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# UNIT 6 TECHNOLOGY, SOCIETY AND THE FOURTH ESTATE

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## 6.0 INTRODUCTION

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Dear Learners! The society we live in has progressed by leaps and bounds. This progress can be safely attributed to technological advancements made by humans, off and on. The technological developments help to make the world a better place to live in. On the other hand, the Fourth Estate, commonly referred to as the press, functions as a mirror of society. It helps to communicate, educate, inform, entertain, influence and persuade its audience for the desired effects and actions. A blended combination of technology and the Fourth Estate works wonders for society, provided it is used in the right spirit.

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## 6.1 LEARNING OUTCOMES

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After completion of the Unit, you will be able to:

- understand various technological advancements that have taken place in society and how the Fourth Estate has played its part in highlighting these advancements and identifying gaps in the process;
- explore and examine different technological developments that have taken place in a society and have made human life easy and prosperous and the way the Fourth Estate has played its role in reflecting the same through its coverage;
- identify various societal needs and associated technological growth and the way the Fourth Estate has played its part in promoting socio-technical interface for the overall public good; and

- develop a critical understanding of the role of the Fourth Estate in society and its use in the dispersal of technological adoption in society.

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## 6.2 SOCIETY AND TECHNOLOGY: AN OVERVIEW

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As we all know, technology shapes our society. It has been doing so right from the beginning of human society. Remember when early man discovered fire, invented the wheel and learned to grow food? This started the human quest for knowledge and innovations and led him/her to progress and prosperity. As time passed, fresh challenges emerged, and human beings responded with new innovations. Furthermore, the same continues...

Both societal needs/challenges and technological advancements go hand-in-hand, providing impetus to the other. Modern means and modes of transportation, mechanised farming practices, development of health and sports facilities, the emergence of the printing press, other communication gadgets, satellite, mobile, telecommunication and now 5G, Artificial Intelligence, Virtual Reality, Augmented Reality, Drone technology and so on. The list is exhaustive... Technology has influenced each and every aspect of human society and has tried to cater to their diverse needs and requirements.

Human curiosity 'to explore and to know more' keeps them literally on their toes and in pursuit of new knowledge and novel innovations. Thus paving the way for technology to be explored and utilised for the overall benefit of society. Society, on the other hand, can be described as a web of complex and interrelated systems and structures that perform specific functions and support each other with a purpose to grow and sustain.

Society, as we know, is faced with innumerable challenges and threats apart from huge possibilities to prosper. This is where the role of '*Fourth Estate*', commonly referred to as 'press', comes in. It acts as a mirror to society, reflecting what is happening where and communicating human issues and concerns in terms of what needs to be done where, when and how. So, societal needs are the driving force for technology to thrive and drive, and the Fourth Estate acts as a mediator between society and technology. It gives voice to their needs and expressions of their achievements/developments and acts as a facilitator to bridge cracks and gaps.

Now, let us briefly examine what 'technology' and 'society' refers to:

Derived from the Greek words *techne* and *logos*, technology has been variously defined as:

According to Kumar, Kumar and Persaud (1999), technology comprises two primary components: A physical component that comprises items such as products, tooling, equipment, blueprints, techniques and processes and an informational component which consists of know-how in management, marketing, production, quality control, reliability, skilled labour and functional areas.

Merriam-Webster defines technology as applying knowledge to the practical aims of human life or changing and manipulating the human environment. It includes using materials, tools, techniques and power sources to make life easier or more pleasant and work more productive. While science concerns how and why things happen, technology focuses on making things happen.

MacKenzie and Wajcman (1985) define technology as the integration of physical objects or artefacts, the process of making the objects and the meaning associated with the physical objects.

Woolgar (1987) adds that these elements are not distinctive and separable factors but form a 'seamless web' that constitutes technology.

Burkin (1999) further explained that technology is the application of scientific and other knowledge to practical tasks by ordered systems that involve people, organisations, living things and machines. Any systematised practical knowledge based on experimentation and/or scientific theory enhances society's capacity to produce goods and services and is embodied in productive skills, organisation, or machinery.

