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# Media institutes and regional media



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COMMUNICATING WITH THE MASSES THROUGH MEDIA in the present world is important for providing timely and critical information. The need of information in the development sector, and how effective communication is essential to impart this, has to be understood. Regional media can play an important role in the dissemination of information, providing guidelines, recommendations, advocacy, education, conversation, fund-raising or even counseling. Sometimes sharing information is the most powerful strategy available. Communication is about providing information which should further be timely, relevant and effective. It is also about fostering the social awareness and about building a collective understanding thereby leading to social change.

Additionally, media has always been looked upon as the carrier of social change. The influence of media, as a means of communication, has been strong and growing day by day with the advent and progressive development of technology. Media surely has the power to influence and it can be of great help in setting of agenda and public opinion towards a particular issue or event.

## *Various facets of media*

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When we talk of media, we refer to all its forms—print, audio-visual and digital. The media has been undergoing metamorphosis driven by technology. With the advent of internet, several analysts predicted the death of the newspaper but the reality turned out to be different. The daily newspaper circulation is increasing world-wide.

The major newspapers have started publishing many more editions from various cities incorporating the local supplements thus enhancing the interactivity with the reader. Newspaper, as a medium of information, does help in reflecting and influencing public opinion. It is also a vehicle of expression, education and enlightenment.

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If the newspapers are doing well then the television is not far behind. It has also undergone transformation. A wide variety of various regional TV channels have sprung up and are competing for the attention of ever-growing number of television owning houses. Content on these channels is becoming more and more interactive, thanks to the internet and mobile phones. Live reporting of the news has become a norm.



*Regional media today is much more serious and informative. It can be defined as “recent information of common interest”. With literacy levels increasing rapidly over the past decade, and more and more people having disposable incomes, regional media’s reach and influence is expanding.*



**Television came in India in 1959 and, at present, it covers more than 85.5% of the population. The fact is that television has a powerful impact as everybody watches television and is taken as a source of family entertainment in most of the households.** The programmes that are provided by the local cable round the-clock range from sports to film-based programmes, talk shows to news and current affairs and programmes on demand. The use of television for educating the masses through its educational programmes in their local language can be of high advantage especially for children who can grasp information better through visual media than through the use of books.

### ***Understanding regional media***

Regional media today is much more serious and informative. With literacy levels increasing rapidly over the past decade, and more and more people having disposable incomes, regional media’s reach and influence is expanding.

We, Indians, are truly privileged people enjoying

all liberties including freedom of speech and expression guaranteed under the Constitution. The pleasure of being able to write or say what pleases you is indeed a rare privilege. There is every reason to hope and believe that our media is playing a glorious role in fulfilling our potential as a nation and promoting human happiness.

**There is no doubt that regional media has contributed a lot in fostering public dialogue on a variety of social and developmental issues.**

### ***Regional media institutes***

“A journalist, it is said, never retires. But he/she needs to pause occasionally for introspection in order to perform in a more meaningful manner in his profession of journalism.” And here is when media institutes come to act as a powerful force for fostering learning, bringing a positive change and empowering the students.

Media institutes help the students frame the words that raise brows, words that soothe, words that flinch and words that can bring positive transformation of society. These institutes also make their students learn, understand and appreciate the dynamics and



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social-moral responsibilities. The regional media institutions are focusing on the study of the structure, processes, aesthetics, functions, and effects of human communication and mass media. In media institutions, students can avail the opportunity and flexibility to gain knowledge and skills in a wide array of communication fields. In addition, the study of human communication and mass media involves a strong practical content.

Students who complete the Mass Communication course have many career options, especially in the broadly defined fields of journalism, radio, television, new media, advertising, strategic public relations, and integrated communications. Students of these regional media institutes are expected to learn how the various areas in mass communication field are structured and function, and to understand how the media are converging and what the consequences of that convergence are. Almost all the universities of Haryana, for example, are offering

diploma and master's degree courses in mass communication as a subject which further covers print, electronic, public relations and advertising.

The major universities of Haryana offering these courses are:

- Guru Jambheshwar University of Science and Technology, Hisar
- Kurukshetra University, Kurukshetra
- Maharishi Dayanand University, Rohtak
- Ch. Devi Lal University, Sirsa

**Communication is an art and needs to be dealt with care. The people who are using different mediums of communication should have the efficiency to understand and the intellect as to how the medium used will be effective. It is not only what one says that makes up for communication but how it is said.**

The education system of 21<sup>st</sup> century India has plethora of opportunities and various specialized courses in its basket. But one stream that stands tall, among all, is that of media education. Reason being the dynamism associated with the career. Media







institutes teach their students to develop an ability to put the facts to a large section of society instead of catering to just one group of people. They also provide the basic training that

information to be relayed can take different forms.

Mass Communication courses of the regional media institutes are working to develop and refine visual and written skills of their students; to make them think critically about the ways in which the mass media influences society; and to recognize and appreciate the need for a broad and diverse liberal arts education.

Freedom of the press is to be guarded as an inalienable right of people in a free society like India. It carries with it the freedom and the responsibility to discuss, question and challenge actions and utterances of our government thereby leading to a more progressive society. Truth should be the ultimate goal.

Thus it can be said that freedom and responsibility are two very strong but sensitive pillars of the media industry not only in the national perspective but also in the perspective of regional media since they go hand in hand.

### ***Suggestions and recommendations***

- In order to enrich the contents of regional media, the regional institutes should give reasonable exposure to sociology, literature, psychology, political science, ethics and value system.
- Regional media institutes must give rigorous training to improve the language of the students so that the language of regional media could be of satisfactory standard. For this, setting up of language lab is most vital and important.
- Regional media institutes must regularly bring out lab journals to give proper exposure and professionalism to their students so that they can be really useful for the regional media.
- Regional media institutes must take their students to prominent centers in different parts of the country for proper exposure. This will help them professionally adjust in the regional media.
- Regional media institutes must develop media-oriented personality among their students so that

they can excel in the media world. Proper communication, presentation and soft skills must be developed amongst the students.

- Community radio and community television must be established in the regional institutes so that students can develop their audio-visual communication skills.
- Regional media institutes must develop proper linkage with the regional media so that they can be useful to each other. Generally, most regional media institutes and regional media run parallel to each other and they do not prove to be mutually fruitful. This can and must change. The media persons working at regional media must frequently get theoretical exposure in regional media institutes and regional media institutes must get practical training from regional media.
- The media academicians who go for refresher courses in the academic staff college should be sent to media centers. This will be more fruitful.
- Regional media academicians should be sent to regional media centers on deputation for one or two years in equivalent position and then should come back to their parent organization without any promotional or financial loss. Similarly, media professionals should also be brought to media institutes on deputation for one or two years on equivalent position and then they should go back to their parent organization without any career or financial loss. This will again be more fruitful for media, media institutes, media professionals, media academicians, media researchers and media students.

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