



MASS MEDIA COURSE BOOK 2

Media Management and Entrepreneurship

Global Media: An Overview

Environment Communication

Editors

Dr. Ambrish Saxena

Dr. Susmita Bala

Mass Media Course Book-2

- **Media Management and Entrepreneurship**
- **Global Media: An Overview**
- **Environment Communication**

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**KANISHKA PUBLISHERS, DISTRIBUTORS
NEW DELHI 110002**

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Mass Media Course Book-2

First Published 2019

© Editors

ISBN : 978-81-8457-906-2

PRINTED IN INDIA

Published by Madan Sachdeva for Kanishka Publishers, Distributors,
4697/5-21A, Ansari Road, Daryaganj, New Delhi-110002, Typeset
by Sunshine Graphics, Delhi, and Printed at Rajdhani Printers, Delhi.

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Unit-1
MEDIA MANAGEMENT AND
ENTREPRENEURSHIP

1

**Understanding Management–
Objectives & Functions**

Ms. Manmeet Kaur

1.1. Concept of Management

Management is an art and science of getting work done through people. It is the process of giving direction and controlling the various activities of the people to achieve the objectives of an organization. A management scholar, Mary P. Follett characterized management as “the art of getting things done through the efforts of other people” (Graham, 1995). This definition implies both pursuing goals (getting things done) and utilizing resources (predominantly through people). However, this too is missing an element, that of the organizational context. An important consideration for understanding management is that the term organization simply refers to “a collection of people working together to achieve a common purpose” (Shermerhorn, 2013). This means an organization could be anything from your high school volleyball team to church or a corporation. Including the term “organization” in the definition leaves open the possibility that management can be practiced in each of these settings, and broadens our use of the term management. A comprehensive definition for management then, would be the pursuit of organizational goals through the use of organizational resources (Bateman & Snell, 2013).

Classifying Management on Accountability & Responsibility

Ms. Sanchita Chakraborty and Ms. Manmeet Kaur

2.1 Characteristics of Management

Management is the attainment of organizational goals in an effective and efficient manner through planning, organizing, staffing, directing and controlling organizational resources. Organizational resources include men (human beings), money, machines and materials. Following points characterised management in a simplified manner.

- Management is a distinct process.
- Management is an organized activity
- Management aims at the accomplishment of predetermined objectives.
- Management is both a science and an art.
- Management is a group activity
- Management principles are universal in nature
- Management integrates human and other resources.

Effective media management organization can be achieved to establish long-term and short-term organizational goals. These goals

Leadership–Importance, Needs & Types

Ms. Manmeet Kaur and Ms. Yamini Khullar

“LEADERSHIP IS THE QUALITY OF AN INDIVIDUAL WHO GUIDES THE PEOPLE TO WORK WILLINGLY UPTO THEIR FULLEST CAPACITY”.

Introduction

Today’s world is one that is constantly evolving. No sector is unaffected, including the media and entertainment industries. Since leading entails managing change, the concept of leadership is becoming more and more important in organisations. The emergence of citizen journalism, technological advancements, and increased competition have compelled media and entertainment organisations to search out skilled and qualified leaders who are able to lead in challenging and constantly shifting environments.

3.1 Leadership as Concept

- Leadership is defined in the form of the qualities of a particular individual. With the help of these qualities he guides the people and makes them capable of working up to their fullest capacity. A successful leader gives the necessary encouragement to his subordinates in their work performance rather than pushing them in doing it.

Understanding Media Organisation- Structure and Importance

Ms. Deepika Dhawan and Ms. Ritika Bora

Introduction

Media is the plural of the medium and Mass means a large number. Thus by mass media, what is meant is the main means of communication at a large number i.e. All those means which are used to communicate with people on the vast level or at a great number as newspapers, magazines, radio, TV etc.

Though communication has always being an important need of life, it assumed the status of the most essential and one of the basics of life. In the later half of the 20th century, As a result, a number of different and diverse form of media emerged and institution imparting their knowledge throughout the country and the world has increase in this battle of survival of cut throat competition.

One of the greatest appreciations is given to the electronic media which is the capital of communicating the people live in spontaneous coverage of news in event occurring throughout the country from laymen to the top level of official of government, semi-government & private sector administration.

Ownership Patterns of Media Organisation

Dr. Ambrish Saxena and Ms. Yamini Khullar

Introduction

Democracy is defined as government of the people, for the people and by the people, where public opinion is an important aspect. Media came into existence in 1780 with The Bengal Gazette and since then it has matured leaps and bounds. It has been playing a very important role in shaping human minds and plays a crucial role in shaping a healthy democracy. Serving as backbone of democracy it makes public aware of various social, political and economic activities around the world.

The media also exposes loopholes in the democratic system, which ultimately helps government in filling the vacuums of loopholes and making a system more accountable, responsive and citizen-friendly.

