राष्ट्रीय चर्चासृज
शुक्रवार दिन १४/०३/२०१४ आणि शनिवार दिन १५/०३/२०१४
‘बदलती प्रसार माध्यमे आणि साहित्य व्यवहार’
गुरुर्वर्य मामासाहेब दांडेकर कला, भगवंतराव वाजे
वाणिज्य आणि विज्ञान महाविद्यालय, सिंधूर
tा.सिंधूर, जि. नाशिक - ४२२ १०३. (महाराष्ट्र)
आयोजित आणि
महाविद्यालये आणि विश्वविद्यालय विकास मंडळ, पुणे विचारपीठ पुस्तकृत

Seminar Proceeding

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According to Advanced Learners Dictionary Literature means, 'Writings that are valued as works of art, especially fiction, drama and poetry, [in contrast with technical books and news papers, magazines, etc.]

Here, artistic facet of literature is taken into account. That is why the information given on London in a popular encyclopaedia and in a poem by Wordsworth, 'Upon Westminster Bridge', having different purpose. Wordsworth wants to communicate feelings and not facts, emotion, not information. This leads towards a more comprehensive definition of literature, “Literature is writing which expresses and communicates thoughts, feelings and attitudes towards life.”

The word ‘communication’ means exchange of thoughts and feelings. Today, the communicative potentialities of mass media are very comprehensive. Feelings and emotion centered literary communication which has also been beefed up with factual and informative additions. It resulted into making a piece of journalism or advertisement more powerful means of communication.

The old role of literature has drastically been changed in today’s mass media. Literature becomes a two edged weapon communicating feelings and emotions and also providing facts and information.

Let’s figure out what is mass media or mass communication— it is the means of communication with large number of people! The mass media can be bifurcated as follows:

Mass Media / Communication

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The Print

News Papers, Magazine

Audio

Radio (FM)
A.I.R.

Audio - Visual

Television / Reel
Doordarshan
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In the recent past time All India Radio was very reputed among all walks of life. Binaca Geet Mala accompanied with a host of other literary programmes such as poetry reading drama broadcast, etc. were aired uninterruptedly with overwhelming response. How many of us are aware of these programmes now? We have forgotten Amit Sayaani, the famous narrator. Frequency Modulator (F.M.) has taken place of AIR now. Car owners very well understand what I am talking about. Because almost in all cars F.M. facility is available. Audio media has been undergoing a drastic change Entertainment as well as programmes related to literature are very much aired on it. What was the condition of television till recently? The time span of broadcasting and programme schedule on television [i.e. called as
Changing Mass Media and Literary Communication

Key Words: Mass Media, Communication, Literature, Internet, e-media.

Abstract: Literature and media are the two important aspects in man’s life. Mass media is going through mutations. Literary communication in media is an established fact. In the changing media literary communication is more poignant, coherent and appealing. Literature has broader and serious sense. Broader encompasses all types of literature while serious points towards particular literature. The word communication means exchange of thoughts and feelings. Feelings and emotion centered literary communication beefed up with factual and informative addition. Mass media / communication means “communication with large number of people”. Mass media includes the print Media and Audio-visual media. The changing nature of the print, audio and audio-visual media. Literary communication is made crystal clear. Today’s era is of IT technology, e-media. Literary communication is swifter and faster. Mass media and literature has postmodern face and the shape of www.

Changing Mass Media and Literary Communication:

God made man and man made town! In this town so very many things included and became a part and parcel of man’s life. Literature and mass-media are the two important aspects in man’s life. Since its inception mass-media has been going through the process of mutation. Mass-media cannot be imagined without the advent of literary in it. Literary communication is very effectively established in mass media. In this changing nature of media the communication of literature in it becomes more poignant, coherent and appealing. To understand this changed face of literature communication in mass media it is obligatory to draw focus on the key terms, i.e. Literature, communication and Mass Media. Let us search out the answer of the question, what is literature?

In English the word literature used in two different ways:

1. With a Broader Sense: Here, the word literature means anything that is written; for instance time – tables, catalogues, textbooks, travel brochure etc. If you are thinking of buying a motor car or a washing machine you are expected to see the literature about it. And a medical student should read literature about surgery. These are the instances of literature having broader sense. In this broader sense an account of yesterday’s cricket match or an advertisement of bath soap is as much literature as the ‘Dialogues’ of Plato or the novels of Shobha Day.

2. With a Serious Sense: When we talk about Marathi, Hindi, Urdu, English literature, as I think, we are expected here to use word in different and perhaps more serious sense. Let us try to define the word Literature more clearly.
'Delhi Doordarshan') was fixed Literary communication was being done in different forms such as, Poetry reading, drama presentation, once-in-a-week movie, etc. in the list of Doordarshan programmes what happens to the set of Television now? In our modern time it is changed from a rustic girl to a blonde. We have ‘flatrons’ set of television having hundreds of channels with the facility of internet access! Literature in this medium coming out very frequently. Literary communication is made crystal clear channels like. Discovery, Animal World, History, etc. opening the floodgates of knowledge. Not only literature but almost all branches of knowledge are touched in these channels.

Today’s era is the era of computer and Information Technology. Internet is a keyword today! A new avenue to enter into the world of information technology! The information is residing on the finger tips of us. Knowledge is flooding from all directions. Literary communication becomes more faster than ever before. Information related to literature can be got or sent with the help of IT technology within a fraction of second. Despite this drastic change of e-media, the print media has retained its importance. It has also been gone through the process of change. It becomes ‘Pageous’ and ‘Colourful’. Literary communication here is as important as in e-media. As far as time required for publication is concerned e-media leaves the print media miles away. Literary text can be published instantly on Facebook, Twitter, WhatsApp and so many alike e-devices. This changing condition of media makes literary communication much faster.

To conclude, I can say that in changing circumstances mass media becomes more comprehensive and Literature consolidates its previous age old pursuit, communication of feelings and thoughts, with communication of facts and information. In today’s world mass media as well as literature has a new post-modern face, the shape of www (world wide web). In this new face of media communication of literature becomes very poignant. Literary communication aims at ‘swiftness’ and ‘fastness.’ It encompasses the whole gamut of the world.

References: