

# **MEDIA RESEARCHER**

*a half yearly book on media studies*

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## FOREWORD

Development is perhaps seen today as a socio-cultural and economic phenomena. It is also perhaps seen as something absolute, necessary and universal. Development which is framed in the context of history, culture and values is looked as progress by various agencies including media.

We are all well aware of the fact that communication development using media is an organized effort to bring social and economic improvements in developing countries. Kunczik (in Wimmer & Wolf 2005) represents development journalism as “an intellectual enterprise in which the journalist should form a kind of free intelligence and should critically examine the aims of national development and the applicable instruments in a rational discourse and solve them by reasonable criteria free of social constraints to complete the process of communication effectively”. Based on Kunczik’s participatory approach, development communication using mass media as a tool should effectively bridge the gap between the members belonging to the various strata of the society.

Media, which should have been used as a tool to bridge the widening gap among the members of the society, appears to have failed in its primary function. In the age of cut-throat competition, particularly after 1990s, commercial aspects seem to have gained an invariable upper hand over editorial content. As a result, the educational institutions and the academicians providing higher education in the field of media studies are perplexed. The theory imparted often appears to be contradicted by the business oriented practical field.

The need for meta-analysis of crucial knowledge systems of/related to the field has resulted in the need to bridge the differences between theory and practice. The void created by the formal education to make the generation next about the complexities of the day need to be filled by both education Institutions and media houses. The national conference organized by the Post Graduate department of Mass Communication and Journalism of Acharya Institute of Graduate Studies, on the theme “ Shifting Trendz in Media: Implications on the society” had its intentions of bringing media professionals and academicians together on a common platform to discuss and evaluate the methods to bring in balance between ideology and business.

The publication wing of Acharya Institutes, an initiative of B. Premnath Reddy, is happy to publish some of the Research Papers presented at the National Conference that was held on 16<sup>th</sup> and 17<sup>th</sup> of April 2010.

- *Editors*

*May, 2010*

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# Shifting Trendz in Media: Implications for Social Responsibility

Keynote Address by : **Ammu Joseph**, 16 April 2010

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At the outset I would like to clarify that the primary focus of my talk today will be on the news media, rather than the entertainment media, because that's the area in which I have been working both as a journalist and as a media-watcher. Also, since you have two days to discuss specific trends and their implications, I thought I would try to provide a context for your discussions instead of going into too many details.

The first question I'd like to address this morning is: why bother about the media, are they at all worth worrying and trying to do something about? In my opinion, anyone who is at all concerned about society, democracy and justice must pay serious attention to the media, and to shifting trends in the media – the subject of this conference. And here's why I think so.

I'm sure most of you will agree that the mass media today are omnipresent and omnipotent, if not omniscient. They are everywhere – in the form of television, radio, newspapers, magazines and the Internet. No longer restricted to traditional means of delivery they are now accessible anywhere, at any time, through portable computers and even cellular phones. They are so much a part of modern life that their presence and influence are not always noticeable.

However, as I see it, the media are increasingly playing the roles once played by family, community, religion and formal education: not only disseminating information and knowledge, but also

shaping values and norms, moulding attitudes and behaviour, and influencing the very process of living. There is no getting away from the fact that the media now constitute a central and powerful force in society.

As the late American academic George Gerbner pointed out time and again, the stories the media tell – now virtually around the clock and through multiple channels of communication – “weave the seamless web of the cultural environment that cultivates most of what we think, what we do, and how we conduct our affairs.”

Beyond that, the news media are supposed to play a vital role in democratic societies as the Fourth Estate: one of the four pillars of democracy alongside the Legislature, the Executive and the Judiciary. As the Fourth Estate it is meant to keep a watchful eye on the conduct of the other three, as well as on society as a whole, playing the role of a watchdog entrusted with the task of protecting democracy and promoting the public interest.

Another key role of the news media in a democracy is to create what is known as the “public sphere,” where information essential to citizen participation in national and community life is presented, and where issues of importance to the public are highlighted and debated. Such a public sphere is indispensable in a democratic system because democracy critically depends upon an informed populace making political choices. So this role of the media is really critical.

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<sup>1</sup> See Principles of Journalism (<http://www.journalism.org/resources/principles>) and Elements of Journalism (<http://www.concernedjournalists.org/tools/principles/elements>)

<sup>2</sup> Ibid

<sup>3</sup> “Noose Media,” Shekhar Gupta, The Indian Express, 3 April 2010 (<http://www.indianexpress.com/columnist/shekhargupta>)

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In today's world the media set the public agenda in a number of ways: for example, they more or less determine which wars and conflicts citizens should know about and what they should know about them, which disasters and diseases are worthy of public attention, which scams and scandals people must get hot and bothered about, what issues and developments they should be informed and concerned about, which happenings in a city residents need to be aware of and, of course, what political events and processes citizens should concern themselves about.

Think about the conflictss we hear about (Iraq, Afghanistan, Chattisgarh) and those we don't (Congo, Sudan, Manipur). We heard and read about the floods in North Karnataka for a little while but we no longer know what is happening in those areas, what has happened to the thousands of people who lost their homes, belongings and means of livelihood at that time. We hear about the price rise in as much as it affects us but we rarely find information on how the really poor, whose earnings are not linked to the cost of living index, are coping with the high cost of essential food items and managing to feed their children.

In many ways the news media – and journalism – also set the terms for national debates on important current events and developments. In the process they shape public perceptions of issues across the socio-economic and political continuum. By determining who has a voice in these debates and who is silenced, which issues are discussed and how they are framed, media have the potential to maintain the status quo or challenge the dominant order.

While thinking about how to address the topic of shifting trends in the Indian media today, I decided that I would concentrate on trends within journalism and examine them in the context of certain fundamental principles of the profession.

Let me start by listing the principles that emerged from a process undertaken some years ago by a wide network of journalists in the USA who

set out to examine the character of journalism at the end of the 20th Century. That exercise, initiated by the Committee of Concerned Journalists, resulted in this common understanding (and I quote):

The central purpose of journalism is to provide citizens with the accurate and reliable information they need to function in a free society.<sup>1</sup>

The process identified nine core principles that together represent what might be described as the theory of journalism, which ought to inform the practice of journalism.<sup>2</sup>

Of course, it goes without saying that we cannot and must not generalise because there certainly are differences between different media, different publications and channels, different individual journalists. And there is much that is good about much of the media and much that the media does that is good. But since we are among media practitioners, scholars and would-be media professionals or, at least, among friends and well-wishers of the media, I am assuming we don't have to reiterate that and sing our own praises. I would think that in the present company some self-criticism would not be misplaced.

Now to get to the core principles which - remember - were identified by journalists themselves:

- 1. Journalism's first obligation is to the truth.**
- 2. Its first loyalty is to citizens.**
- 3. The essence of journalism is a discipline of verification.**
- 4. The practitioners of journalism must maintain independence from those they cover.**
- 5. Journalism must serve as an independent monitor of power.**
- 6. It must provide a forum for public criticism and compromise.**
- 7. It must strive to make the significant interesting and relevant.**
- 8. It must keep the news comprehensive and proportional.**

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## 9. Its practitioners must be allowed to exercise their personal conscience.

Seen in this context I'm afraid much of journalism as it is practised in India today – thanks to shifting trends in media – falls short of abiding by these principles.

For example, clearly the phenomenon of “paid news,” which has been talked about over the past year, completely violates both the first and the second core principles of journalism: obligation to the truth and loyalty to citizens. And there are many forms of paid news. We hear more about political paid news, especially during elections, and less about news paid for by business corporations through one means or another, which is actually far more pervasive.

In order to convincingly perform its various duties to the public in a democracy, the media's own record must, obviously, be above reproach: people who live in glass houses cannot afford to throw stones. Yet the media seem quite comfortable with the unethical practices that they are increasingly adopting.

Coming to verification, there is so little attention to accuracy these days, with rumour and speculation being freely reported as fact, that the credibility of the news media – whatever is left with all the revelations about paid news – is seriously compromised.

With regard to the situation vis a vis journalists' independence from those they cover, I'm sure you will agree that when the chairperson of the Securities Exchange Board of India (SEBI) goes public with questions about the media's – and individual journalists' – role in “talking up” or “talking down” stocks and calls for more open and strict disclosure norms it is clear that the problem has become quite serious. You may – or may not – have heard of insider trading and private treaties, which are among the practices that lead to such unprincipled journalism – if it can be called journalism.

