

STUDY MATERIAL
(For 2nd, 4th and 6th semester)

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Mass Media and Assamese Language

In today's world, Mass Media is a very essential part of our lives. We cannot live a single day without mass media devices. The language used in mass media has a special interest when we talk about a language. Language plays a crucial role in the operation and success of all the mass media whether it is TV, radio or any other media. Similarly, Mass media also plays an important role in shaping a particular language. Therefore, the topic 'mass media and language' is a very significant one.

When we think about mass media, mainly 5 things come into our mind. Those are: TV channels, News paper, Social media, Radio and Films. Now we will discuss how Assamese language is used in these mass media. As we all know Assamese is the primary language of the state of Assam and majority of the news channels and news papers use Assamese language to disseminate information to the public. When we look at the progress of the Assamese language the impact of mass media is essential.

Let us first discuss how Assamese language is used in the TV channels of Assam.

When we talk about the Assamese language used in television media, it covers a huge surface. Because there are several television channels in the Assamese language.

THE ASSAMESE LANGUAGE USED IN THE WRITTEN FORM:

For the reason that television being an audio-visual device, the Assamese language which is also used in the written form is observed to have been used with special techniques. The selection of words, formation of the sentences etc. also show different characteristics these sides are below.

TECHNIQUE OF TITLE WRITING:

In the language of the titles used by the Assamese media the use of natural part of speech deviation use of question mark sentences, use of ornamental words are specially observed. The main objective of using different techniques in the title rather

than normal sentences is to give an idea about the main topic to the viewers and attract more viewers. The different characteristics of the language used in the titles are discussed below –

(A) Natural deviation of part of speech:

The language is made interesting by deviation in speech, for example –

Sankardevar naam loi bhaxan arambha rahularo. (Rahul too started his speech talking the name of Sankardev.)

Nirbasani pracharar babe asomaloi Modi. (Modi comes to Assam for election campaigning.)

Dibrugarh kandai kapaise AMC. (Dibrugarh incident has shaken AMC.)

(B) Use of incomplete sentence:

Incomplete sentences are used in the formative sense in the titles. For example –

Judge fieldt Amarjyotir kabita... (Amarjyoti's poem at Gudge Field...)

BTADt punar hingsa... (Again violence in BTAD...)

By using these kinds of incomplete sentences the viewers are tried to be kept excited for the next news. It leads to the differentiated techniques of the language in television media.

(C) Absence of subject or verb:

The language in the title shows the use of sentences without a subject or verb. For example –

Nirbasan 2014. (Election 2014...)

Padulit Bohag...(Bohag in the doorstep...)

(D) Use of ornamented words:

Use of ornamented words in the title is worth noting. For example –

Mahanagart goru bihur ukhal-makhal. (Goru bihu excitement in town.)

Rajnoitik manchat kune loiche Modi style? (Who has taken 'Modistyle' in politics?)

(E) Use of question mark sentences:

By using question mark sentences as a title viewers are made excited about the news.

For example –

Gogoir jamana shex hobone chali thakibo? (Will Gogoi's era end or continue?)

Asomar kun kun neta CBIr jalat? (Which political leaders of Assam are in the net of CBI?)

Saritar dingit kune marile suri? (Who sliced sarita's throat?)

(F) Use of phrases:

Example of phrases –

San para brindaban akou jipaal. (The waste land Vrindaban has become fertile again.)

Trun Gogoik tuladhuna Narendra Modir. (Tarun Gogoi has been beaten up and down by Modi.)

(G) Spoken style:

Example –

Si ahi ase. (He is coming.)

OTHER CHARACTERISTICS:

1. NAMING THE NEWS PROGRAMME:

The naming of the television news programs are worth to be noted. The English language is widely used in the naming of these programs. For example – Good morning Assam, Good morning Guwahati, Guwahati live, Assam@8.30, news at 1 etc. It worth to point out that the private sector T.V. channels are widely using the Hindi and the English language. That is why English has been widely used even though having enough proper Assamese words available. It can be said that it is deforming the Assamese language. Because the naming's pointed above have enough scope to use Assamese words. So the unnecessary use of another language is not acceptable here. Though sometimes Assamese meaning is also observed. For examples- Nishar khabar (News at night), Sandhiya 7 (Evening 7) etc.