Derived from the Latin word *socius*, society means association or togetherness. In common parlance, it refers to a group of people living together within any given place or region having shared values, traditions and culture.

The concept of society has been variously defined as:

While August Comte, the father of sociology, explained society as a social organism possessing a harmony of structure and function, Emile Durkheim, the founding father of modern sociology, viewed society as a reality in its own right. Merton (1968) observed society as a complex system of interrelated parts – all of which perform specific activities designed to maintain society's even and steady functioning.

According to Talcott Parsons, society is a total complex of human relationships as they grow out of the action in terms of means-end relationships, intrinsic or symbolic. For Morris Ginsberg, society is a collection of individuals united by certain relations or modes of behaviour which mark them off from others who do not enter into these relations or who differ from them in behaviour.

For Maclver and Page, society is a system of usages and procedures, authority and mutual aid, many groupings and divisions, and human behaviour and liberties controls.

As per George Simmel, society is an element of sociability or companionship that defines its true essence.

### **Check Your Progress 1**

**Note:** 1) Use the space below for your answers.

2) Compare your answers with those given at the end of this unit.

1. A group of people living together in a common territory with shared values, tradition and culture is .....
2. Emile Durkheim regarded society as .....
3. Morris Ginsberg defines society as .....
4. Kumar, Kumar and Persaud (1999) state that technology comprises two primary components: .....

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### 6.3 FOURTH ESTATE: CONCEPT, ORIGIN AND SIGNIFICANCE

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As already discussed, *the Fourth Estate*, commonly called the press, occupies a significant societal position. It reflects a society's happenings, frames public opinion, and influences decision-making at various levels. Generally speaking, the significance of the press in any democratic set-up is to keep its citizenry informed and updated while acting as a bridge between the government and the governed.

Often, the term *Fourth Estate* signifies the ability of media to influence the system. It presents the press, media and journalists playing a crucial part in society, as Sermaxhai (2020) put forth. Several scholars have referred to the media as the Fourth Estate. With the rise of the press and its power to reach every nook and corner of the state, it can also be considered the fourth pillar of democracy (Ranjan and Kashyap (2014). The term (*Fourth Estate*) refers to the press and news media in its explicit and implicit ability to frame the issues of the day, maintains Cooke (2019).

The term *Fourth Estate* is attributed to the eighteenth-century English political philosopher and commentator Edmund Burke, who used it in a parliamentary debate in 1787. In his book, *On Heroes and Hero Worship*, the nineteenth-century British historian Thomas Carlyle stated, "Burke said there were three Estates in Parliament; but, in the Reporters' Gallery yonder, there sat a Fourth Estate more important far than they all."

George Verghese, in 1981, stressed that the primary role of the press in a society is to keep the public informed and updated. Undoubtedly, the influence of media in society has been tremendously significant. Generating awareness, building opinions, disseminating information, rendering government accountable, ensuring a transparent system, and influencing socio-political and behavioural change are some of its note-worthy contributions. Fourth Estate usually refers to the watchdog role of the press, wherein it constantly reflects, informs, inspires, and shapes our society. It even acts as a tool of persuasion, motivation, and a change-maker.

Let us explain this by taking an example of drug abuse in society. We all know that drug addiction is one of the serious challenges confronting society. The press has been covering this almost every time in the form of reportage, editorials, public service advertisements, and press releases issued by the government or non-government organisations to keep its audience informed and persuade them to act towards its eradication. The objective of such reportage is also to reflect on how the menace (drug abuse) is eating into the

very vitals of our society. The press coverage even recommends certain measures that could be taken to curb this social evil plaguing society, thus acting as a change-maker as well.

Similarly, the *Fourth Estate* plays a critical role in properly functioning participatory democracy. It informs, educates, criticises, and stimulates debate on various issues and topics that strengthen governance and ensure transparency and accountability in a democratic set-up. For example, discussions revolving around the importance of adult franchises and how the same plays its part in the growth of societies, strengthening democracies, making the political spectrum vibrant, interactive, and answerable and thus, marching ahead progressively.