In a democratic set up government is accountable to public and can be changed if people know about the functioning of government. Here media plays an important role of informing public. In other words, media is like a mirror, which shows us or strives to show us the bare truth and harsh realities of life. Thus, providing public an option to choose and decide. It may be right in case of

FDI–Meaning and Concept in Indian Media and Entertainment Industry

Ms. Sanchita Chakraborty and Ms. Manmeet Kaur

6.1 Foreign Direct Investment FDI Concept

Foreign direct investment (FDI) is an investment made by a company or an individual in one country into business interests located in another country. FDI is an important driver of economic growth. Any investment from an individual or firm that is located in a foreign country into a country is called Foreign Direct Investment.

- Generally, FDI is when a foreign entity acquires ownership or controlling stake in the shares of a company in one country, or establishes businesses there.
- It is different from foreign portfolio investment where the foreign entity merely buys equity shares of a company.
- In FDI, the foreign entity has a say in the day-to-day operations of the company.
- FDI is not just the inflow of money, but also the inflow of technology, knowledge, skills and expertise/know-how.

Media Management Establishment

Mr. Atul Arora and Ms. Ritika Bora

Introduction

Media management refers to management of media organizations. So it constitutes two different terms—management and media organizations. For proper understanding of the concept, we must have a reasonable understanding of both the concepts ‘management’ and ‘media organization’.

Management Organization: A group of people working in concert to fulfil some commonly agreed goals. The people working in an organization do two types of work—operative work and administrative work. The people who do more administrative work see that others are working towards the common goal of the organization. They get the work done by the efforts of others. They are called the managers.

Management: The process through which they get the work done is known as management. Thus management as a process is ‘the art of getting the work done’. Management gets the work done through a number of functions:

Human Resource Management: Roles and Responsibility

Ms. Sanchita Chakraborty and Ms. Yamini Khullar

Introduction

Human Resource Management commonly known as HRM is the practise of recruiting, hiring, assigning, and managing personnel is known as human resource management (HRM). Human resources (HR) is a general term for HRM. The HR department of a business or organisation is often in charge of developing, implementing, and monitoring the organization's policies regarding employees and its interaction with them. The phrase "human resources" was initially used to refer to all of the employees of an organisation in the early 1900s, and it became more popular in the 1960s.

HRM is frequently used for staffing tasks. According to Koontz, the staffing function fills a position in the organisational structure by determining the workforce requirements, adjusting the workforce already on hand, and hiring, selecting, placing, promoting, appraising, compensating, and training the necessary individuals.

8.1 Importance of Human Resource Management

The purpose of HRM procedures is to manage the workforce so that the organisation can fulfil its objective and uphold its culture.

Revenue Generation by Media Organisation & Startups

Ms. Deepika Dhawan and Ms. Ritika Bora

Introduction

Entrepreneurs spend months in designing and planning how their business model will work and create value in the market. While the operational blueprint is important for the business, a blueprint of the revenue model is equally important as it decides the feasibility and long-term projections of the business by stating its money-making process.

9.1 Understanding Revenue Model

A revenue model is a conceptual structure that states and explains the revenue earning strategy of the business. It includes the product and/or service of value, the revenue generation techniques, the revenue sources, and the target consumer of the product offered.

Revenue can be generated from a myriad of sources, can be in the form of commission, markup, arbitrage, rent, bids, etc. and can include recurring payments or just a one-time payment. A revenue model includes every aspect of the revenue generation strategy of the business.

Correlation of Revenue & Cost Management

Ms. Manmeet Kaur and Ms. Piyusha Sharma

Introduction

Cost, revenue and profit are the three most important factors in determining the success of your business. A business can have high revenue, but if the costs are higher, it will show no profit and is destined to go out of business when available capital runs out. Managing costs and revenue to maximize profit is key for any entrepreneur.

In order to understand the relationship between Revenue and Cost management we need to know some of the key concepts mentioned below.

Revenue

Revenue is the same as total income for a business and measures all money taken in through sales of goods and services.

Cost

Cost measures the total expenditures made by the business to run the operation: both the “direct” costs involved in creating the goods or services, as well as the “indirect” costs that stem from running a business, such as rent, salaries and legal or professional fees.

Unit-2
GLOBAL MEDIA: AN OVERVIEW

11

**Struggle for Power & Information
World after World War II**

Dr. Ambrish Saxena and Dr. Iram Rizvi

World After World War II

War impacted technology and changed societal values, which is why it is relevant to study so that we don't make the same mistakes again. World War II was colossal, encompassing practically every corner of the Earth and every type of warfare, including urban combat, guerilla campaigns, information warfare, air-sea battles, and conventional campaigns. The Cold War began after the Second World War. The main enemies were the USA (United States Organisation) and the USSR (Union of Soviet Socialist Republics). The Cold War got its name because both sides were afraid of fighting each other directly. After the First World War, the US was named the strongest power in the world, and even after the Second World War, its power had grown stronger with other countries and finally started dominating the world. This was both on the grounds of economy and military strength after acquiring nuclear weapons and atom bombs. The US declared itself a powerful country. Later on, when the USSR came into power, the war started and entered the Cold War. As a result, the world was divided into blocs.