2. USE OF DIFFERENTIAL ORNAMENTAL WORDS:

Television media is observed to have issue differentiated ornamental words, For example – Bhayangkar Modi jwrat aakranta mukhymantri (Chief Minister suffering from severe Modi favor), Mukhymantrik jiyai rakhise Modi medicine (Modi medicine is keeping CM alive), Bihu talit record sngkhyak darshakar bhir (Bihu concert witnesses record number of spectators), Rajyat Zubben-Paponr jwar (Zubben- Papon fever is in the state), Ek kilo modi aapelr dam 300 taka (One Kg of Modi apple is worth, 300 rupees) etc.

It can be said that use of these ornamental words in the subjective sense is exporting

some new elements to the language. And also it has improved the expressiveness of the language, Still the unnecessary use of these words should be avoided.

3. CODE MIXING:

Globalization has brought the Assamese Language closer to the different languages of the world. Therefore it is observed that various word, sentence etc. from other languages are used with the Assamese language. Code mixing and code switching is widely observed in Assamese language nowadays. For example- Mukhy mantri hatao abhayan arambha (Chief Minister hatao mission has started), Nirbasan smi final (Election Semi Final), High voltage nirbasani zuj Modi-Rahular (High voltage election war between Modi and Rahul), Gogoi hatao abhayanar blueprint dispart (Blue Print of CM hatao mission on assembly), heavyweight prarthik parasta karao dabi (Heavyweight candidate is also challenge to be defeated), dui high profile netar highvoltage Zuj. (high voltage war between high profile leaders), aji super saturday (today is Super Saturday) etc.

4. CODE SWITCHING:

The example of code switching in the language of television media are- Key fights, BJP vs. Congress, Election 2014, Live and Exclusive etc.

5. MISTAKE IN THE USE OF SUBSEQUENT SPEECH IN SENTENCE:

Mistake in the use subsequent speech may lead to different meaning of the sentence. For example- Bipanna udyankhanar prani ('Endangered forest wildlife') this sentence means the forest is endangered, but actually it should mean that the wildlife is endangered. Again Gogoi unnayan darshan ('Gogoi's development Vision') in these sentence where some other person is having a vision about other Gogoi's development vision is not clear, so these side should be kept in mind.

6. LIMITATION IN THE USE OF COMPOUND SENTENCES:

Thenews in the television sometimes does not use compound sentences. For example- Election war on Varanasi today, election campaigning will be ended today, Will take part in public meeting also.

7. USE OF DIRECT SPEECH:

Use of direct speech is observed in television media, For example – Atiyao kom ‘Gogoiye padatyak karak’ (Till Say “Gogoi should resign)” etc.

ASSAMESE LANGUAGE USE BY THE TELIVISION MEDIA IN SPOKEN FORM:

Television being an audio-visual device, the news are elaborated as well as visualized at the same time. Television media shows some special characteristics in the spoken form. They are shown below-

1. RULE OF GREETING:

Assamese television media has greeting rules as such, Namaskar (Hello), good morning guwahatilo swagatam (welcome to good morning Guwahati), Namaskar, Dy365r bishex buletinaloi apunak swagatam janaisu (Welcome to the special bulletin of DY 365) etc.

2. USE OF CONVERSATION TECHNIQUES:

The news anchor presents the news as such as a conversation between two persons. In this way the viewers are kept connected with the news, Example of these techniques are- Let us listen what the police are saying at this moment, you are observing at the left side of the screen etc.

3. REPLICATION:

The news telecast in television sometimes repeat the same things over and over again. The viewer’s actually get bored by the repetition of the same news. Example of use repetition are-

Flood in Dibru – Saikhowa, Wildlife of the forest is flooded. National reserved forest is in flood. Wildlife is endangered.

The language used in the news has sometimes observed to have grammatical mistakes. And sometimes the reports starts to say a new sentences without completing the new sentence. These representation confuses the viewers. For example- ‘But at this moment, when are took their interview....’ These type of speech are often observed in the television media.

4. WRONG PRONUNCIATION:

Wrong pronunciation is observed in the television news. For example-pronunciation of ‘Ch’ instead of ‘Sa’, not pronouncing vowels at the end of sentences. For example- Sarita- Charita

Suruj- Churaj

Byapak- Biyapak

Gadichuyata- Gadichyut

Uchah- Utsah etc.

Translation

The English word "translation" derives from the Latin word '*translatio*'. '*Translatio*' is "a carrying across" or "a bringing across": in this case, of a text from one language to another. **Translation** is the communication of the meaning of a source-language text by means of an equivalent target-language text. In other words, Translation is the communication of meaning from one language (the source) to another language (the target). The text to be translated is called the source text, and the language it is to be translated into is called the target language; the final product is sometimes called the "target text".

Although the terms *translation* and *interpretation* are often used interchangeably, by strict definition, translation Refers to the written language, and interpretation to the spoken word. Translation is the action of interpretation of the meaning of a text, and subsequent production of an equivalent text, also called a **translation**, that communicates the same message in another language.

The purpose of translation is to convey the original tone and intent of a message, taking into account cultural and regional differences between source and target languages.

Translation must take into account constraints that include context, the rules of grammar of the two languages, their writing conventions, and their idioms. A common misconception is that there exists a simple word-for-word correspondence between any two languages, and that translation is a straightforward mechanical process. A word-for-word translation does not take into account context, grammar, conventions, and idioms.

Businesses often seek translation services in an effort to serve their customers better and keep up with their demands. Generally, most industries have a need for this type of service. The **legal field** has the need for the translation of **depositions, petitions, court records, and court proceedings**. Other examples of industries that benefit from document translation services are insurance and financial companies, as well as the media.

As more and more companies make their services available through the Internet, the need for the translation of websites and web content has also grown. Furthermore, **talk radio, pod casts, surveys, focus groups, and corporate meetings often need translation**

services.

Businesses are not the only ones that have a need for document translation. On a personal level, individuals also employ this type of service. Due to more people migrating to different countries in search of a better life, they find themselves in environments that are unfamiliar, including the language. As a result, they may need legal documents translated, such as birth certificates, marriage licenses, passports, contracts, and leases or mortgage contracts.

The demand in the translating field is greater than ever before. An individual or a computer program that renders a text into another language is called a *translator*. Many translators work as freelancers and others are employed by international organizations as well as government agencies. Nonprofit and religious organizations also hire or contract the services of translators for document translation.

Translation has been used by humans for centuries, beginning after the appearance of written literature. Modern-day translators use sophisticated tools and technologies to accomplish their work, and rely heavily on software applications to simplify and streamline their tasks.

Three Types of Translation:

1. Intralingual Translation: Translation within the same language, which can involve rewording or paraphrase.
2. Interlingual Translation: Translation from one language to another.
3. Intersemiotic translation: Translation of the verbal sign by a non verbal sign e.g music or image.

Techniques of Translation:

1. **Borrowing:** Borrowing is the taking of words directly from one language into another without translation. Many English words are "borrowed" into other languages; for example Pencil, Software, Bicycle etc. Borrowed words are often printed in italics when they are considered to be "foreign".

2. **Calque:** A calque or loan translation (itself a calque of German Lehnübersetzung) is a phrase borrowed from another language and translated literally word-for-word. Examples that have been absorbed into English include 'standpoint' and 'beer garden' from German 'Standpunkt' and 'Biergarten'; breakfast from French 'déjeune'.
3. **Literal translation:** A word-for-word translation can be used in some languages and not others dependent on the sentence structure: "Main Ghar Ja Raha Hoon" (Hindi) would translate into Assamese as "Moi Ghoroloi Goi Asu". But we cannot do it in the sentence: "Do not tell a lie" when it is translated to Assamese; where the targeted text would be "Misa kotha nokoba". So, sometimes it works and sometimes it does not. According to Vinay and Darbelnet, a literal translation can only be applied with languages which are extremely close in cultural terms. It is acceptable only if the translated text retains the same syntax, the same meaning and the same style as the original text.
4. **Transposition:** This is the process where parts of speech change their sequence when they are translated without altering the meaning of the text. This translation technique introduces a change in grammatical structure. **For example:** "Love at first sight" (English) would translate into "Prothom dristit prem" (Assamese).
5. **Modulation:** Modulation consists of using a phrase that is different in the source and target languages to convey the same idea. It changes the semantics and shifts the point of view of the source language. Through modulation, the translator generates a change in the point of view of the message without altering meaning and without generating a sense of awkwardness in the reader of the target text. **For example:** "It is very easy to perform" means literally "Eitu Koriboloi Khub Xohoj" but also can be translated as "Eitu Mutheu Taan Kaam Nohoi" (Assamese).
6. **Equivalence or Reformulation:** This is a translation technique which uses a completely different expression to transmit the same reality. Through this technique, names of institutions, interjections, idioms or proverbs can be translated. **For example:** "Morning shows the day" (English) = "Ji Mula Barhe

Dupatote Sin" (Assamese).

7. **Adaptation:** Adaptation, also called cultural substitution or cultural equivalent, is a cultural element which replaces the original text with one that is better suited to the culture of the target language. This achieves a more familiar and comprehensive text. Example: *baseball* (US) \Rightarrow *football* (UK), Durga Pujo (West Bengal) \rightarrow Bihu (Assam).