Again, the Fourth Estate helps disseminate scientific knowledge and social and moral values. It acts as a bridge between our scientific labs, scientific knowledge, scientists, and the common person on the street. It breaks down complex and technical information into lucid language so that even a person with less literacy component can comprehend it. For example, acts as a facilitator and communicator between farmers, agriculture scientists, and various government departments. It also helps circulate messages and information from the Meteorological department to the common person, from weather advisories to flood threats. This information helps people plan their daily routine work and take necessary precautions to avoid or minimise losses. Still more needs to be done in this aspect. These are all examples where technology and the Fourth Estate supplement each other for the overall societal good.

The contribution of the *Fourth Estate* in nation-building has always been indispensable. This can be explained with the help of an example. Different types of investments in crucial sectors like health, business, banking, and agricultural sectors are of paramount importance. Developing an entrepreneurial mindset, especially among youth, is also imperative for societies/communities to be self-reliant and sustainable. The press has and can chip in and play its part in opinion-building, disseminating information and motivating youth to act. It can also help to plug the loopholes and deficiencies, if any. Interaction and exchange programmes with experts, sponsors, investors, and entrepreneurs can be conducted so that the energies of the budding and skilled workforce can be utilised in the right perspective. Media can act as a role of information-disseminator, facilitator, and guide. Undoubtedly, the role and responsibility of the Fourth Estate have been tremendous and much needed than ever before.

**CLASSROOM ACTIVITY (FOCUS GROUP DISCUSSION) 1:**

Prepare a list of the importance of *the Fourth Estate* in society. Divide students into different groups and assign them topics from the list. Conduct Focus Group Discussion (FGD) on the assigned topics emphasising relevant examples at local, national, and international levels.

A two-page report based on FGD is to be prepared by each group, and the same is to be submitted and evaluated by their Academic Facilitators.

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## 6.4 SOCIO-TECHNICAL INTERFACE AND THE FOURTH ESTATE

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Dear Learners, now you must have realised that we live in a society where life without technology is unimaginable. Both technology and society facilitate each other, which are woven inseparably. Technology has been used in every sphere of life, from household chores to professional work to exploring space. Technology has brought remarkable changes in the way of living, learning, communication, and so on. At the same time, it poses several threats/risks to human life. Reduced physical activities adversely affect human health; more time spent on electronic gadgets, especially computers/laptops/mobile phones, minimised social interactions. New challenges, such as cybercrimes and cyberbullying, have emerged.

Already, human societies are faced with innumerable threats/challenges in terms of pollution, abrupt changes in weather and rainfall patterns that impact our water sources and crop production (our lifelines), health hazards and life-threatening diseases apart from the need to produce more food, need to reduce travel time, making travel comfortable and exploring new travel destinations and exploring space. To meet these requirements and to overcome these challenges, technology has always been at their disposal. With every new challenge/threat to human society, technology has been developed, evolved and utilised for human good. It can be rightly said that technology has intervened in all spheres of human life and all fields of human activities. Judicious use of technology is the best way to move forward.

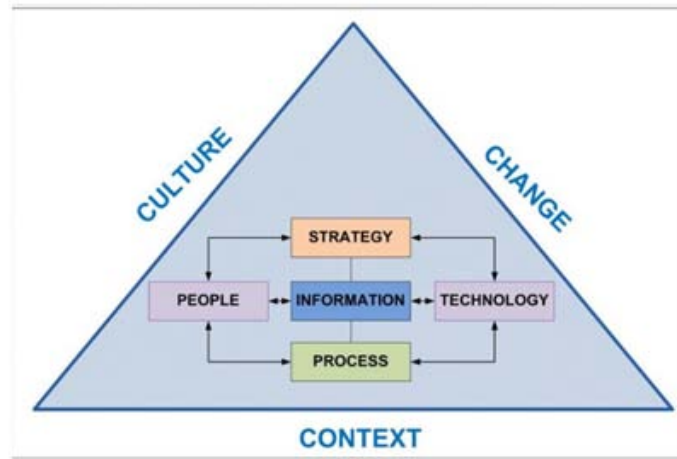
As technology and human society supplement each other, the socio-technical interface gets prominence. An interactive process between human beings and their technical inventions analysed broadly can be termed a socio-technical interface (Athique, 2013).

