which is distinguished from alternative media by the content and point of view. Alternative media are also "mass media" outlets in the sense of using technology capable of reaching many people, even if the audience is often smaller than the mainstream. In common usage, the term "mass" denotes not that a given number of individuals receives the products, but rather that the products are available in principle to a plurality of recipients.

In cultural studies, media culture refers to the current western capitalist society that emerged and developed from the 20th century, under the influence of mass media. The term alludes to the overall impact and intellectual guidance exerted by the media (primarily TV,
but also the press, radio and cinema), not only on public opinion but also on tastes and values.

The alternative term mass culture conveys the idea that such culture emerges spontaneously from the masses themselves, like popular art did before the 20th century. The expression media culture, on the other hand, conveys the idea that such culture is the product of the mass media. Another alternative term for media culture is "image culture."

Media culture, with its declinations of advertising and public relations, is often considered as a system centered on the manipulation of the mass of society. Corporate media "are used primarily to represent and reproduce dominant ideologies." Prominent in the development of this perspective has been the word of Theodor Adorno since the 1940s. Media culture is associated with consumerism, and in this sense called alternatively "consumer culture."

Media culture, in its mass marketing, has been compared to the role of religions in the past. It has been considered as taking the place of the old traditional religions. The waves of enthusiasm and fervent exaltation for a given product, a characteristic consumerist phenomenon, has been equipared to the "ecstasies of the convulsions and miracles of the old religious fetishism".

Conversely, the Catholic Church, the dominant religion in the Western world, has been considered retrospectively as an antecedent and sophisticated form of Public relations, advertising and Multinational corporation, selling its product to a mass of worshipers/consumers.

Popular culture is the entirety of ideas, perspectives, attitudes, memes, images, and other phenomena that are within the mainstream of a given culture, especially Western culture of the early to mid 20th century and the emerging global mainstream of the late 20th and early 21st century. Heavily influenced by mass media, this collection of ideas permeates the everyday lives of the society.

Popular culture is often viewed as being trivial and "dumbed down" in order to find consensual acceptance throughout the mainstream. As a result, it comes under heavy criticism from various non-mainstream sources (most notably religious groups and countercultural groups), which deem it superficial, consumerist, sensationalist, and corrupted.

From the end of World War II, following major cultural and social changes brought by mass media innovations, the meaning of popular culture began to overlap with those of mass culture, media culture, image culture, consumer culture, and culture for mass consumption. Social and cultural changes in the United States were a pioneer in this with respect to other western countries.

The abbreviated form "pop" for popular, as in pop music, dates from the late 1950s. Although terms "pop" and "popular" are in some cases used interchangeably, and their meaning partially overlap, the term "pop" is narrower. Pop is specific of something
containing qualities of mass appeal, while "popular" refers to what has gained popularity, regardless of its style.

In popular culture
Owing to the pervasive and increasingly interconnected nature of popular culture, especially its intermingling of complementary distribution sources, some cultural anthropologists, literary, and cultural critics have identified a large amount of intertextuality in popular culture's portrayals of itself. One commentator has suggested this self-referentiality reflects the advancing encroachment of popular culture into every realm of collective experience. "Instead of referring to the real world, much media output devotes itself to referring to other images, other narratives; self-referentiality is all-embracing, although it is rarely taken account of." Furthermore, the commentary on the intertextuality and its self-referential nature has itself become the subject of self-referential and recursive commentary.

Many cultural critics have dismissed this as merely a symptom or side-effect of mass consumerism; however, alternate explanations and critique have also been offered. One critic asserts that it reflects a fundamental paradox: the increase in technological and cultural sophistication, combined with an increase in superficiality and dehumanization.

The long-running animated television series The Simpsons routinely alludes to mainstream media properties, as well as the commercial content of the show itself. In the episode "Bart vs. Thanksgiving", Bart complains about the crass commercialism of the Macy's Thanksgiving Day Parade while watching television. When he turns his head away from the television, the screen shows an oversized inflatable balloon of Bart Simpson floating past.

According to television studies scholars specializing in quality television, such as Kristin Thompson, self-referentiality in mainstream American television (especially comedy) reflects and exemplifies the type of progression characterized previously. Thompson argues shows such as The Simpsons use a "...flurry of cultural references, intentionally inconsistent characterization, and considerable self-reflexivity about television conventions and the status of the programme as a television show." Extreme examples approach a kind of thematic infinite regress wherein distinctions between art and life, commerce and critique, ridicule and homage become intractably blurred.
Print Media vs Electronic media

Print media typically includes newspapers, articles, journals etc. on the other hand, electronic media could be internet, television etc.

Print Media

- Choice of reading – Allows user to read anytime and can be carried anywhere.
- A much affordable form of media when compared to electronic.
- For an individual, it’s quite an easy proof for any sort of information – People specially living in rural areas can easily afford a newspaper as compared to TV’s etc.
- Relatively easier form of accessibility public for campaigns etc.

Electronic media

- A more advanced form of media.
- Introduces more revenues and job opportunities.
- Relatively a more innovative form of media. Thanks to motion pictures, animation etc.
- A variety of options available unlike print media. People can surf through different channels, site etc.
- Very appropriate for instant POLLS reviews of public.
- Works better for people with hearing and seeing disabilities.
- Can be reached faster and can be made LIVE.

The main intent of any media is to pass information to public. Be it electronic or print media, the public needs to be aware of the news. Most of the people in daily lives start with print media and gradually, as the day passes by, switch to electronic media.

Printed Media and Electronic Media in the Present

Production technologies for Printed Media enable high quality and economic production. Moreover, Printed media are particularly easy to use in many locations and almost every environment, without recourse to any special equipment. Nevertheless, the information content of print media is static/fixed and cannot be quickly changed interactively. In comparison, Electronic Media, which include the latest
developments in the internet and World Wide Web, allow the integration of audio and video, which is speech, music and animations, into the information document along with text, graphics, and image information. This gives the user many ways of interacting with the information: it is possible to make selections and add components – the content is dynamic. Special equipment, however, is required for using electronic information. The transfer of information via electronic media creates a varied array of interesting and useful applications. Therefore, with the following example, electronic media provide innovative alternatives to print media.

Printed Media and Electronic Media in the Future
Because of innovation and changes in technology, business and society, the demand for information via printed media and electronic media is clearly increasing world-wide. But, the ratio between the market shares of print media and electronic media is becoming more balanced. There is now a strong move towards electronic media, and long term predictions point to a 50:50 ratio between print media and electronic media.
However, it is appropriate to conclude with a few statements made in the past, which spoke against the spread of print:

- Around 1920: Radio will replace print
- Around 1950: TV will replace print
- Around 1980: The computer will replace print
- Around 1990: The Internet will replace print

As we know today, these predictions soon turned out to be glaringly incorrect. Each of these statements was based on a fascination with new technologies, which eventually led to speculative, one-sided predictions that new media would replace the old.