News Agencies

Mr. Sachin Nair and Dr. Iram Rizvi

Introduction

A news agency, also referred to as a press agency, press association, wire service, or news service, is an organisation that collects, writes, and disseminates news stories from various locations across a country or around the world to newspapers, magazines, radio and television broadcasters, government agencies, and other clients. The agency does not typically publish news stories directly to the public, but instead, it provides news content to its subscribers, who share costs to access services they may not be able to afford otherwise. The majority of mass media outlets rely heavily on news agencies for the majority of their news coverage, including those with extensive in-house news gathering resources.

Origin of News Agencies

Charles Louis Havas is a pioneer in the business and it was he who called it agency or (Agence), started Agence Havas in 1835. Before the invention of News agencies, the main source of foreign news to newspapers were newspapers from foreign countries. After the electromagnetic telegraph was introduced in France, Havas installed these machines. In 1940 after the State took over the Agence Havas, it was renamed as Office Francais d' Information (OFI)

Trans-News Agencies in Globalization

Ms. Timan Borah and Dr. Iram Rizvi

Transnational News Agencies

Transnational news agencies are news organizations that operate on a global scale and are responsible for accumulating and distributing news to various media outlets worldwide. These news agencies are among the most influential and respected sources of news in the world, and they play a critical role in shaping public opinion and informing the public about current events. Despite the rise of social media and digital news platforms, transnational news agencies remain a vital source of news for millions of people around the world.

The major transnational news agencies continue to be ‘the big four’:

1. Reuters of Britain,
2. AP (Associated Press) of the United States of America
3. AFP (Agence France Press).
4. UPI (United Press International) of the United States.

Despite the plethora of news printed and broadcast throughout the world each day comes from only a few major agencies. These

Media Imperialism

Mr. Pramod Kumar Pandey and Dr. Sumedha Dhasmana

14.1 The Concept of Media Imperialism

Media imperialism refers to the concept that media from dominant countries or cultures have a powerful and pervasive influence on media content, production, distribution, and consumption in less dominant countries or cultures. This influence is often seen as detrimental to the local cultures and values of these countries, as it can lead to the homogenization and commodification of media content.

The idea of media imperialism emerged in the 1960s and 1970s as a response to the growing dominance of Western media in the world. Critics argued that Western media companies, driven by profit motives and political agendas, were exporting their values and ideologies to other countries, often at the expense of local cultures and identities.

Some of the ways in which media imperialism is said to manifest include:

- **Concentration of ownership:** A few large media conglomerates in dominant countries control a significant portion of the world's media, which can limit diversity and local perspectives.

International Multimedia Giants

Ms. Yashasvika Yadav and Dr. Sumedha Dhasmana

Introduction

15.1 Media Conglomerates

Media conglomerates are the international media firms that operate businesses all over the world. These conglomerates enter into home markets through the privatization, deregulation policies and try to get maximum ownership in different modes of media through the joint ventures, mergers, acquisitions, etc.

Ownership—ownership means the maximum investment and control over a specific channel that led to control all decision related to that channel that mostly includes content and programming. Some of the International Multimedia Giants: Newscorp, Disney, Aoltime Warner, Viacom, Star Network.

15.1.1 News Corporation: Rupert Murdoch news corporation goal is to own every form of programming related to sports beat films & children shows using satellite or TV stations in U.S. He always wanted to rule the world and some where he is doing so after, establishing news corporation, he entered in British market in 1960's & by 1980's he started dominating the U.S. market. News corporation is always is an intensive competition with most

Global Television & Cultural Imperialism

Mr. Sachin Nair and Dr. Iram Rizvi

Introduction

Experiments in TV broadcasting were initiated during 1920 in the United States and Europe. However, with the invention of the iconoscope. The electric television tube, the electronic camera and TV home receivers arrived in rapid succession during the next few years and by the 1930s the National Broadcasting Corporation (NBC) set up a TV station in New York and BBC a TV station in London, offering regular telecast programmes. Nazi Germany widely used TV as an instrument of Political Propaganda. By late 1940s and early 1950s TV became a feature of life in most developed countries. In third world countries TV was introduced as a means of education but soon was subject to commercialization due to globalisation of the content. TV is a major source of providing visual coverage to international affairs, news and important factors of information flow. Visual Coverage means international reporting often involving the use of images and videos to provide a vivid representation of events. These visuals help to communicate the message of the story in a way that words alone cannot.