Coming to the fifth principle, if journalism

was functioning as an independent monitor of power we would not, for example, have had to wait for Lalit Modi to tweet about the murky financing of the Kochi IPL franchise to have all kinds of skeletons fall out of the IPL cupboard. Instead of putting the whole enterprise through a scanner a long time ago the media have been happily helping to promote the IPL as the best thing that could have happened to sport.

The sixth principle says the media should provide a forum for public criticism and compromise. Instead of that the preference in the media today seems to be for the Big Fight format, where people who hold diametrically opposing views on a topic are brought together and the ensuing so-called debate generates far more heat than light.

Discussions on current issues serve society best when they are informed by facts rather than prejudice and supposition. Discussions should also strive to fairly represent the varied viewpoints and interests in society, and to place them in context rather than highlight only the conflicting fringes of debate. Accuracy and truthfulness require that, as framers of the public discussion, the media and journalists do not neglect the points of common ground where problem solving occurs.

Instead, as we saw after what is now known as 26/11, some TV anchors were all but pressurising the government to declare war on Pakistan. Reasonable, illuminating discussions aimed at finding viable, acceptable solutions to the problem of terrorism were conspicuously absent. Much of the coverage of the crack-down on Maoists – aka Operation Green Hunt – is almost as belligerent, with anyone trying to make a case for a non-violent approach that includes genuine efforts to understand the plight of the adivasis, labelled supporters of Maoists and called all sorts of names.

Unfortunately, media discussions on such controversial issues all too often reflect the kind of bias that well-known international journalist John Pilger was referring to in an interview about what is



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wrong with journalism today when he said: “Many journalists now are no more than channelers and echoers of what Orwell called the official truth.” According to him, “Many journalists become very defensive when you suggest to them that they are anything but impartial and objective. The problem with those words ‘impartiality’ and ‘objectivity’ is that they have lost their dictionary meaning. They’ve been taken over. ‘Impartially’ and ‘objectivity’ now mean the establishment point of view.”

We see this all the time in the Indian media today – most recently in the reactions to Arundhati Roy’s essay, “Walking with the Comrades,” which after all only presented a different view of the Maoists and their cause. Whether you or I agree with her viewpoint, the fact is that she has a right to her own opinion and, far from breaking any law by expressing it, she is just exercising the freedom of expression to which she is entitled as a citizen of this country. Journalists, of all people, ought to be defending freedom of expression, not denouncing it.

I’m sure you will agree that principle No. 8 – ensuring that the news is comprehensive and proportional – is observed mainly in the breach. Over the last couple of weeks we have witnessed carpet coverage of the Sania-Shoaib-Ayesha mess, this week we have Lalit Modi vs. Shashi Tharoor, and no doubt next week we can amuse ourselves with another scandal.

Keeping news in proportion and not leaving important things out are also cornerstones of truthfulness. Journalism is a form of cartography: it creates a map for citizens to navigate society. Inflating events for sensation, neglecting others, stereotyping or being disproportionately negative all make a less reliable map. The map also should include news of all our communities, not just those

with attractive demographics.

I’m sure most of you will agree that the Indian media today pay disproportionate attention to “those with attractive demographics” – the bold and the beautiful, the rich and the famous, the pampered and the powerful. Coverage of the other half – actually, the other three quarters or more – of our fellow citizens and their lives resembles the way First World media used to cover Third World countries, including India: deeming them worthy of coverage only when disaster strikes or conflict breaks out.

There has been considerable public debate about the media in the wake of recent media excesses, especially in the reporting of sensational crimes and terrorist attacks, besides the phenomenon of sting operations. Even the courts have been criticising the media for over-stepping professional limits in this respect.

As Shekhar Gupta, editor in chief of The Indian Express, recently wrote, the social contract that underlies the freedom of the media is now under threat because of the greed and the cynicism of a few who allow the wall between news and rumour, entertainment or superstition to vanish, or who sell news time or news space for money.<sup>3</sup>

I think there is little doubt that the media in India today are going through a very serious crisis. We all need to take it seriously and resolve to do something about it.

In conclusion, you no doubt know the term, “speak truth to power.” It refers to the first and fifth of the journalistic principles mentioned earlier: Journalism’s first obligation is to the truth and it must serve as an independent monitor of power. As you go out into the world of the media, please remember that the power of the pen or the keyboard, the mike and the airwaves are meant to be used for the public good.



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# Role in *Yakshagana* in Development Communication

Dr. Satish Kumar \*

## Abstract

Folk media have been serving as significant modes of communication in carrying developmental message to the rural folk in the country and have also proved to be immensely useful in influencing the human values and attitudes. *Yakshagana*, a popular folk theatre form of Karnataka has been used for development communication. This paper tries to find out experiments done in *Yakshagana* for development communication, their merits and demerits, possibilities of employing *Yakshagana* for more development messages, problems of employing *Yakshagana* for development messages, solutions for such problems and other issues.

An approach of integrating modern mass media and traditional folk media has paid rich dividends in the field of communication. Mass media have extended the area of coverage of a folk performance, while traditional folk media, with their inspiring colour and costume, dance and music have enriched the content of mass media channels. In addition, utilization of folk media for communication revives culture of the common man. Systematic organisation of people's performances makes the motivational work more community-based with the objectives of social and economic betterment and cultural revival.

Folk media have been serving as significant modes of communication in carrying developmental message to the rural folk in the country and have also proved to be immensely useful in influencing the human values and attitudes. In view of the functions and advantages of folk media, the role of folk media in educating the non-literate in country like India is significant in accelerating developmental processes.

### **Folk theatre:**

The folk media consist of a variety of forms: folk theatre, puppetry, story telling forms, folk dances, ballads and music. The folk theatre is an expression of creative urge of the people. It belongs to regional and local traditions. It has flourished as

an entertainment form. The folk theatre in India has been associated with the social and cultural needs of the rural communities. It has been offering repeated opportunities to sharpen their talent as expressive agents of socio-economic milieu of their communities. The folk theatre groups are mostly composed of enthusiasts who perform in neighbouring villages besides their local presentation.

The format of the theatre is well - known in development communication. It has played major role in political and social changes. Through the form, messages were carried out and values were perpetuated along with the popular entertainment. The popular folk theatre forms used in development communication were *Bhavai* of Gujarat, *Tamasha* of Maharashtra, *Nautanki* and *Ramlila* of northern part, *Jatra* of Bengal, *Yakshagana* of Karnataka and *Therukoothu* of Tamilnadu.

### **Yakshagana:**

*Yakshagana* is a traditional theatre form of Coastal and Malnad area of Karnataka and Kasargod district of Kerala, which has brought fame to this region. The very word *Yakshagana*, lights up the hearts of the locals and thousands flock to watch it, often through the entire night continuing to the wee hours of morning. The artists attain a celebrity status even at other social occasions. A temple based art *Yakshagana* has its origin in the

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15th Century. It has clear links with the classical *Natyashastra* traditions on one hand while on the other it seems to be an amalgamation of elements drawn from the local *Bhuta* worship, martial arts and folk traditions.

*Yakshagana* like many other forms defies neat classification into categories like folk, classical, rural. It can be included into each of these or all of them together depending upon our line of approach. Being a theatre form unlike a dance form, it is more plural and dynamic. And hence it exhibits many types and varieties inside itself. However, *Yakshagana* can be rightly called a traditional form. Primarily it is a name given to the one prevailing in Coastal and Malnad areas of Karnataka, though in fringe forms like *Doddata* are also called by the same name often especially recently. The traditional theatre form *Mudalapaya* of Southern Karnataka, the *Doddata* of Northern Karnataka, the *Kelike* in the borders of Andhra Pradesh, the *Ghattadakore* of Kollegal in Chamarajnar district – are such forms. Among them, the *Ghattadakore* is a direct branch of Coastal *Yakshagana*, while *Mudalapaya* is the most closely connected form. There is a form called *Yakshaganam* in Andhra Pradesh also which exhibits resemblance to the forms of Karnataka plateau region.

The *Yakshagana* of Coastal Karnataka is divided into *Thenkuthittu* and *Badaguthittu*. The *Badaguthittu* is very popular in Uttara Kannada district of Karnataka and *Thenkuthittu* is in the erstwhile Dakshina Kannada district including Kasargod district. These two groups are distinguished by their costumes and the dance style (*Angika*). *Thenkuthittu* costumes resemble with the *Kathakali* to a certain extent. In this style the costume and make up are very colourful. Especially the demonic characters are super human and meta worldly. But the dance movements are limited and the variety is little. But the spontaneous conversation, very much an original and unique feature of this School of coastal *Yakshagana*, has seen its supreme heights. The costumes and make up of *Badaguthittu* are not as gaudy as those of the

*Thenkuthittu* School. They are more elegant and sublime. Even the dance movements as preserved today have a high degree of grace and vibrancy.