Emergency provisions in Indian Constitution

Emergency Provisions are contained in Part Eighteen of the Constitution of India. The President of India has the power to impose emergency rule in any or all the Indian states if the security of part or all of India is threatened by "war or external aggression or armed rebellion". The Indian Constitution gives President the authority to declare three types of emergencies: national emergency, state emergency, and financial emergency. Emergency provisions in India are borrowed from Weimar Constitution of Germany. Constitution of India envisages emergency of following three types:

1. Article 352- National emergency
2. Article 356-Emergency in state (president's rule)
3. Article 360- Financial emergency.

1.National Emergency:

Under article 352, if the president is satisfied that there exists a grave situation, wherein the security of the country is threatened on the grounds of wars, external aggression or armed rebellion, he can proclaim emergency to that effect. Emergency can be declared over the complete territory of India or any part thereof. President can declare emergency only on the written advice of the cabinet. A special majority is required to approve an emergency resolution. Once approved, emergency shall operate for a maximum period of not more than six months. Lok Sabha has the power to disapprove the operation of national emergency at any time, if not less than 1/10th members of Lok Sabha in writing to the speaker, if house is in session, or to the president, then speaker or president as the case may be, shall convene a special session of Lok Sabha within 14 days and if such a resolution is passed, president shall revoke national emergency.

Amendments:

- **38th Constitutional Amendment Act 1975:** It empowered president to proclaim national emergency on different grounds even though an emergency is already under operation
- **42nd Constitutional Amendment Act 1976:**
 - (i) It empowered president to modify or vary national emergency. Under the original constitution, only the imposition or revocations were possible.
 - (ii) Under the original constitution, president could have imposed national emergency only over complete territory of India. This amendment enabled him over a part of the country.

- **44th Constitutional Amendment 1978:** It was enacted to prevent the misuse of emergency power by the executive.

Effects of National Emergency

Effects of National Emergency:

On Executive- State governments are not dismissed, they continue to operate, but are brought under the effective control of the centre, which assumes the power to give instructions to state government, which shall abide by such directions.

On Legislature- State legislatures continue to operate and legislate, but parliament assumes concurrent legislative power on state subjects and a law such enacted by parliament, shall cease to operate at the expiry of six months after the revocation of national emergency, to the extent of incompetency.

On Financial relations- President can suspend the distribution of financial resources between centre and states and centre can make use of any national resource to fight the cost on the basis of which, emergency is declared.

On Fundamental Rights- Article 358 deals with the suspension of the Fundamental Rights guaranteed by Article 19, while Article 359 deals with the suspension of other Fundamental Rights (except those guaranteed by Articles 20 and 21). As per Article 358, when a proclamation of national emergency is made, the six fundamental rights under article 19 are suspended only when National Emergency is declared on the ground of war or external aggression and not on the grounds of armed rebellion. Article 359 authorises the president to suspend the right to move any court for the enforcement of fundamental rights during a National Emergency except for article 20 and article 21.

2. President's Rule (State Emergency)

As per Article 355, it shall be the duty of the Union to protect every State against external aggression and internal disturbance and to ensure that the Government of every State is carried on in accordance with the provisions of this Constitution.

Under article 356, if president is satisfied on the report of governor or otherwise that there exist a great emergency where the administration of the state cannot be continued in accordance with the provisions of constitution, by invoking article 355, any person can dismiss state government and take over the state administration on to himself and declare that parliament will enact law on behalf of state legislature.

Effects of President Rule (State Emergency)

On Executive- State government is dismissed and the executive power of the state is exercised by the centre.

On Legislature- State legislature does not function to legislate; state legislative assembly is either suspended or dissolved.

On Financial relation- There is no impact on the distribution of financial resources between centre and the state.

Amendments

1. *42nd Constitution Amendment Act, 1976* extended the period of state emergency from 6 months to 1 year.

2. *44th Constitution Amendment Act, 1978* reverted back the operation of state emergency to 6 months. Further it divided the maximum period of 3 years of operation into 1 year under ordinary circumstances and 2 years under extra ordinary circumstances, for which the stipulated conditions shall have to be satisfied.

3. Financial Emergency

Under article 360- If the President is satisfied that a situation has arisen whereby the financial stability or credit of India or of any part of the territory thereof is threatened, he may by a Proclamation make a declaration to that effect. This emergency is never imposed in India.

Important amendments in the Indian Constitution

As of January 2020, there have been 104 **amendments of the Constitution of India** since it was first enacted in 1950.

There are three types of amendments to the Constitution of India of which second and third type of amendments are governed by Article 368.