An Overview of Indian Media

Dr. Ambrish Saxena and Ms. Saima Pervez

Introduction

India has a diverse and dynamic media landscape, consisting of print, broadcast, and digital media. The Indian media sector is a significant contributor to the country's economy, and it plays a crucial role in shaping public opinion and promoting democratic values. In this book chapter, we will provide an overview of Indian media, including its history, current state, and challenges. Indian Media consist of several different types of communications: television, radio, cinema, newspapers, magazines, and Internet-based Websites/portals. Indian media was active since the late 18th century with print media started in 1780, radio broadcasting initiated in 1927, and the screening of Auguste and Louis Lumière moving pictures in Bombay initiated during the July of 1895. It is among the oldest and largest media of the world. Media in India has been free and independent throughout most of its history, even before establishment of Indian empire by Ashoka the Great on the foundation of righteousness, openness, morality and spirituality. The period of emergency (1975-1977), declared by Prime Minister Indira Gandhi, was the brief period when India's media was faced with potential government retribution.

Regional Language News Agencies

Ms. Yashasvika Yadav and Dr. Sumedha Dhasmana

Introduction

18.1 Defining News Agency

News agency is an organization that gathers news reports and sells them to its subscribers such as newspapers, magazines, radio, television broadcasters, news portals and government agencies. News agencies are also known as Wire Service, News Wire and News Service. News agencies work very fast. Speed & accuracy is the key to success in the field of news agencies. News Agencies have worldwide network. For instance, while reading your daily newspapers, you must have repeatedly come across words like UNI, PTI, VARTA, BHASHA, AP, Reuter, and so on.

News agency is different from other news organizations. Firstly, the News agency does not publish any newspaper or broadcast any news of its own. Whatever reporters write/report is transmitted to the newspapers and radion and television stations. Its subscribers will use the news items or use the report prepared by its won reporter, sometimes quoting some paragraphs. Every news agency report has to be attributed to a source.

Media Conglomerates

Ms. Tinam Borah and Ms. Shefalli Chhibber

19.1 Introduction

Media conglomeration, or the phenomenon of a vast amount of cultural (media) production being controlled by a relatively small number of corporations, has generated heated debates among communication scholars, policymakers, and industry practitioners. In these debates, the concept of media conglomeration primarily refers to ownership structures within media and communications industries, as well as to the nature and organization of this type of cultural production. The phenomenon of media conglomeration, though, touches upon a much broader set of interrelated issues – ranging from questions on diversity, competition, and control in a tightly oligopolistic market, to concerns over the wider societal implications of a situation where huge conglomerates dominate the global communications system.

A media conglomerate, or a company that owns numerous companies involved in mass media enterprises, is something that not many people even know of, but it is crucial in understanding where your news is coming from. These enterprises consist of television, radio, publishing, motion pictures, theme parks and the internet.

Global Satellite System

Mr. Pramod Kumar Pandey and Ms. Shefalli Chhibber

20.1 Introduction

Satellite television is a service that delivers television programming to viewers by relaying it from a communications satellite orbiting the Earth directly to the viewer's location. The signals are received via an outdoor parabolic antenna commonly referred to as a satellite dish and a low-noise block down converter. A satellite receiver then decodes the desired television programme for viewing on a television set. Receivers can be external set-top boxes, or a built-in television tuner. Satellite television provides a wide range of channels and services. It is usually the only television available in many remote geographic areas without terrestrial television or cable television service.

Satellite television, like other communications relayed by satellite, starts with a transmitting antenna located at an uplink facility. Uplink facilities transmit the signal to the satellite over a narrow beam of microwaves, typically in the C-band frequency range due to its resistance to rain fade. Uplink satellite dishes are very large, often as much as 9 to 12 metres (30 to 40 feet) in diameter to achieve accurate aiming and increased signal strength at the satellite, to improve reliability. The uplink dish is pointed toward a specific satellite and the uplinked signals are transmitted

Unit-3
ENVIRONMENT COMMUNICATION

21

**Introduction to
Environmental Studies**

Mr. Mohit Kishore Vatsa and Ms. Garima Jain

Introduction

The word 'Environment' is derived from the French word 'Environner' which means to encircle, around or compass. The biologist Jacob Van Uerka (1864-1944) introduced the term 'terrain' in Ecology. Ecology is the study of the relations between an organism of some kind and its terrain. As given by Environment Protection Act 1986, Environment is the sum aggregate of land, water, air, non intercourses among themselves and also with the mortal beings and other living organisms. Environmental Science is the interdisciplinary field and requires the study of the relations among the physical, chemical and natural factors of the Environment with a focus on environmental pollution and declination. Environment studies is a multidisciplinary subject where different aspects are dealt with in a holistic approach.

21.1 Definitions of Environment

Some important definitions of environment are as under:

Ecosystems

Mr. Pramod Kumar Pandey and Ms. Paranjaya Mehra

22.1 Definition

An ecosystem is defined as a community of lifeforms in concurrence with non-living components, interacting with each other. In simpler terms, An ecosystem is a structural and functional unit of ecology where the living organisms interact with each other and the surrounding environment. In other words, an ecosystem is a chain of interactions between organisms and their environment. The term “Ecosystem” was first coined by A.G. Tansley, an English botanist, in 1935.

The structure of an ecosystem is characterised by the organisation of both biotic and abiotic components. This includes the distribution of energy in our environment. It also includes the climatic conditions prevailing in that particular environment.

The structure can be split into two main components, namely:

- Biotic Components
- Abiotic Components

The biotic and abiotic components are interrelated in an ecosystem. It is an open system where the energy and components can flow throughout the boundaries.

Biodiversity: Definition and Concept

Mr. Mohit Kishore Vatsa and Ms. Paranjaya Mehra

23.1 Introduction

Biodiversity describes the richness and variety of life on earth. It is the most complex and important feature of our planet. Life would not sustain without biodiversity. The term biodiversity was coined in 1985. It is important in natural as well as artificial ecosystems. It deals with nature's variety, the biosphere. It refers to variabilities among plants, animals and microorganism species.

Biodiversity includes the number of different organisms and their relative frequencies in an ecosystem. It also reflects the organization of organisms at different levels and holds ecological and economic significance. It provides us with nourishment, housing, fuel, clothing and several other resources. It also extracts monetary benefits through tourism.

23.2 Types of Biodiversity

The types of biodiversity are as follows -

- a. **Species Diversity**—It refers to the variety of different types of species found in a particular area. It is the biodiversity at

Conservation of Biodiversity

Mohd. Kamil and Ms. Saima Pervez

Introduction

Biodiversity or biological diversity is the occurrence of different types of ecosystems, different species of organisms and their variants like biotypes, ecotypes and genes adapted to different climates and environments of different regions including their interactions and processes. This term was coined by Edward Wilson. The vast array of species of microorganisms, algae, fungi, plants and animals occurring on the earth either in the terrestrial or aquatic habitats and the ecological complexes of which they are a part comprises biodiversity. Diversity ranges from macromolecules to biomes.

24.1 Biological Components

The important diversity at the levels of biological organization is:

1. **Genetic Diversity**—a single species might show high diversity at the genetic level over its distributional range. *Rauwolfia vomitoria* shows genetic variation in terms of concentration and potency of chemical reserpine India has more than 50,000 genetically different strains of rice and 1000 varieties of mango.

Environment Disaster– Pollution

Mr. Mohit Kishore Vatsa and Ms. Saima Parvez

Introduction

Developmental conditioning similar to construction, transportation and manufacturing not only deplete the natural resources but also produce large quantities of wastes that lead to pollution of air, water, soil, and abysses; global warming and acid rains. Undressed or inaptly treated waste is a major cause of pollution of gutters and environmental declination causing ill health and loss of crop productivity. In this assignment you'll study about the major causes of pollution, their goods on our terrain and the colorful measures that can be taken to control similar profanations.

25.1 Pollution and Pollutant

The word "pollution" comes from the Latin verb "polluere," which means to "contaminate" any aspect of the environment. Pollution is the result of unfavourable changes in our environment that have a negative impact on humans, animals, and plants. Only when short-term economic gains are obtained at the expense of long-term ecological advantages for humanity does this happen. According

Disaster Management

Mr. Pramod Kumar Pandey and Ms. Piyusha Sharma

Introduction

The Indian subcontinent is very vulnerable to disasters such as floods, droughts, landslides, cyclones, earthquakes, avalanches and forest fires. Among the 36 states and Union territories in the country, 22 are prone to disasters. Among all the disasters that occur in the country, floods are the most frequently occurring natural disasters, due to the irregularities of the Indian monsoon. About 75 percent of the annual rainfall in India is concentrated in three to four months of the monsoon season. As a result there is a very heavy discharge from the rivers during this period causing widespread floods. Approximately 40 million hectares of land in the country has been identified as being prone to floods. Major floods are mainly caused in the Ganga-Brahmaputra-Meghna basin which carries 60 percent of the total river flow of our country. India has a long coastline of 5700 kms, which is exposed to tropical cyclones arising in the Bay of Bengal and the Arabian sea. The Indian Ocean is one of the six major cyclone prone regions of the world. People mistakenly consider hazards and disasters as one. However, both of these phenomenon are different, let us understand this in detail.

Environment & Human Welfare

Dr. Susmita Bala and Mr. Madhav Sharma

Introduction

The Environment and Human Communities Demography is the study of the human population in terms of several factors such as composition, size, and distribution. Demographic research offers critical data for the development of future social policy in areas such as health, education, employment, housing, and environmental protection.