*Yakshagana* is one of the most living art traditions in the World. There are about 30 full fledged professional troupes and about 200 amateur troupes in *Yakshagana*. A full-fledged commercial troupe requires an investment of about six to ten lakh rupees. *Yakshagana* as a whole employs about 2,000 artists and personnel who go on *thirugata* (tour) that being a systematic itinerary. A poor man's art, a full show of nine hours' *Yakshagana* costs about more than 10,000 rupees today. Professional troupes go on tour between November to May, giving about 180-200 shows. There are about one thousand professional artists and much bigger number of amateurs. Further there are off season shows during the wet season, the anniversary shows and performances by school and college students. All put together, we can safely say that Karnataka witnesses about 12,000 *Yakshagana* performances every year. So *Yakshagana* has not so far shown signs of quantity decline, in spite of very fast modernisation and urbanisation.

### ***Development Communication:***

Development Communication is simply defined as the use of communication to promote social development. More specifically, it refers to the practice of systematically applying the processes, strategies, and principles of communication to bring about positive social change. It is recognizing the power of communication as a catalyst for social development. It is also the utilization of existent communication tools and applicable theories for result-driven strategies for the advancement of society. Development Communication can also be defined as purposive communication intended for a specific target audience that allows for the translation of information into action resulting in a higher quality of life.

The practice of development communication can be traced back to efforts undertaken in various parts of the world during the 1940s, but the

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widespread application of the concept came about because of the problems that arose in the aftermath of World War II . The rise of the communication sciences in the 1950s saw a recognition of the field as an academic discipline, with Daniel Lerner, Wilbur Schramm, and Everett Rogers being the earliest influential advocates. After 1970s, with the shift from the dominant paradigm to people centered development model, newer concepts of development such as self-help, grassroots participation, the two-way communication etc., came to the fore. This shift led to the examination of the use of traditional media to be considered as vehicles of information, persuasion and entertainment of the vast rural masses. Thus, the folk arts got a place in development communication.

#### ***Role of folk media in development communication:***

Folk media can be used for disseminating development messages, because they have some in built characteristics and advantages as media of communication. According to Shyam Parmar (1975) the advantages of folk media from development point of view are:

- Traditional folk media are most intimate with the masses in all the regions of the country. Their primary appeal is to the emotions rather than the intellect;
- They command an immense variety of forms and themes to suit the communication require-ments of the masses;
- They are local and live and be able to establish direct rapport with the audiences;
- They are easily available to their customers;
- They are flexible to accommodate new themes;
- They are enjoyed and approved by all the people from different age groups; and
- They are low-cost media as compared to the sophisticated mass media.

More importantly the folk media present many alternatives in form and theme for experimentation in communication (Ranganath, 1980). D.K.Sujan (1993) has identified some strengths and weaknesses of traditional media in development communication compare to modern media. The strengths are like cultural roots, variety of interest patterns, direct rapport with audience and possibility of converting into electronics. The weaknesses are like they cannot be universalised, cultural barriers and limited coverage area. By considering the advantages of folk arts, researchers and government agencies in India found them useful and credible channels for promoting planned change.

#### ***Role of Yakshagana in Development Communication:***

To find out the role of *Yakshagana* in development, a survey was conducted in coastal Karnataka. About 80 *Yakshagana* artists of three districts namely Dakshina Kannada, Udupi and Uttara Kannada were interviewed. Among the artists interviewed majority (92.5%) of them said that there was possibility of conveying development messages through *Yakshagana*. About 72.5% of performers said that development messages performed through *Yakshagana* fulfilled the purpose. The researcher observed a *Yakshagana* programme of development message where hundreds of people gathered. They attentively watched the programme. It was more effective.

About 85% of performers opined that change was required while using *Yakshagana* for development messages. It shows that change is required in *Yakshagana* while using it for development messages. Change should be made in characters, story, language, dress and background. For example when *Yakshagana* is propagating message of AIDS awareness it uses even English words. Normally main and serious characters in *Yakshagana* do not use words of other language. Only jokers use it. They use dots in headgear as symbol of tablets. In such *Yakshagana prasangas*,

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dialogue is given more than dance performance.

Among the performers who opined requirement of change in *Yakshagana* while using it for development messages, majority (82.35%) of them said that people would accept such changes. The *Yakshagana* performers in Coastal Karnataka have been performing for development messages like family planning, environmental awareness, literacy, awareness on major diseases like AIDS, cancer, chickengunya and leprosy, health and sanitation, small savings, budget, communal harmony, anti dowry, untouchability, breast feeding, protection of female child, food and nutrition, iodine, malaria, monkey disease, irrigation, Indira Awaz Scheme, Jawahar Rozgar Scheme, self help group, Kisan card, new economic policy, GATT and on all plans of government.

The *Yakshagana* programme like *Ileyannana Kathe*, performed by Yaksha Degula, Bangalore propagates most of all above messages. But some programmes were prepared for single message like the *Ghoramaraka*, *Swayamwara* and *Rasika Chandana* on AIDS, *Parisara Vijaya* on environment, *Aksara Vijaya* on literacy and others. Other *prasangas* like *Swatantriya Vijaya*, *Kashmira Sandhana*, *Sirimao Sandhi*, *Bangla Vijaya*, *Japani Krushi Vijaya Rathri Shale* (Night School), *Billa Habbam*, *Eradane Mahayuddha* (World War II) were also attempted. Some attempts were done to propagate development message through regular *prasangas* like *Gadhayuddha* on population and family planning, *Kamsavadhe* on breast feeding, *Shashiprabha Parinaya* on women empowerment, *Gunasundari* on leprosy and others. A highly flexible folk art form, coupled with the social consciousness of the performers, *Yakshagana* has made it possible to accommodate any theme or idea of contemporary relevance. From family planning to union budget, there is nothing that cannot be propagated through *Yakshagana*. The publicity departments of Central and State governments regularly employ *Yakshagana* troupes to disseminate developmental themes in rural areas.

The 'Yaksha Degula' troupe of Bangalore is giving development programmes regularly by using *Yakshagana*. Song and Drama Division is sponsoring it. It has made many attempts in development communication and became successful. Some local hobby troupes, school and college teams, NSS units also performed *Yakshagana* of development messages. But *Talamaddale* was little used for development messages.

### **Suggestions:**

For effective use of *Yakshagana* in development communication certain measures to be taken. The number of development programmes and troupes should be increased. The new themes should be adopted in development programmes and variety of stories should be created. The artists should be given proper training on programmes of development message. All folk artists engaged in development communication should get equal preference in terms of treatment and affection. The payment and other facilities given to such artists should be increased.

The development programmes should not only be performed in rural areas, but also be telecast in television channels. Such programmes should be recorded in natural settings. The other forms of *Yakshagana* like *Talamaddale*, *Moodalapaya*, *Doddata*, *Sannata* can also be used for development communication. While using *Yakshagana* in development communication, comprehensive study and research should be done on characteristics, merits and demerits of *Yakshagana* as media of communication.

### **Conclusion:**

While the advantages of modern mass media are well conceded and accepted, significance of folk media cannot be relegated to the background. Today more than ever before, there is a need for striking a balance between the folk media and modern mass media to obtain the goals of growth and development. It is not a marriage of convenience,



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but a marriage of two realities. One is inseparable from the other in the context of communication and change in rural areas.

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# Digital Aesthetics : A Paradigm Shift

Dr. Vinod Vidwans \*

## Abstract

The realm of New Media is not limited to multimedia, web/ Internet, and hand-held devices. In last decade and a half, New Media has emerged with deviant artistic expressions viz. Digital Arts, Installations and Info-Arts. These developments suggest that there is an emergence of a new paradigm that challenges the established societal values in general and aesthetic values in particular. On the one hand, it points towards the dehumanization of so-called artistic and cultural domain and on the other hand it also insinuates at the emergence of a new aesthetic and artistic sensitivity.

This presentation attempts to demonstrate the strengths of New Media with the help of an Artificially Intelligent Expert System, designed and developed by the author that generates compositions in the given Raga without any support/ intervention from humans. The machine created musical compositions open up a new paradigm of digital expressions leading to the emergence of digital aesthetics.