- The first type of amendments includes that can be passed by "simple majority" in each house of the Parliament of India.
- The second type of amendments includes that can be effected by the parliament by a prescribed "special majority" in each house; and
- The third type of amendments includes those that require, in addition to such "special majority" in each house of the parliament, ratification by at least one half of the State Legislatures.

Important amendments:

Amendment	Year	Importance
7	1956	Reorganisation of states on linguistic basis and abolition of Class A, B, C and D states and introduction of Union Territories.
9	1960	Adjustments to Indian territory as a result of agreement with Pakistan.
10	1961	Dadra, Nagar and Haveli included in Indian Union as a Union Territory on acquisition from Portugal.
12	1961	Goa, Daman and Diu included in Indian Union as a Union Territory on acquisition from Portugal.
13	1962	The state of Nagaland formed with special protection under Article 371A on 01 Dec 1963.
14	1962	Pondicherry incorporated into Indian Union after transfer by France.
21	1967	Sindhi added as language in the 8th schedule.
26	1971	Privy purse paid to former rulers of princely states abolished.
36	1975	Sikkim included as an Indian state.

Amendment	Year	Importance
42*	1976	Fundamental Duties prescribed, India became Socialist Secular Republic.
44	1978	Right to Property deleted from the list of fundamental rights.
52**	1985	Defection to another party after election made illegal.
61	1989	Voting age reduced from 21 to 18.
71	1992	Konkani, Manipuri and Nepali added as languages in the Eighth Schedule.
73	1993	Introduction of Panchayati Raj, addition of Part IX to the Constitution.
74	1993	Introduction of Municipalities.
86	2002	Free and compulsory education to children between 6 and 14 years.
92	2003	Bodo, Dogri, Santhali and Maithli added to the list of recognised languages.
8,23,45,62, 79 and 95	1960, 1970, 1980, 1989, 2000 and 2010	Extension of reservation of seats for SC/ST and nomination of Anglo-Indian members in Parliament and State Assemblies.
96	2011	Substituted Odia for Oriya in the Eighth Schedule to the Constitution
97	2012	Introduction of Part IXB in the Constitution pertaining to Co-operative Societies
101	2016	Introduction of Goods and Services Tax (GST)
102	2018	Establishment of National Commission for Backward Classes
103	2019	Reservation for economically weaker sections of the society
104	2020	To extend the reservation of seats for SCs and STs in the Lok Sabha and states assemblies from Seventy years to Eighty years. Removed the reserved seats for the Anglo-Indian community in the Lok Sabha and state assemblies.
*The 42nd amendment was the most comprehensive amendment which had 59 clauses and carried out so many changes that it has been described as a "Mini Constitution".		
**The 52nd amendment was the only amendment to be unanimously adopted by the Parliament.		

Target Audience: Rural & Urban

A **target audience** is the intended audience or readership of a publication, advertisement, or other message. In marketing and advertising, it is a particular group of consumers within the predetermined target market, identified as the targets or recipients for a particular advertisement or message. A target audience is a group of people defined by certain demographics and behavior. Targeting the right audience means better results in your activities.

Finding a target audience means discovering what kind of people you want to target to convey a particular message or which are most likely to be influenced by your service, product or message. To determine the target audience most companies/ firms/ communicators look at demographic information like:

- Gender
- Age
- Profession
- Location
- Income or education level
- Marital status

In case of development communication, there can be two categories of target audience based on the location where the campaign is going to be carried out i.e rural and urban.

1. **Rural:** Both rural and urban population show different demographic characteristics. In case of rural audience, we can see that the education level is lower compared to the urban audience. So the communicator has to keep that in mind while planning the campaign. He/she can communicate the message through some acting like drama, street play and all instead of distributing leaflets and giving lectures to get a good result. The main profession of the rural people in our country is cultivation. So the communicator has to plan the timing of the development campaign keeping in mind the time of rural people of going to the paddy fields. These factors help him/her to reach to maximum audience. For example: If your campaign is in a rural area, you can organize a street play at the noon but it will not be beneficial for an urban area.
2. **Urban:** In case of urban area, the educational level of the audience is higher as compared to the rural areas. So, organizing awareness meetings and all can be effective. The idea of performing a street play in a noisy urban area might not be a good one. So the communicator has to consider these factors while planning a campaign. The main profession of the urban population is any govt. or private sector job. So, you cannot plan the campaign in between the 9am-5pm (working) timeframe. Leaflets and hoardings can be more effective for them. For example:

you can place a big hoarding in an urban area with a message written in English language; but that may not be a good idea in a rural area.

Therefore, a development communicator has to plan things differently for both rural and urban audience for the desired result.