The total number of people living in a specific place at any one moment is referred to as the human population. In terms of population, India is second only to China. The rapid growth in human population over the last few decades has resulted in a population explosion. Population growth is depleting resources and degrading the environment.

Land, water, fossil fuels, minerals, and other resources are finite, and they are being depleted due to over-exploitation. Renewable resources such as forests and grasslands are under severe stress. While industrial and economic growth improve our quality of life, they also add toxic pollutants to the air, water, and soil. As a result, the ecological life-support systems are under threat.

Global Issues: Industrialization & Consumerism

Mr. Pramod Kumar Pandey and Ms. Garima Jain

Introduction

Industrialization and consumerism have been major global issues for several decades now. Industrialization has brought about immense progress in various fields such as agriculture, manufacturing, transportation, and energy. It has led to the growth of cities, the expansion of economies, and the improvement of living standards. On the other hand, industrialization has also caused significant environmental damage, leading to the depletion of natural resources and the degradation of ecosystems. The rise of consumerism has further compounded these issues, as people around the world are consuming more goods and services than ever before, leading to greater resource extraction and waste generation.

28.1 What is Consumerism?

Consumerism is the idea that increasing the consumption of goods and services purchased in the market is always a desirable goal, and that a person's well-being and happiness depend fundamentally on obtaining consumer goods and material possessions.

Climate Change

Dr. Susmita Bala and Ms. Garima Jain

Introduction

Climate change is a global phenomenon that refers to the long-term alteration of the Earth's climate, primarily caused by human activities. The current changes are occurring at an unprecedented rate and magnitude, primarily due to human-induced greenhouse gas emissions. The Earth's climate has been changing naturally for millions of years, but the current changes are being driven by human activities such as burning fossil fuels, deforestation, and industrial processes. The increase in greenhouse gases, including carbon dioxide, methane, and nitrous oxide, trap heat in the Earth's atmosphere and prevent it from escaping into space. As the concentration of greenhouse gases in the atmosphere increases due to human activities, the Earth's average temperature rises, leading to changes in weather patterns, sea levels, and ecosystems.

29.1 Causes for Climate Change

Climate change is caused by a combination of natural and human factors. The Earth's climate has always been changing due to natural factors such as volcanic eruptions, changes in solar radiation, and variations in the Earth's orbit and tilt. However, the current changes in climate are primarily caused by human activities that release

Environment and Social Change

Mr. Pramod Kumar Pandey and Mr. Madhav Sharma

Development for the Long-Term Humans interact with both the social and natural worlds. For the continuous improvement of lifestyle and living standards, both economic progress and a stable environment are essential. However, until now, development has been human-cantered and limited to wealthy nations. Development was attained by destroying the environment and over-exploiting non-renewable natural resources. This generated environmental instability and exceeded the environmental damage threshold. Sustainable development is described as "meeting the needs of the present without compromising future generations' ability to meet their own needs."

It is the efficient use of resources for economic growth while protecting the environment and ecosystems so that not only present demands are met but also those of future generations. Sustainable development is also linked to the growth and carrying capacity of the environment and ecosystems.

Causes for Unsustainable Development

- Some people argue that developing countries responsible for the degradation. Others hold Developing Countries are responsible for them.

Media, Environment and Human Values

Ms. Tinam Borah and Mr. Madhav Sharma

Introduction

The environment is a basic requirement for all living creatures since it is the source of all their needs. The existence of life on Earth would be impossible unless the environment is preserved. That is why environmental concerns have taken on global significance. Everyone must contribute to the improvement of the environment. Sustainability and environmental consciousness have acquired public prominence in recent decades. Our society is becoming more conscious of the consequences of our activities on the health of the environment as media coverage grows. In this aspect, the media plays a significant influence in shaping individuals. Environmental challenges are being addressed, and steps are being taken to safeguard the environment. Global media outlets reach almost 1.5 billion individuals worldwide. This evidence leads to the conclusion that the majority of people learn about the environment through the media.

The present global environment problems that the globe is confronting include global warming, ozone depletion, and climate change. What do individuals from many cultures think about these?

Regional Language News Agencies

Ms. Yashasvika Yadav and Dr. Sumedha Dhasmana

Introduction

18.1 Defining News Agency

News agency is an organization that gathers news reports and sells them to its subscribers such as newspapers, magazines, radio, television broadcasters, news portals and government agencies. News agencies are also known as Wire Service, News Wire and News Service. News agencies work very fast. Speed & accuracy is the key to success in the field of news agencies. News Agencies have worldwide network. For instance, while reading your daily newspapers, you must have repeatedly come across words like UNI, PTI, VARTA, BHASHA, AP, Reuter, and so on.