Especially, the machine created compositions will raise issues pertaining to the role of an artist in the creative process, artistic intentionality, process of appreciation of work of art, art education and the very function and purpose of art in the socio-cultural processes. It will also democratize the creative process and empower the audience by providing wide range of choices.

## Introduction

The virtual canvas of new media is much larger, diverse and multidimensional than envisaged previously. Newly emerging technologies have transformed every possible dimension of new media communication and design as well as our understanding of this field. To a great extent, new media is a convergence and/or extension of Graphic Design, Mass Communication, Film, Video, Animation and Multimedia.

Perhaps the most important theme in new media is convergence. Video, audio, and text have become digital and are combining in ways never possible before. New media lies at the crossroads of digital technology and traditional media. New media happens to be a far better and stronger tool than the traditional media in terms of its power, its reach, its scope and its possible developmental role in the socio-cultural processes. Already it is being claimed that New Media has started impacting our every day life in a profound way and the processes of social transformation has

begun. It is impacting our life, mannerisms, daily routines, relationships, sense of identity as the all pervading New Media devices such as the Internet and mobiles are consuming major chunk of our time. The phenomenon is spreading to all strata of the society. Therefore, the New Media professional has to think and act in a more responsible way. The new breed of new media communicator not only has to be a good media person, but a good computer programmer; not only a talented designer or artist with a brush, but also a talented artist with a computer tablet, keyboard, mouse & programmer's brain. And every new media professional needs to be skilled at planning and project management.

## *Defining New Media:*

Growth of New Media is directed and dictated by technology. Therefore New Media can be understood in terms of upcoming and emerging technologies. However, this will lead to unstable definition of New Media since technology is continuously changing. The other approach would

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be to find out certain stable factors behind the development of New Media. From this perspective it is evident that, apart from technology, information or knowledge is guiding the growth of New Media. By the arrival of Information Technology (IT) and electronic/digital communication, there is an abundance of information. It raised various issues of managing the information and knowledge. Along with other technology factors, information and knowledge has become an integral part of New Media. Therefore the New Media can be defined as information or Knowledge Media. New Media is not just a carrier of knowledge of various forms-information, communication, messages, symbols, and expressions, verbal as well as multimedia and so on. On the other hand they have become an inseparable part of it. This knowledge is not just static knowledge but it is also in dynamic form or interactive form. In the case of traditional media medium and message were separable. In the case of New Media 'message is the medium' in true sense. Knowledge is the crux of New Media. However, more important is the way it is managed. It is not just passive transaction and management of knowledge but it is management of knowledge using gray cells. Intelligence is another factor that demarcates New Media from traditional media. Therefore to sum up, New Media can be defined as an interactive and intelligent transaction and management of knowledge using all the possible media and emerging technologies.

It is evident that there are overlapping areas between New Media and rest of the established media disciplines. New media shares concepts of visual design, composition, page layout, typography, and illustration with graphic design. It shares concepts viz., content design, script-writing, and animation with film, video, animation. In a certain sense new media is an extension of multimedia and therefore it is bound to share methods and processes of designing with multimedia. Multimedia is an amalgamation and

convergence of various traditional media viz., audio, video, text etc. however, new media has an additional components called 'Web' and 'Gray Cells'.

The important issue is how to distinguish New Media from rest of the media disciplines in clear and unambiguous terms. That is to identify distinctive components of new media that separates it from the rest of the media disciplines. 'Interaction' is the component that distinguishes new media from rest of the media disciplines in very clear terms. With the advent of the Internet and Web technologies, there was a great revolution in media. For the first time in the history of 'communication media', the traditional 'passive user' was bestowed with the power to control and dictate the media. User control and resultant 'Interactivity' is the defining quality of new media. Therefore, Interaction Design has become the most important component of new media. This involves new ways of interface design, navigation design, human computer interaction and user-centered design.

User interaction opens up new ways of information collection or acquisition, storage of information, display and distribution of information. Although, information design was already in practice in graphic design, new media devised new strategies of classification, chunking and organizing the information required for e-commerce, e-learning, instructional design and so on. Therefore second important component of New Media is Information Design which deals with static as well as dynamic content design, development, management and dissemination and has become an integral part of new media.

Thirdly and most importantly, the emerging digital technologies and software languages are playing a crucial role in shaping up the new media field. With Intelligent agents and new techniques in Artificial Intelligence (AI), new media is becoming stronger and stronger. Game design, Interactive Storytelling, digital actors and digital



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films, online examination, Expert systems, Intelligent Search Agent for gathering information and organizing content are some of the areas where AI has already become an integral part of new media. Therefore, Intelligent Systems Design that covers most of the above-mentioned areas is another vital component of new media that distinguishes New Media from rest of the traditional media. Thus Interaction, Information and Intelligence are the three essential components of new media that make this field most unique.

### *New Media and Indian Music*

Music is a universal language. It is mediated and constrained by various socio-political forces. It is shaped up by creative instincts of musicians, audience expectations, economic and industrial forces and lately by technology. Music is a cultural force. It keeps on pushing the envelope of the contemporary socio-cultural concepts. As a result there is a constant give and take between the current practices and the new ideas. The new media technologies and innovations are bringing many changes into music in general and music industry in particular. Therefore the traditional practices including current practices are going through a major change. Current musical practices are at the cross road. The new media that is a convergence of technologies is already impacting the form of music. Musical videos are now common.

Indian classical music has a very rich tradition. Many minds, many generations contributed in the evolution of music. Plurality of contemporary musical expressions in India reflects this journey of evolution. India has diverse and wide-ranging categories of musical expressions from dhrupad-khayal to Thumari and Tappa on the one hand and Bhajans-quawwali to film-music on the other. Contemporary Indian music is a confluence of influences from variety of musical aspirations, socio-political necessities, growth of science and technology and so on and

so forth. Today, as a next-step-forward, advances in computers and new media technology, opened up new avenues for music making. Many musical minds are already exploring these advances and are looking forward for new horizons. Computers and technology is being used as we use microphones to enhance musical impact. Computers are also used in orchestral performances to assist in shaping up and generating musical ideas. Present research work is an effort to take these explorations beyond the current practices. It tries to explore the possibility of '*computer created*' Indian music or computational Indian music using Artificial Intelligence (AI).

### *Artificial Intelligence (AI) and Indian Music*

Artificial Intelligence is an interdisciplinary field of knowledge which tries to mimic human behavior through machine. Taking inputs from computer science, mechanical engineering, psychology, philosophy, linguistics and neuro-biology it tries to build models of human behavior. The author of this paper has developed software, which generates a Bandish (a musical composition) in a given Raga and renders it in traditional classical style. The creative software system generates Bandish on its own without any human assistance. He has tested the software with number of Ragas such as Hamsadhvani, Dhanashri, Malkaunsa, Maru Bihag, Kalavati, Desha, Bilaskhani Todi, and Bhairavi and so on from both, Hindusthani as well as Carnatic music. The creative software system uses principles of artificial intelligence (AI).

He has encoded generic rules of Indian classical music in the software. The software is capable of generating appropriate alaaps, taans and swara-vistar following these rules. You provide Aroha (ascending order of notes) and Avaroha (descending order of notes) along with Vadi (a dominant) and Samvadi (a sub-dominant) notes of the Raga to the software and it generates a Bandish at the click. It also generates a text file

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giving the details of the composition so that you can document the textual description of the rendering for future reference and analysis. It can be a useful tool to learn music and understand these rules with the help of a text file.

The software is also capable of generating novel musical phrases appropriate for a specific raga while rendering, so it is useful for experienced musicians to use it as a supplementary tool for Riyaz (practice). The software can be useful for researchers in musicology for testing existing theoretical concepts in Indian music.

For a common listener, the software can be a handy device to generate a new composition every time you want to listen to a specific Raga. If you like the composition, you can save it and listen to it again and again. The system keeps generating new compositions without repeating them. Presently, the system generates compositions in artificially created instruments which produce flute-like sound, shahanai/ violin, sarod, string instrument and digital sound of Tanpura. The composition is played in Teentala.

These efforts provide foundations for computational theory of Indian Classical Music. The theory and consequential creative expert system addresses many of the outstanding issues related to Shrutis (microtones), characterization of Ragas (Indian melodic modes), classification of Ragas, Chalan & Pakad (catch-phrase) of Raga, Raga-rendering, Vadi-Samvadi notes of a Raga and composition of a Bandish. Main motivation of this effort is to analyze these issues and understand the science and logic behind the traditional Indian Music.