Socio-technical systems bring human communities and technology together to resolve various societal problems. Hutchins (2021) observed that humanising technology requires recognising the complex web of factors that influence people, their devices and how they interface with each other. He further stated that it is an ongoing process that never truly ends - just as humans grow, change and evolve, so should our technology and engagement with it.

Developing a broader understanding of the inherent relationship between society and technology is imperative in this context.

### 6.4.1 Socio-Technical Systems Model

To understand the relationship between society (people) and technology, let us explain the Socio-Technical Systems Model put forth by Prof. Sharon Cox, Birmingham City University, in 2018, as shown in the *Figure* below.



*Socio-Technical Systems Model (Cox, 2018)*

### **Socio**

Society (people) will use technology only if it is relevant and useful. As such, the people component of the socio-technical model acknowledges its human element, whether they use or reject it. The more people-friendly technology is, the more it is used. Knowledge, motivation, priorities, values and beliefs are key factors influencing human engagement with technology. Some of these elements are intrinsic, whereas others are derived from the culture and context of the situation.

### **Technology**

Being a brainchild of humans, it is a result of the application of knowledge. It is a creation carved from the socio component that establishes the first relationship between socio and technical aspects. Here, the focus is mostly on technical attributes, including material, speed, design, and functionality.

### **Socio-Technical: Requirement Driven**

We all know that knowledge is used to design technology with specific functionality. To understand the need for functionality, first, we need to understand the task for which the technology is expected to be used. The task that is to be done will be determined by how people are organised, how communication is structured, and the duties assigned. The four elements – People, technology, task, and structure form Leavitt's Diamond, establishing the inter-relationship between the elements. Any change in one element will affect the other elements in the model.

### **Socio-Technical: Interaction Driven**

Here, the structures of the task will affect how people will use the technology. This has led to work in human-computer interaction that again emphasises the interface between people and technology. It seeks to analyse the relationship between cognitive processes (socio-) and physical technology features (---technical).

### **Socio-Technical: Information Driven**

People need information to make decisions and take action. Any strategy, at the individual or organisation level, provides the rationale for doing the same.

Processes and technology facilitate access to information that tries to meet people's requirements and strategies in any situation. The information is surrounded within certain parameters of culture and context.

Consequently, the socio-technical systems model reflects the following:

- Who is involved in the situation, the people in the situation and the culture of the individual and organisation
- What information is required and the perceptions held by people
- Why information is required, the strategy provides rationale for information
- How an individual and technology interact through processes
- When and where the interaction is required, the context and any potential change being undertaken.

The inter-relationships between the components of the socio-technical systems model are complex. Attempts to deconstruct the relationships to understand individual elements can fail to capture the complexity of the relationship. The complexities emerge from the dynamic interaction between tangible and intangible elements that form a socio-technical context and the conflicting perceptions within it. More emphasis should be placed on core values that address beliefs, perceptions and interpretations of information (Cox, 2018).

Interestingly, one of the best-known theoretical accounts of modern media associated with a technologically determined viewpoint is the body of work produced during the 1960s by Canadian scholar Marshall McLuhan. McLuhan's central thesis was outlined in his book *Understanding Media: The Extensions of Man* (1964). McLuhan believed we live amid a turbulent, unseen revolution, where human technologies become extensions of the human organism and the central nervous system.

Amodu, Usaini and Ige (2014) argued that the *Fourth Estate*, or the public sphere guardians, performs conventional functions that aim to build an ideal free and healthy society to foster a true democracy. Some of these functions are listed below:

**Information:** Provides accurate and significant information on what is happening within and outside our societies. The information is related to diverse areas, including politics, socio-economic issues, development concerns, etc. The information gathered and received helps the public to make informed decisions and better choices.

**Entertainment:** Refers to the ability of media to help relax people using different genres of programmes such as comedy, drama, soap operas, films, reality shows and so on.

**Education:** As the *Fourth Estate*, the media promotes intellectual growth among its citizens by offering them educational and historical importance coverage. It also helps in sensitisation and awareness generation among its audiences.



