

# A Critical Review on the Working Process of Newspaper as a Mass Media in the Human Brain

By <sup>1</sup>Saswatik Tripathy, <sup>2</sup>Aditi Khan

*B.Sc. Agriculture Rural and Tribal Development*

The pen has more power than a sword and a newspaper has more power than a government. In this age of modernization when people become lazy enough for not to read and prefer the audio-visual Medias more, the newspaper is one of those old players who were the pioneers of the dimension of mass-media is still maintaining its old name, fame, power and potentiality. Now the question is how? Newspapers is that mass media which always think of the preference of it readers. Each and every newspaper have its specific target group. And the choices, pains points and the pleasures of those targeted readers are very clear to the authority. So what they do is they just shape the news according to the readers. By maintaining the information true and reliable they colour it and represent in an innovative and delicious way that the tongue of the readers mind starts watering.

In each news of a newspaper there are some certain sects. A central idea (Issue) is taken, then they explain the causes in details, after this they try to find the roots of the problems. After this what a reporter do is, collect some opinion from some eminent person of the field of the issue or sometime himself create some opinion. After this the opinions and the causes are gone through the criticism. After this they try to find some cautions and at the last they provide a solution.



Now we have to understand how a newspaper hold back its customers where there is so much competition in the both intra and inter dimensions. For maintaining the customer actually they make a news timeline. Now the question is what is a news timeline? It's nothing but composition of some news's of a specific issue which are not directly connected with each other (actually almost they are from different space and time) but the human brain finds some connection among them. Actually the discussed technique is not only followed in preparing one single news. It is also use in creation a news timeline. They take an issue and then start to publish continuously on the issue from different places. As an example is we choose the issue of water scarcity then on the first day there is an article on the water scarcity which deeply elaborate the causes and effects of water scarcity. Then on the next day there is a news which say that many wells of a block go dry. Then on the next day there is a news which say that due to the lack of awareness of the corporation of a place the water supply pipes are licked and a huge amount of water is wastage daily. On the next 2 days there is no news about water scarcity or maybe some small criticism columns. Then after two days there is a news which said some agency or government take a very good initiative to save water to mitigate the water scarcity.

Now we can see on the first day the newspaper actually create a clear concept about the issue. Then on the next day it gives an example of the issue as dry wells which represent the water scarcity. On the next day they make the audience find what the causes of water scarcity are and the audience find it as the lick in the pipe which represent the water wastage. Then two days some criticism is done but no serious topics are published. After two days they get a clear solution.

Actually human mind is expert in connecting dots. When it reads about the water shortage, wastage and scarcity stories day after day it unknowingly makes a fear in the mind of the reader. Then two continuous dry days which

only provide the critical criticisms which make it much more afraid. Then on the next day suddenly a very good water saving news published. Now the mind is stress lees it thinks at least there is something which can save us. Human mind always wants a happy ending of each story. The newspaper collecting different news of a specific event and publish it in such a way which creates a news timeline. Human mind unknowingly creates link among the news, make a story and try to find a happy end. Then after two dry days which actually creates the demand, finally the day of solution which makes a happy end. Human mind thinks that this newspaper is best it gives me pleasure.