News agency is different from other news organizations. Firstly, the News agency does not publish any newspaper or broadcast any news of its own. Whatever reporters write/report is transmitted to the newspapers and radion and television stations. Its subscribers will use the news items or use the report prepared by its won reporter, sometimes quoting some paragraphs. Every news agency report has to be attributed to a source.

Media Conglomerates

Ms. Tinam Borah and Ms. Shefalli Chhibber

19.1 Introduction

Media conglomeration, or the phenomenon of a vast amount of cultural (media) production being controlled by a relatively small number of corporations, has generated heated debates among communication scholars, policymakers, and industry practitioners. In these debates, the concept of media conglomeration primarily refers to ownership structures within media and communications industries, as well as to the nature and organization of this type of cultural production. The phenomenon of media conglomeration, though, touches upon a much broader set of interrelated issues – ranging from questions on diversity, competition, and control in a tightly oligopolistic market, to concerns over the wider societal implications of a situation where huge conglomerates dominate the global communications system.

A media conglomerate, or a company that owns numerous companies involved in mass media enterprises, is something that not many people even know of, but it is crucial in understanding where your news is coming from. These enterprises consist of television, radio, publishing, motion pictures, theme parks and the internet.

Global Satellite System

Mr. Pramod Kumar Pandey and Ms. Shefalli Chhibber

20.1 Introduction

Satellite television is a service that delivers television programming to viewers by relaying it from a communications satellite orbiting the Earth directly to the viewer's location. The signals are received via an outdoor parabolic antenna commonly referred to as a satellite dish and a low-noise block down converter. A satellite receiver then decodes the desired television programme for viewing on a television set. Receivers can be external set-top boxes, or a built-in television tuner. Satellite television provides a wide range of channels and services. It is usually the only television available in many remote geographic areas without terrestrial television or cable television service.

Satellite television, like other communications relayed by satellite, starts with a transmitting antenna located at an uplink facility. Uplink facilities transmit the signal to the satellite over a narrow beam of microwaves, typically in the C-band frequency range due to its resistance to rain fade. Uplink satellite dishes are very large, often as much as 9 to 12 metres (30 to 40 feet) in diameter to achieve accurate aiming and increased signal strength at the satellite, to improve reliability. The uplink dish is pointed toward a specific satellite and the uplinked signals are transmitted

Unit-3

ENVIRONMENT COMMUNICATION

21

Introduction to Environmental Studies

Mr. Mohit Kishore Vatsa and Ms. Garima Jain

Introduction

The word 'Environment' is derived from the French word 'Environner' which means to encircle, around or compass. The biologist Jacob Van Uerka (1864-1944) introduced the term 'terrain' in Ecology. Ecology is the study of the relations between an organism of some kind and its terrain. As given by Environment Protection Act 1986, Environment is the sum aggregate of land, water, air, non intercourses among themselves and also with the mortal beings and other living organisms. Environmental Science is the interdisciplinary field and requires the study of the relations among the physical, chemical and natural factors of the Environment with a focus on environmental pollution and declination. Environment studies is a multidisciplinary subject where different aspects are dealt with in a holistic approach.

21.1 Definitions of Environment

Some important definitions of environment are as under:

Ecosystems

Mr. Pramod Kumar Pandey and Ms. Paranjaya Mehra

22.1 Definition

An ecosystem is defined as a community of lifeforms in concurrence with non-living components, interacting with each other. In simpler terms, An ecosystem is a structural and functional unit of ecology where the living organisms interact with each other and the surrounding environment. In other words, an ecosystem is a chain of interactions between organisms and their environment. The term "Ecosystem" was first coined by A.G. Tansley, an English botanist, in 1935.

The structure of an ecosystem is characterised by the organisation of both biotic and abiotic components. This includes the distribution of energy in our environment. It also includes the climatic conditions prevailing in that particular environment.

The structure can be split into two main components, namely:

- Biotic Components
- Abiotic Components

The biotic and abiotic components are interrelated in an ecosystem. It is an open system where the energy and components can flow throughout the boundaries.

Biodiversity: Definition and Concept

Mr. Mohit Kishore Vatsa and Ms. Paranjaya Mehra

23.1 Introduction

Biodiversity describes the richness and variety of life on earth. It is the most complex and important feature of our planet. Life would not sustain without biodiversity. The term biodiversity was coined in 1985. It is important in natural as well as artificial ecosystems. It deals with nature's variety, the biosphere. It refers to variabilities among plants, animals and microorganism species.

Biodiversity includes the number of different organisms and their relative frequencies in an ecosystem. It also reflects the organization of organisms at different levels and holds ecological and economic significance. It provides us with nourishment, housing, fuel, clothing and several other resources. It also extracts monetary benefits through tourism.