**Debates and Discussions:** This allows audiences to express their views and opinions freely and fairly.

**Socialisation and Cultural Promotion:** Considered a powerful agent of socialisation, it helps in promoting the cultural heritage of different areas/regions

**Motivation:** At times, information is also released to motivate, influence, persuade or inspire the public towards a particular set agenda with the purpose of gathering maximum support, loyalty or push.

The most impressive part of the Fourth Estate is that it tries to bring diverse but verified information to your doorsteps while exploring and exposing various aspects of any situation or event that brings out inequalities and discrimination. At times, it even promotes myths and stereotypes and helps maintain checks and balances within a society.

### Check Your Progress 2

**Note:** 1) Use the space below for your answers.

2) Compare your answers with those given at the end of this unit.

1. Discuss some major functions of the Fourth Estate.

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.....  
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2. Specify some of the key factors that influence human engagement with technology.

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## 6.5 GROWTH AND DEVELOPMENT OF FOURTH ESTATE: CARVING ITS NICHE

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From the discoveries made in the Stone Age to the current internet-driven and Artificial Intelligence-based New Age tools and techniques, technology tries to address the needs and problems of everyday life. It has revolutionised the lives of millions. The computers we work on, the car we drive, the gas heaters, geysers and refrigerators we use in our homes, the hot and cold Air Conditioners we use in our routine work activities and now the solar energy-based appliances that we have recently started using in our day-to-day dealings - all are attributes of the technology.

Coming to the Fourth Estate it has drastically revolutionised with the discovery of the printing press, if not paper. Today, it has come a long way.... Technology has shaped everything from the first newspaper in Rome around 59 BC, *Acta Diurna*, to current online multimedia news platforms. As

in any other sector, technology-facilitated growth in the Fourth Estate and played its immense role in helping to highlight issues and concerns facing human societies, shaping public opinion, addressing human miseries and acting as a bridge between the ruled and the ruler. It can be said that without technology, the Fourth Estate would not exist, grow and survive.

Sapru (2020) emphasised that the history of journalism and publishing is characterised by a close interplay of technical innovation and social change, each promoting the other. Journalism and publishing depend on several major inventions, including writing, paper, printing, investigative and well-researched writings, apart from the spread of literacy in urban and rural areas of the country.

Technology has revolutionised everything from early print to modern publications, from radio to television/film to new media and social media.

### **6.5.1 Print Media (Newspaper)**

The invention of the printing press by Johannes Gutenberg (around 1440-50), together with new transportation technologies, started a new era in human civilisation. It made the production of print (written) material easier, cheaper and in bulk, which helped to reach out to a wider audience. More readers could be reached, and information spread on a large scale. Print media became a popular source of information. By the first half of the 17th century, newspapers emerged as frequent publications. In the latter half of the 17th century, local issues became predominantly significant as news content in these publications. The telegraph's invention in the mid-1800s allowed information to be transmitted quickly, facilitating more timely and relevant reportage. This helped to raise the issues and concerns of human life vehemently.

Technological advancements in print media facilitated the *Fourth Estate* to highlight societal issues and concerns on a broader canvas with more reach and broader impact. As time passed, with more technological modifications, the print media changed its track to stay relevant with technological innovations. They continued discharging their professional duties with zeal and enthusiasm. For example, advancements in newspaper printing and the use of colour printing not only changed the outlook of a newspaper but gave a prominent presentation of its news and other content that helped to grab the attention of readers and advertisers further. Today, almost every newspaper has its own website that keeps updating content with every passing event. During pre-internet times, there was hardly any such concept. This provides an idea about the impact of technology on the presentation and distribution of newspaper content.

### **6.5.2 Broadcast Media**

With the invention of Radio and Television, audiences could enjoy different genres of programmes while enjoying the cosy comforts of their homes. Infotainment is available just at the click of a button. Audio and audio-visual appeal combined with an element of immediacy and proximity keeps the audiences glued to their TV screens and tuned to their radio sets. Technology

placed powerful media in the lap of humanity, wherein infotainment was disseminated with powerful images and visuals, strong audio narratives and mesmerising sound effects.

