

**CLASS- B.A.LL.B IIIrd SEMESTER**  
**SUBJECT- MEDIA LAW**  
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**CONCEPT OF MEDIA**

*“The media is the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that’s power. Because they control the minds of the masses”*

**Malcolm X**

Communication is the very essential part of human life. In our daily life we communicate with many people, some time we can directly talk to people but some time we want some medium for communication.

Media, the plural of medium, which means communication. Communication about news, music, movies, education, promotional messages and other data through includes physical and online newspapers and magazines, television, radio, billboards, telephone, the Internet, fax

Media aims to reach a very large population, such as the entire population of a country. When we communicate to large number of people we called it mass media. Any media that multiplies messages and takes it to a large number of people simultaneously is called „Mass Media“

According to **Collins Dictionary**, media is:

“The means of communication that reach large numbers of people, such as television, newspapers, and radio.



**Types of Media:**

**Traditional Media:** Traditional media are the oldest form of media and are connected with the folk art forms of the society. Traditional media connect people with their rich heritage and tell the stories of the past to the present generation. The traditional media are communication channels which reflect people's culture. It has more influence on public opinion than the other form of media.

**Print Media:** Traditionally the term „print media“ refer to the distribution of printed works. It includes newspaper, magazines, booklets, brochures, house magazine, periodicals or newsletters, direct mailers, handbills or flyers, billboard, press releases, books etc.

**Electronic Media:** Electronic media is kind of media which requires the user to utilize an electric connection to access it. It is also known as „Broadcast Media“. It includes television, radio.

**New Age Media:** With the advent of internet, we are now enjoying the benefit of high technology mass media, which is not only faster than the old school mass media, but also has a widespread range. Mobile phones, computers, and internet are often referred to as the new-age media.

#### **Characteristics of Media:**

1. Spreading Information
2. Public watchdog
3. Safeguarding the Democratic Society
4. Entertainment
5. Education
6. Economic Growth.
7. Economic benefit

#### **Compiled By**

Apeksha Chaudhary

Assistant Professor

ILS, CCSU Campus, Meerut

**For further quires you may reach us via:**

E- mail: [apekshalaw03@gmail.com](mailto:apekshalaw03@gmail.com)

Phone No.-7465974497