23.2 Types of Biodiversity

The types of biodiversity are as follows -

- a. **Species Diversity**—It refers to the variety of different types of species found in a particular area. It is the biodiversity at

Conservation of Biodiversity

Mohd. Kamil and Ms. Saima Pervez

Introduction

Biodiversity or biological diversity is the occurrence of different types of ecosystems, different species of organisms and their variants like biotypes, ecotypes and genes adapted to different climates and environments of different regions including their interactions and processes. This term was coined by Edward Wilson. The vast array of species of microorganisms, algae, fungi, plants and animals occurring on the earth either in the terrestrial or aquatic habitats and the ecological complexes of which they are a part comprises biodiversity. Diversity ranges from macromolecules to biomes.

24.1 Biological Components

The important diversity at the levels of biological organization is:

1. **Genetic Diversity**—a single species might show high diversity at the genetic level over its distributional range. *Rauwolfia vomitoria* shows genetic variation in terms of concentration and potency of chemical reserpine India has more than 50,000 genetically different strains of rice and 1000 varieties of mango.

Environment Disaster– Pollution

Mr. Mohit Kishore Vatsa and Ms. Saima Parvez

Introduction

Developmental conditioning similar to construction, transportation and manufacturing not only deplete the natural resources but also produce large quantities of wastes that lead to pollution of air, water, soil, and abysses; global warming and acid rains. Undressed or inaptly treated waste is a major cause of pollution of gutters and environmental declination causing ill health and loss of crop productivity. In this assignment you'll study about the major causes of pollution, their goods on our terrain and the colorful measures that can be taken to control similar profanations.

25.1 Pollution and Pollutant

The word "pollution" comes from the Latin verb "polluere," which means to "contaminate" any aspect of the environment. Pollution is the result of unfavourable changes in our environment that have a negative impact on humans, animals, and plants. Only when short-term economic gains are obtained at the expense of long-term ecological advantages for humanity does this happen. According

Disaster Management

Mr. Pramod Kumar Pandey and Ms. Piyusha Sharma

Introduction

The Indian subcontinent is very vulnerable to disasters such as floods, droughts, landslides, cyclones, earthquakes, avalanches and forest fires. Among the 36 states and Union territories in the country, 22 are prone to disasters. Among all the disasters that occur in the country, floods are the most frequently occurring natural disasters, due to the irregularities of the Indian monsoon. About 75 percent of the annual rainfall in India is concentrated in three to four months of the monsoon season. As a result there is a very heavy discharge from the rivers during this period causing widespread floods. Approximately 40 million hectares of land in the country has been identified as being prone to floods. Major floods are mainly caused in the Ganga-Brahmaputra-Meghna basin which carries 60 percent of the total river flow of our country. India has a long coastline of 5700 kms, which is exposed to tropical cyclones arising in the Bay of Bengal and the Arabian sea. The Indian Ocean is one of the six major cyclone prone regions of the world. People mistakenly consider hazards and disasters as one. However, both of these phenomenon are different, let us understand this in detail.

Environment & Human Welfare

Dr. Susmita Bala and Mr. Madhav Sharma

Introduction

The Environment and Human Communities Demography is the study of the human population in terms of several factors such as composition, size, and distribution. Demographic research offers critical data for the development of future social policy in areas such as health, education, employment, housing, and environmental protection.

The total number of people living in a specific place at any one moment is referred to as the human population. In terms of population, India is second only to China. The rapid growth in human population over the last few decades has resulted in a population explosion. Population growth is depleting resources and degrading the environment.

Land, water, fossil fuels, minerals, and other resources are finite, and they are being depleted due to over-exploitation. Renewable resources such as forests and grasslands are under severe stress. While industrial and economic growth improve our quality of life, they also add toxic pollutants to the air, water, and soil. As a result, the ecological life-support systems are under threat.

Global Issues: Industrialization & Consumerism

Mr. Pramod Kumar Pandey and Ms. Garima Jain

Introduction

Industrialization and consumerism have been major global issues for several decades now. Industrialization has brought about immense progress in various fields such as agriculture, manufacturing, transportation, and energy. It has led to the growth of cities, the expansion of economies, and the improvement of living standards. On the other hand, industrialization has also caused significant environmental damage, leading to the depletion of natural resources and the degradation of ecosystems. The rise of consumerism has further compounded these issues, as people around the world are consuming more goods and services than ever before, leading to greater resource extraction and waste generation.

28.1 What is Consumerism?

Consumerism is the idea that increasing the consumption of goods and services purchased in the market is always a desirable goal, and that a person's well-being and happiness depend fundamentally on obtaining consumer goods and material possessions.

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₹ 800



KANISHKA PUBLISHERS

KANISHKA PUBLISHERS, DISTRIBUTORS

4087/5-21A, ANSARI ROAD, DARYA GANJ, NEW DELHI-110002

PHONES: 011-23270407, 9054206791

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ISBN 978 81 8457 900 2