As technology progressed, programmes were broadcast live (apart from recorded ones). OB (Outside Broadcasting) vans were designed, high-end cameras, lenses and microphones used, and more sophisticated newsrooms catering to both recorded and live programmes/footage or phone-ins were some of the latest technological additions in the broadcast media. This facilitated media professionals in news coverage/footage, news gathering techniques, dissemination of content and so on. Audience engagement was enhanced, and the feedback component improved to make broadcast content more appealing and engaging.

**Radio:** Almost a century ago, the invention of radio was a welcome delight for all. It has been an efficient means of mass communication since its inception. From its discovery to its current digital form, it has evolved through several stages regarding technology, content, presentation, style and treatment. While on the one hand, technology has been updating it with a new look, potable appearance and compatible features, on the other hand, the structure and formats of programmes targeting its audience have also evolved. From simple talk shows to radio commentaries to radio dramas, radio newsreels, current affairs and specific target audience programmes to phone-in, etc., the radio tries to meet the contemporary needs of their listeners with the aid of related technology in the field.

Radio has been rightly termed as the "medium of masses" as literacy has never been a barrier in this medium, and it has tried to reach each and every nook of our society via its easy affordability, accessibility and reach. From the first regular transmission of radio in Pittsburgh, Pennsylvania America, in 1920, it has passed through several stages – Public service broadcasting, commercial potential, sponsored programmes, community radio, AM (Amplitude Modulation), FM (Frequency Modulation), digital radio, podcast and the list goes on...

**Television:** From the moon landing to live sports coverage to live parliament proceedings to funeral ceremonies of prominent personalities are some memorable events watched by each of us on TV sets while cherishingly sipping a cup of tea or enjoying meals with our family. Thanks to the wondrous innovations and inventions around!

Several key technological developments have taken place in the television industry. During the late 1800s, several developments set the stage for this impressive technology. Television broadcasting began as early as 1928 and became popular in the late 1940s and early 1950s. Its popularity grew mostly because of its audio-visual elements. The colour technology further popularised the medium. The 1950s proved to be the golden age of television, during which it experienced massive growth in popularity. Later, the rise of cable television, the emergence of digital television and now the era of smart television continue to march ahead with its unique and glaring contributions. TV programmes have been continuously focusing on different aspects of public life, be it the Russia-Ukraine crisis, the US pullout from Afghanistan,

Queen Elizabeth's funeral, landing on Mars, and so on, thus bringing new, latest and distinctive happenings across the globe to our cosy corridors.

### 6.5.3 New Media

Of late, a new technological advancement has emerged on the scene. As mobile internet and smartphone technology surfaced on the world's horizon, New Media, also referred to as multimedia or digital media, came to the fore. A combination of text, images, videos, audio and graphics, New Media presents unique and distinctive characteristics like being direct, instantaneous, engaging and interactive. The three R's define it (New Media) all - Instant, Interactive and Immediate.

While Mitra (2011) defines New Media as a broad term that emerged in the later part of the 20th century to encompass the amalgamation of traditional media such as films, images, music, spoken and written words, with the interactive power of computers also called convergence, computer-enabled consumer devices and most importantly the internet, it holds out a possibility of on-demand access to content anytime, anywhere on any digital device, as well as interactive user feedback, creative participation and community formation around the media content.

Cote (September 2022) observed that New Media is any media - from newspaper articles and blogs to music and podcasts - that are delivered digitally. Any internet-related form of communication can be considered new media, from a website or email to mobile phones and streaming apps. Social media networks, virtual and augmented reality, websites, blogs, music, and television streaming services are a few examples of New Media.

The [New Media Institute](#) defines New Media as a catchall term used to define all that is related to the internet and the interplay between technology, images and sound.

As new technology evolves, develops and is adopted, it continues to modify or transform the society in an apparent or subtle manner. This human-created technology comes to their rescue in case of any contingency or disaster. Say, for example, that humans recently encountered highly contagious COVID-19 that consumed millions of lives and where maintaining physical distance at one point in time became mandatory. Technology helped them to stay virtually connected. Streaming services like Netflix and Spotify and e-shopping showed an upward trend. Physical classrooms paved the way to virtual classrooms; work-for-home became a new norm, and takeaways from restaurants became a common feature. These are the perfect examples to explain how technology came to the rescue of people in times of crises that humans might not have imagined in their wildest dreams. So, technology tries to connect with human necessities. All these technological advancements are the creation of the human mind.