This software system tries to mimic creative intelligence of Indian music. However, soon it was realized that one should go beyond and should not restrict to imitating existing Indian music. So it was decided to build a model of creative musical intelligence for Indian music that is independent of any existing styles or Gharanas of Indian music.

This expert system is supposed to possess the knowledge of an expert in the domain of Indian classical music. Therefore, the principles, concepts and conventional knowledge base of Indian music have been encoded in this system in the form of generic rules to generate music. It's a rule-based system. It does not have any database of Ragas. In fact, on the other hand it generates the required musical data following the rules. This is the strength of Artificial Intelligence.

### ***Digital Aesthetics: A paradigm Shift***

New Media is impacting music in three ways: as a rebellion, as a catalytic agent for synthesizing various kinds of music and by impacting the processes of music industry. These elements signify the new wave of change in music making, appreciating and preserving. This change can also be perceived as an emergence of new genre of music. The change happens at various levels. In some cases form of music is changed, in some other cases themes and content of music changes while in some cases mode of communicating and expressing i.e., media, changes. New Media is impacting music at all these three levels leading to emergence of digital aesthetics.

Music technology is not new to Indian music. From traditional gramophones to advanced digital technologies, Indian music has seen dramatic changes. Now with the New Media, Indian music is going through another major change. These changes are already opening new possibilities. Traditionally, music industry is tightly controlled by few companies. With the Internet and new technologies the listeners will have access to a huge variety of musical options. With the help of artificially intelligent expert system it is possible to generate a musical composition on a fly. Already the online music is in fashion. A listener can download music his choice. Now more and more musicians will be able to generate music and put it on the web and the listener can cut the CD on his computer. This will lead to the empowerment of the audience and

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the democratization of music. The New Media technologies reduce the production cost tremendously. If a person has a decent computer and required software that are now become quite common place, one can produce music. Even chances are that the music making companies will also use new technologies for their promotion.

People demand music for various reasons. It is for entertainment, for passing time, for reinforcing cultural values. Music gives an identity to people as a group of people share same values as expressed by the music. It is also a binding force. It is used at social functions for making a social statement, and promotes certain cultural norms. It is used for weddings, festivals,

and ceremonies. People demand music of all sorts. The elites want classical music while the masses want various kinds of folk, popular and religious music. For artists it is a medium of communication and expression. It's a medium of fostering rebellion; generate new forms of music by experimenting and synthesizing variety of musical forms. New Media and emergent digital aesthetics is certainly empowering artists also by providing artificially intelligent technologies. Now it will be possible for a musician to develop an expert system that generates music in a particular style, a unique style of the musician or an artist, giving the omnipresence to the musician. Audience will certainly prefer such a scenario.

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# Apprehension Internet: Its Implications On Society

Mrs. Sukanya \*

## Abstract

As the Internet evolves, its users and uses grow and diversify globally. There is less agreement, however, about how the internet has influenced different aspects of society. It is important to understand what the consequences of the diffusion and high use of the Internet are for people's lives. This change is not only occurring at the interpersonal level but at the organizational, inter organizational and even the world-systems levels. It is the move from densely-knit and tightly-bounded groups to move sparsely-knit and loosely-bound networks. This move to networked societies has profound implications for how people mobilize and how people and governments relate to each other – in all forms of societies – but especially in democracies. This particular study tries to understand the implications of internet on the society.

## Introduction:

As the Internet evolves, its users and uses grow and diversify globally. Internet use dramatically increased worldwide between 1995 and 2000. For a large proportion of the population of Internet users, Internet access has become a daily activity (Howard et al., 2002).

There is less agreement, however, about how the internet has influenced different aspects of society. It is important to understand what the consequences of the diffusion and high use of the Internet are for people's lives. It is interesting to note how people use the Internet, how it fits into their everyday lives, and how it is influencing other aspects of community. Our special concern here is the impact of the Internet on the change in society away from groups and towards individualized networking. This change is not only occurring at the interpersonal level but at the organizational, inter organizational and even the world-systems levels. It is the move from densely-knit and tightly-bounded groups to move sparsely-knit and loosely-bound networks. This move to networked societies has profound implications for how people mobilize and how people and

governments relate to each other – in all forms of societies – but especially in democracies.

The advent of Internet communication technology is in and of itself, a positive move toward overall global advancement, but the costly social impact is what concerns sociologists and people alike. This fear is further amplified by the anticipated social disintegration that may result.

Many researches have been conducted in various countries to study the social impact of internet on its users. Some studies are as follows:

Toronto-based NetLab has been especially interested in how the Internet has influenced people's interactions:

- Do people communicate more because the Internet offers them with the capability to contact people at a distance?
- Do they primarily communicate via the Internet or are face-to-face meetings, phone calls, and gatherings still important in creating closeness and providing emotional support?
- Are people reaching out to neighbors and to their communities?

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- Are they getting involved in neighborhood associations and in public activities?
- Does the Internet reduce the time we have available to dedicate to community life?
- How do people use their networks, social communication, and computer to access information at home, work, and leisure?

### ***Technological Changes Create Social Affordances***

The Internet is not a one-dimensional technology. Rather, it merges several media into one medium. Nor is it static. A set of current and imminent changes creates possibilities – social affordances – for how the Internet can influence everyday life:

**Broader Bandwidth:** Broadband communication facilitates the rapid exchange of large amounts of data, instant messaging, feedback, attached text, picture, voice, and telepresence.

**Always Connected:** If you have to put effort into connecting to the web, people tend to avoid it. In Netville study, people valued 24/7/365 connectivity more than sheer speed.

**Personalization:** Computer mediated communications are developing towards personalization, with more control over who we want to get messages from, when, and about what? This form of communication and the ensuing interactions are more tailored to individual preferences and needs. Personalization and portability are not the same. Personalization recognizes anywhere who you are. With portability, you take your device with you.

**Wireless Portability:** Wireless connectivity enables telephone and Internet access anywhere and on the go. Randall (2001) has identified the everywhere-nowhere phenomenon: “Communication will be everywhere, but because it is independent of place, it will be situated nowhere.” (p. 5). This facilitates personalized communication. The person becomes the target of

communication. We call a person and not a place. The person is the node to which communication is directed. Person-to-person communication is supplanting door-to-door and place-to-place communication.

**Globalized Connectivity:** The digital divide — the socio-economic gap between those who use computer mediated communication and those who do not — is shrinking in the Western world. This may mean an increase in the small world phenomenon, with potential connectivity over the web to all, either directly or through short chains of indirect ties. This can reduce the danger of “technological apartheid at the dawn of the Information Age” (Castells, 1998: 93-94).

### ***What are the Internet’s Effects on Community?***

Analysts have proposed three basic ways in which the Internet may affect community:

- **The Internet decreases community:** The Internet through its entertainment and information capabilities draws people away from family and friends. Further, by facilitating global communication and involvement, it reduces interest in the local community and its politics (Nie, 2001; Nie, Hillygus, & Erbring, 2002).
- **The Internet transforms community:** The Internet provides the means for inexpensive and convenient communication with far-flung communities of shared interest (Barlow, 1995; Wellman 2001b). Through its low costs and asynchronous nature it increases communication among friends and family, especially contact with those who are far away.
- **The Internet supplements community:** A third perspective sees the Internet as another means of communication to facilitate existing social relationships and follow patterns of civic engagement and socialization. The Internet blends into people’s



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life. People will use the Internet to maintain existing social contacts by adding electronic contact on to telephone and face-to-face contact. Further, they continue their hobbies and political interests online.

Evidence to address the debate about the impact of the Internet on community is thundering in. This paper reports on three studies done at NetLab, that are congruent with the broad base of findings about the nature of the Internet.

### ***Netville: Neighboring and Long-Distance Community in a Highly-Wired Suburb***

To obtain insight into how the evolution of the Internet in the near future might affect community, one NetLab study analyzed “Netville”. It is an experimental “wired suburb” that was a new mid-price housing development near Toronto. The study shed little light on the social implications of transition away from “dial-up” to “broadband”. “This research has focused on how access to some of the most advanced new communication technologies available affects the amount of contact and support exchanged with members of their distant social networks. How does living in “Netville” affect people’s community relations, online and offline: in the neighborhood and further away? Our findings suggest that high-speed Internet access supports neighboring rather than weakening it.

### ***Community Networks in North America***

To understand the relationship between online and offline community ties, NetLab collaborated in the National Geographic Survey 2000. The National Geographic magazine and society publicized this worldwide web-survey and featured it on their popular website, September - November 1998.

Experience counts: The longer that people have been online, the more they use the Internet.

As with the case for North American research, the global research suggests that the

Internet is not a self-contained online world. Rather than operating at the expense of the “real” face-to-face world, it is a part of it, with people using all means of communication to connect with friends and relatives. The Internet is another means of communication, which is being integrated into the regular patterns of social life. Other NetLab research suggests that this integration of online and offline life is also true for “communities of practice” at work.).

In 2002, the Open University of Catalonia surveyed (in person) approximately 1000 residents of this autonomous region of Spain. A major part of this study looked at the relationship of Internet use to social networks and computer use. The survey shows:

The research just summarized suggests that the Internet is not a self-contained world. Rather than operating at the expense of the “real” face-to-face world, it is an extension, with people using all means of communication to connect with friends and relatives. The Internet is another means of communication that is being integrated into the regular patterns of social life. Other NetLab research suggests that this integration of online and offline life is also true for communities of practice at work.

Communities and societies have been changing towards “individualized networks”. In networked societies, boundaries are more permeable, interactions are with diverse others, linkages switch between multiple networks, and hierarchies are flatter and more recursive.

### ***Does the use of Internet affect children’s development?***

Numerous surveys have attempted to measure how frequently children use the Internet at home. Estimates vary from as high as several hours a day to as low as 3 hours a week, depending on how Internet use is measured

In the HomeNetToo project we recorded multiple measures of Internet use to permit a more

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fine-grained analysis of how children are spending their time online. Our findings indicated that HomeNetToo children spent about 30 minutes per day online, logging in only once, and visiting about ten unique domains.

***Does Internet use affect children's social, psychological, academic outcomes?***

Overall, findings from the HomeNetToo project indicate that home Internet use has no adverse effects on children's social or psychological outcomes, and has positive effects on their academic outcomes. More research is needed to examine the generalizability of these findings, to identify mediating mechanisms by which Internet use influences academic outcomes, and to develop and evaluate interventions designed to maximize the benefits of Internet use for children. The public policy implications of our findings are clear. Children who may stand to benefit most from home Internet access are the very children least likely to have it. The vision of the Internet as the technology that levels the playing field in education will remain just that - a vision, unless visionary leaders launch a concerted effort to make the Internet available to all.

***The Social Impact of Technology***

There is no doubt that technological change brings about social change. The Industrial revolution saw many people displaced from their land, to find work in crowded city factories. Serfdom was abolished and the population shifted from villages to the cities. Strong family ties, self sufficiency and the right to occupy land were replaced with uncertain tenancy of land, dependency on trade and a weakening of the family unit.

Advances in technology, is generally not equitably shared within society. People with money have more opportunity to acquire technology, which enables them to acquire even more wealth. It is also important to remember that war has been and will continue to be the driving

force for technology and innovation. Power and wealth are intrinsically tied together.

Technology leads to greater social economic division. Laborers are viewed as commodities and expendable. Technology leads to alienation because it can create jobs that require no specialist knowledge.

***Impact of technology on Government***

The legal system is dependent on local jurisdictions under common law. Historically, one has to remember that before the age of the internet, airplanes and telephones, the vast majority of business was done locally. Technology has rapidly changed the way people do business but there has not adapted to the changes. There is no one body that governs international trade.

Governments are trying to make laws about content on the internet but have no jurisdiction to enforce those laws. This has created havens in small developing countries, that are happy to accept companies that want to run online gambling websites that may be outlawed in their jurisdiction or companies that wish to reduce their tax liabilities by opening up bank accounts in developing countries.

The social networking culture started with chat rooms and e-mails. HoTMaiL, created by Sabeer Bhatia, became a rage as it provided a new and extremely fast means of communication.

***Work Invades Home***

The study found that 28% of heavy Internet users report spending more time working at home (12% out of these 28% even reported spending more time at the office as well). This is decried as proving that work is invading the privacy of the home.

***Digital Divide***

The survey has a third finding which has not been reported very widely, despite the fact that it is much more credible than the two over-hyped findings:



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When splitting out the effect of the various variables, the study finds the following three main effects on Internet access:

1. Education (having a college degree): +49%
2. Age (older people compared with 18-25 years' olds): -43%
3. Income (having high income): +21%

Digital divide is a usability problem.

The Internet which is a wonderful experiment in openness, must face the reality that it exists within a natural world where everything that is open is open to attack.

**The “Robust Yet Fragile” Nature of the Internet:** A popular case study for complex networks has been the Internet, with a central issue the extent to which its design and evolution have made it “robust yet fragile” (RYF)—that is, unaffected by random component failures but vulnerable to targeted attacks on its key components. One line of research portrays the Internet as “scale-free” (SF) with a “hub-like” core structure that makes the network simultaneously robust to random losses of nodes yet fragile to targeted attacks .

**New media as a tool for social change :** The survey also interviewed the claimed users on the lack of internet user and found there are five main barriers to internet use in urban India. The main reason for lack of internet use was found to be lack of awareness of the use of the medium.

The time series data since 2001 captures this definite slow down in the growth rate of internet users in India.

- Survey: 57% of Urban Internet Users between 18-35 Years of Age
- Survey: 3.3 Million Active Internet Users in Rural India says IAMAI & IMRB
- Survey: 37% per cent of all Internet Access from Cyber Cafés in India

- Presentation: Indian Social Media Study 2009
- With more than 3.6 billion people, Asia is home to approximately 54% of the world’s population. But only about 10% of them are online, according to Internet World Stats. However, Asia’s Internet penetration is growing by leaps and bounds. The number of Chinese online increased by about one-third during 2006 to 132 million people. Overall, China’s online population has increased 486% since 2000. But that’s nothing compared to India.

The growth rate for Internet penetration in India is staggering. The country’s Internet population has grown 700% since 2000. And there’s still plenty of room for it to expand. Let’s look at the numbers...

More than 1.1 billion people live in India. But only 40 million are online — only 3.5% of the total population. In mature Asian Internet markets, such as Hong Kong, Japan and South Korea, there is a saturation rate of about 68%. Even if India reaches only 50% saturation over the next several years, this will mean more than 500 million new Internet customers.

#### *Statistics on Internet in India*

- \* number of Internet users in India: 2004: 25 million - Nov 2005: 38.5 million

In another study in US where many people expressed their opinion orally many worried that standardized English would prevail throughout the country; instead, radio has allowed regional dialects to tenaciously endure. Similarly, the Internet may provide a forum to preserve the use of small, local languages, even while a large proportion of content remains in English. Another noted that the magazine industry was once expected to meet its demise with the advent of newer media; instead, magazines have proliferated but now address narrow spheres of interest rather than the general audiences of Look

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and Life. Likewise, he suggested, narrowly targeted content? adaptable to cultural and linguistic variations? may come to prevail on the Internet.

While most participants agreed that the information revolution would not mean automatic cultural homogenization, many felt that homogenizing trends existed alongside the reinforcement of local culture. One noted a general trend toward the emergence of key media sources (Disney, CNN, The New York Times, etc.) and predicted that on the Internet, this pattern will coexist with diversity and fragmentation. Another argued that people around the world have shown they want content both in English and in their local languages; although we attempt to identify a bias toward one or the other, the information revolution favors both in reality. A third participant sounded the difficulty of measuring the cultural trajectory of the Internet at all. The Internet is an organism that evolves through no easily predictable path, he argued, and it is hard to say exactly who will be using the medium, or what information they will seek, in the future.

This study used nation-wide surveys to explore how different media usage patterns were shaped in Taiwan and Japan. Taiwanese youth use the Internet to a much greater extent than Japanese youth, even though broadband services are cheaper and faster in Japan. Japanese youth use text-messaging services featured on mobile phones more than their Taiwanese counterparts. Since the 1980s, Taiwan has witnessed the development of a unique BBS (bulletin board system) culture, and this culture has led the Taiwanese to have a comparatively stronger degree of trust in the Internet than the Japanese. The Internet culture in Japan is more individualized. Japanese adolescents and young adults tend to avoid direct communication, resulting in the promotion of a unique mobile media culture among the Japanese youth. The findings discussed here suggest that, despite the worldwide

standardization of communication technologies, the culturally different personal relationship patterns in the two countries studied have created different media trends for their

The Internet is a critically important research site for sociologists testing theories of technology diffusion and media effects, particularly because it is a medium uniquely capable of integrating modes of communication and forms of content. Current research tends to focus on the Internet's implications in five domains: 1) inequality (the "digital divide"); 2) community and social capital; 3) political participation; 4) organizations and other economic institutions; and 5) cultural participation and cultural diversity. A recurrent theme across domains is that the Internet tends to complement rather than displace existing media and patterns of behavior. Thus in each domain, utopian claims and dystopic warnings based on extrapolations from technical possibilities have given way to more nuanced and circumscribed understandings of how Internet use adapts to existing patterns, permits certain innovations, and reinforces particular kinds of change. Moreover, in each domain the ultimate social implications of this new technology depend on economic, legal, and policy decisions that are shaping the Internet as it becomes institutionalized. Sociologists need to study the Internet more actively and, particularly, to synthesize research findings on individual user behavior with macroscopic analyses of institutional and political-economic factors that constrain that behavior.