#### **CLASSROOM ACTIVITY II: POWERPOINT PRESENTATION**

Divide students into groups. Each group should be assigned one media platform (print, radio, television and online). Then, the groups will work

on the historical development of the respective media platform that has been assigned to them.

Prepare a PowerPoint presentation and present it in class. Submit the same for evaluation.

### Check Your Progress 3

**Note:** 1) Use the space below for your answers.

2) Compare your answers with those given at the end of this unit.

1. New Media present certain unique and distinctive characteristics like ....  
.....
2. .... was the first newspaper published in Rome around 59 BC.
3. The printing press was invented by .....

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## 6.6 LET US SUM UP

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Technological advancements are speeding up. To keep pace with these developments, the *Fourth Estate*, commonly referred to as *the press*, has broadened and accelerated its gear so that it keeps pace with the changing circumstances while upholding its core professional values of accuracy, authenticity and objectivity. Amidst all these technological strings of progressions, the primary job of the Fourth Estate remains the same – to serve the public (society) with facts and objectivity - no matter what the platform is.

Whatever the media – print, broadcast or new (online) - it has always facilitated media professionals in presenting their views and news. Data or content supported by facts and figures, backed by visuals, audio, images or infographics, presented in a dynamic style with a thorough professional appeal helps a media professional tell stories using multiple voices and narratives at the societal level.

In short, societal concerns and technological advancements have been great tools for the *Fourth Estate* – the former provides fodder to think, reflect and raise voice. At the same time, the latter facilitates its reach, appeal and promotion.

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## 6.7 KEYWORDS

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**OB van:** Outside Broadcasting van

**Infographic:** A visual representation of information and data. An effective tool to present data by combining elements of text, image, video, chart, diagram and so on

**AM:** (Amplitude Modulation) changes the carrier signals amplitude. It has a stronger signal but is prone to static interference.

**FM** (Frequency Modulation) moulds itself to the carrier signal to transmit the

information to the user(s)

**Community radio:** A community space for people to meet and collaborate. Here, local people produce and broadcast their own programmes and participate in operating the station.

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## 6.9 CHECK YOUR PROGRESS: POSSIBLE ANSWERS

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### Check Your Progress 1

1. Society
2. A reality in its own right

**Morris Ginsberg defines society as** a collection of individuals united by certain relations or modes of behaviour that mark them off from others who do not enter into these relations or differ from them in behaviour.

3. A physical component comprises items such as products, tooling, equipment, blueprints, techniques and processes; an informational component consists of know-how in management, marketing, production, quality control, reliability, skilled labour and functional areas.

### Check Your Progress 2

1. Some major functions of the Fourth Estate are:

**Information:** Provides accurate and significant information on what is happening within and outside our societies. The information is related to diverse areas, including politics, socio-economic issues, development concerns, etc. The information gathered and received helps the public to make informed decisions.

**Entertainment:** Refers to the ability of media to help relax people using different genres of programmes such as comedy, drama, soap operas, films, reality shows and so on.

**Education:** As the *Fourth Estate*, the media promotes intellectual growth among its citizens by offering them educational and historical importance coverage. It also helps in sensitisation and awareness generation among its audiences.

**Debates and Discussions:** This allows audiences to express their views and opinions freely and fairly.

**Socialisation and Cultural Promotion:** Considered a powerful agent of socialisation, it helps in promoting the cultural heritage of different areas/regions.

**Motivation:** At times, information is also released to motivate, influence, persuade or inspire the public towards a particular set agenda with the purpose of gathering maximum support, loyalty or push.

2. The key factors that influence human engagement with technology are Knowledge, motivation, priorities, values and beliefs

### Check Your Progress 3

1. Being direct, instantaneous, engaging and interactive in nature
2. Acta Diurna
3. Johannes Gutenberg