**Conclusion:** The advent of Internet communication technology is in and of itself, a positive move toward overall global advancement, but the costly social impact is what concerns families and sociologists alike. This fear is further amplified by the anticipated social disintegration that may result.

The positive aspects of the Internet: As a result of the Internet there is almost nothing that

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cannot be accomplished from the comfort of one's own home; grocery shopping, buying merchandise, paying bill, researching for term papers and even striking up relationships with people half way across the world. Communication, which once consisted of putting pen to paper, has now been reduced to a few key strokes and a click of a mouse; indeed, people are able to correspond via E-mail faster and easier than traditional mail services could ever hope to offer. The positive aspects of the Internet are immeasurable and go without saying.

***The negative effects of the Internet (The social impact):***

**A. Alienation:** Alienation from institutions such as the family, education and places of work may result from the following factors: Lack of face-to-face socialization is turning into a considerable problem for those who have locked themselves inside the anonymity of their computers. Indeed studies have shown the tendency for people to become significantly stressed, depressed and lonely with each hour spent in the obscure world of Internet chatting. Because there is proof to substantiate the claim that the longer people spend chatting on the Internet the less sociable they become, a considerable amount of further research must be done to determine the extent of damage this has on society. It is clear that even though Internet chat rooms provide much the same interactive approach to socialisation, the social implication is that it gravely lacks the in-person connection required in order for people to develop acceptable social skills. This will also affect negatively the way young teenagers socialise with family members, friends and strangers in society. The reason of this concern is the closely-knit society that we live in; Indian society dictates strong interpersonal relationships whether be it with family members or friends. So as we can see, lack of face to face interaction will result in a fair amount of stress on the fragile Indian society,

which a large part of it is based on an emotional relationship with each other, and it is a known fact that Indian nation is an Indian family.

**B. Loss of own culture:** In a critical time where social integration is high on the agenda the Indian society is finding itself competing not only with the existing forces of disintegration, but also with a new unanticipated one. The Internet introduces an invasion of western cultures into the homes of unsuspecting parents, which may lead to a loss of one's own culture and adopting a new foreign one. The adoption of a new culture will cause the general public to resist this change, thus the consequences will lead the youth to feel rejected and further amplify the already existing social problem of alienation from society as a whole. This alienation from the Arab culture will lead the youth to strongly get attached to the new culture that they have adopted, which will again translate into a disastrous disintegration.

**C. Loss of identity:** Having mentioned the factors that may lead to alienation and loss of culture, it follows that these factors will also lead to a loss of identity. In a time where national identity plays an important role in the social integration of India, we cannot afford to let such a new force as the Internet to destroy what we've been trying to build. I also get the shocking news about the Internet and its effects on our society.

Even though the Internet is a great advantage in terms of communications technology and, the Internet also has negative implications on the social integrity of India. These negative implications include: a) Alienation b) Loss of culture c) Loss of identity In other words, globalization afforded by Internet communication has been hailed as the precursor of a New World Order.

From all the above we can see that the Internet is a whole new world emerging at the conclusion of the 20th century. Everyday, the Internet expands by the social, political, and economic activities of people all over the world,

and its impact growth exponentially. Some of this growth in impact has been described here. In this new world there is no geographical separation and there are no borders, and all people are encouraged to participate and contribute drawing on their experiences and resources. In cyberspace actions and reactions are essentially instantaneous, and this is why the Internet is so gratifying and attractive. This is why it has impacted our society in almost all areas of human endeavor. In this report we touched on the positive aspects of the influence of the Internet on our society. As in any other field in life there are the negative aspects too. In the field of education children can gain access to areas that are not suitable and dangerous, (Littleton Colorado, April 1999).

In the areas of business, security is of great concern and importance. The topic of “Fire walls” is in great demand, constantly evolving expanding and changing. In the health care area, the accuracy of what is available to read over the Internet is a topic of concern. The whole new industry of purchasing drugs “on line” is another area where care and prudence are imperative. All in all, the Internet is affecting so many peoples’ lives, in a most welcome, exciting and challenging ways.

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# Media Education towards building Social Awareness

Dr. B.K. Ravi \*

## Abstract

Firstly, the media role and prowess are defended and trendy emergence of media merger with entertainment sector [E&M] is recognized. The forgotten subtle dimensions of the trends like the unsystematic growth of Indian media, the various reasons for it, about five phases of media entry and their positioning & accommodation are all brought out. India's budget allocation for Entertainment & Media Sector and the etch-marking under the new FDI policy are presented. The crucial role of New Media is statistically enunciated.

The paper recognizes segmentation and penetration of different media [IRS /NRS figures] and the current on-goings of some dominant media. As a whole, the value of E&M industry from the BRIC nations is emphasized. Short term and long term market strategies for thriving media functioning during the shifting trendz are highlighted along with media education as one of the key market players in near future. Under the discussion of media and society, a key element of media functioning, the social responsibility factor is reiterated and defended argumentatively. The pro's and con's of dysfunctional media activity if without social responsibility are highlighted.

The scope of the study is in making mass media education as one of the solutions for socially responsible media practices. The methodology is of critical analysis and observations. The study tries to provide alternative healthy practices for stakeholders to introspect and imbibe the essence of a disciplined approach to the progress of media education. It is impressed as a CSR of media houses too. The role of media educators in contemporary education is probed and the findings in the shifting trendz are projected. Suggestions and conclusions are placed after analysis and inferences are drawn from the study. Recommendations as found suitable are also administered.

It is well-known that media has played a significant role in the modern world, the role of a catalyst in the process of development of a nation, progression of economies, betterment of relationship among nations, mitigation of conflicts and so on. Media is a major source of information dissemination, education, economic development, entertainment and empowerment in the knowledge society. For that matter, the role of any media anywhere in the world assumes greater importance combined with entertainment [E & M], a chief mode to address human emotions.

### *The forgotten Subtle Dimensions of the Trendz*

It can be declaratively stated that the story of progress of Indian media has been by and large of an unsystematic growth. The reasons are many. When the existing social condition of majority of the Indians is highly imbalanced, and in the situation the mass media enters and tries to play a role, it will have disastrous effects/ impact than taking progressive or developmental mode.

It was the scene when the Indian society suffered with lack of scientific knowledge, social inequality, blind beliefs, in its own paradise that the mass media put its pug mark on the soil. It soon led to an unbalanced situation scientifically. In the name of mass media activity, technology was imposed on this dark society. At the time only a minority was exposed to read and write. More or less, it continues to be so even now. To talk on factual terms, Sanskrit scholars are also incapable of assimilating such a technological imposition through mass media activity.

**In the next [2nd] phase**, the Cinema indeed had a hypnotic effect on Indian audience and consumers. It was felt as unbelievable mode of communication, that too for such a society as that of India then. It was by and large only an emotional attachment to the media owing to simply submission and surrender due to the stun caused by it! The Indian movie producers exploited the situation well. They touched the

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aspects of Indian mythology to convert the people into spellbound audience and exploiting for profits. Indian mythology was a boon to this technology. Soon, the themes of Kalinga-mardhana, Krishna, Ravana, what not crept into the media themes.

People started worshipping the silver screen. Even the industry continued the emotional attachment with the population.

**During the 3<sup>rd</sup> phase,** Radio, an intimate media right from its inception on Indian soil, however saw very unsystematic growth and development for many decades. It is of LPG<sup>1</sup> dimensions that radio is rejuvenated through FM stations, yet far from realization of proportionate size of community radio services in a vast nation like India.

**In the 4<sup>th</sup> phase,** TV, a high degree entertainment right at the door and inside the bedrooms did all the magic. Ramanand Sagar's Ramayan, B.R.Chopra's Mahabharat and so many similar mega efforts were easily mesmerizing on the audience even while the people were absolutely not prepared with visual literacy, fully lagging in understanding the visual dynamics of a mass media!

**Now the new media** is here to stay. Its growth is too quick for a subcontinent like that of

India, with other parameters of economy, education, technology being asynchronous with the media boom. With a very high stake and investment in the E & M sector of India, only the populace should take active part in exploiting and part-taking in the activities and involving themselves in contributing to the socio-economic progress of the nation.

The India's Budget–2009 indicates specific proposals for E & M Sector in terms of Income Tax, technology, safety measures, profits and others. These proposals will see the light of the day by its direct effects in encouragement of the E&M industry of India within next three years.

### **INDIA'S NEW FDI POLICY**

In New Guidelines (Feb. 2009), foreign investments routed through Indian companies where a majority ownership and control is held by Indian citizens is treated as 100% domestic investment. FDI to this extent will not be taken into account for the purposes of the sectoral caps.<sup>5</sup>

**Government measures:** In view of convergence of technologies between the telecom and broadcasting sectors, there appears to be a need to increase FDI limit in various broadcasting sectors viz. cable networks, DTH, IPTV, HITS, etc.

*The following is the proposed hike in the limits of FDI in the broadcasting sector:*

<b>Segment</b>	<b>Existing limit</b>	<b>Proposed limit</b>
Teleport (Hub)	49% (FDI + FII)	74% (FDI + FII)
DTH	49% (FDI + FII) [ <i>within 49% FDI component max. 20%</i> ]	74% (FDI + FII)
HITS	No policy as on date	74% (FDI + FII)
Cable Network	49% (FDI + FII)	49% (FDI + FII)
FM Radio	20% (FDI + FII)	24% (FDI + FII)
TV Channels (News & Current Affairs Channels)	26% (FDI + FII)	26% (FDI + FII)

Source: PwC Analysis

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### *The New Media<sup>7</sup> Euphoria*

The projected growth of this sector has an average CAGR of 25%. Usage of Internet access in India shows that E-mail is for about 91%, General Information search for 76%, Educational Information search is of about 49%, online jobsites of 37%, online news- 13%, internet telephony/chat, etc.. 13%.

### *The Print Scene*

The overall Indian Print Media scenario<sup>10</sup> brief reflects ever-increasing readership both in national and international languages. Newspaper and magazine publishing in 2008 was of 7% change and it will be so even at 2013 mark.

### *TV: a mighty Mass Media*

As per survey indications India's Media industry reaches 208.53 million readers, 467 million television viewers and 325 radio listeners, out of the total population of one Billion citizens speaking different languages. The reach of the press is 68% in urban areas and nearly 33% in rural areas. More than 70% of India's population lives in the villages. But, besides India's vast illiterate adult population (252 million), there are 248 million literate adults who do not read newspapers or magazines.

TV commands 79% of the urban Indians time spent on media. Around half of all homes in India with television now have cable and satellite subscriptions

It is estimated that around 120 million TV homes, more than half of them are cable enabled. India is the largest cable-connected countries in the world, after China (150 million) and the US (135 million), and Karnataka covers almost 60 - 80%.

The valuations of IPL teams of late is on average 100 Million \$ in media involvement. The Kannada media is very healthy with average 40 lakh circulation.<sup>4</sup>

### *The Movie Industry*

The scene of film industry is not to be ignored in the study of opportunities of television as there is a major cross over in programmes and mutual participation amidst these two mighty mass media of India. Not to forget the box office collection in triple digit millions of rupees.

**Table 4.2: Expansion plans of multiplex chains**

Select Multiplex Chain	FY09 Initial plans	FY09 Revised Estimates	FY010 Initial plans	FY010 Revised Estimates
Inox	141	94	170	118
PVR	119	108	151	136
Fame	83	77	119	106
Cinemax	86	77	-	93

Source: PwC analysis, Company data

### *As a whole*

The situation can be focused better through a view of the outlook between the years 2009 - 2013 of Cumulated Average Growth Rate of the E & M industry.

Moreover, the statistics also point towards the growing and enhanced importance of E & M among the emerging powered economies of the world, the **BRIC nations**. It is established by the world trade analysis that the BRIC nations will dominate the top GDP slots by the mid of 21st Century. The Indian participation in Entertainment and Media spending against the nominal GDP growth through 2004-2007 is also more than satisfying and gratifying for Indians about information needs.

### *Strategies during the SHIFTING TRENDZ*

At the same time, it is impending on the part of the economic functioning of the nation to ensure reliable and credible practices if the growth and effect has to be uniform, contributive and sustainable- all crucial in the approach to a developed India.

To this end, well defined, focused market play becomes very important and to do it,



evolving both short-term and long-term strategy is of priority. **Media Education is also one of those key market players in future.** The suggestions of PwC ideas in this regard are worth stating here in a table.

Short-term Strategy	Long-term Strategy
<ul style="list-style-type: none"> <li>• Acquisition focus</li> <li>• Cost management</li> <li>• Portfolio management</li> <li>• Organisation structure re-design</li> <li>• Purchasing dynamics</li> <li>• Outsourcing</li> <li>• Consolidating common functions</li> <li>• Re-invigorate media sales</li> <li>• Tackling legacy assets</li> <li>• Real estate Optimization</li> <li>• Implementation</li> <li>• New opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on IP profit maximisation across all channels</li> <li>• Changes in organisational structures, personal incentives and financial reporting</li> <li>• Treat accountability as a must, not a luxury</li> <li>• Re-visit fundamentals and accepted norms</li> <li>• New partnership models</li> <li>• New Markets</li> </ul>

### ***Social Responsibility reiterated***

The subject of mass media is incomplete without the study of the topic ‘**Media and Society**’. The stalwarts of communication studies including Wilbur Schramm also used to define communication only entwined with the relevance of society in it. Schramm says<sup>1</sup>, ‘**Communication is that part of social activity wherein there is dissemination of information, entertainment and educative exchanges intended for positive development of the society**’. In fact, all the texts declare that socialization is one of the functions of communication. Also, as the study of **mass communication** is classified under **Social Sciences**, the responsibility to society adjoins.

According to theorist Simmel<sup>2</sup>, “*individuals interact with one another at a social level and therefore mutually influence one another. As this interaction and influence carries on, society is created.*” Also society is defined as “*A system of*

*human organizations generating distinctive cultural patterns and institutions and usually providing protection, security, continuity and a national identity for its members*”.

One of the foremost Communication scholars Denis McQuail<sup>3</sup> summarized the basic principles of Social Responsibility Theory as that to fulfill certain obligations to society and enunciates the path to achieve the same.

Communication which is an act of interaction and interplay of emotions and information between individuals is an intrinsic and integral part of society. Every societal activity is based on communication. Both society and communication are intertwined. The factor of responsibility is closely related to society. Societies anywhere in the world consist of individuals of varied kind- the less responsible, the average kind and the highly responsible. While the less responsible constitute a huge chunk of the societies, the average lots are few and the highly responsible are meager. In fact, sociological studies have proved that the highly responsible individuals who constitute a minority [say, the media professionals] are indeed responsible in nation-building / developmental activities.

In that sense, the study on a long debated but all the more contemporary topic ‘**Media & Social Responsibility**’ is ever relevant. The study assumes different dimension every time it is touched upon as it gives fresher insights into the understanding and significance of the problem and at the same time some leads towards the possible solutions, synchronous to the times.

Society expects journalism to serve the interests of the people. Towards this it is expected that journalism not only informs, educates but also entertains. The immediate conflicting point however is that ‘who is the journalist responsible to?’ Is it the media-house owners, editors or people? Man is subject to manipulation at the hands of media owners. Due to the emergence of

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big businesses in the field of media, there is a threat of monopoly which may lead to control on information. Obviously journalists are obligated to the same society that gives them freedom of expression-provides the laws that bring about a free press. They function as the trustees of the public- promote public interest.

Norwegian scholar Johan Galtung <sup>5</sup> says, *'There is more elitism, personism and negativism than ever before'* [ . . . .in the media contents throughout the world]. . . . . *'The front page of a newspaper degrades itself, its journalists, its readers and all those concerned, when it represents rape and murder as the major constituents of world society. And this is sometimes called the personal touch!'*

For genuine, healthy, meaningful, fructifying, harmless, non-interfering, vibrant, sensible and contributive functioning with maximized benefits, every media theories in the books anywhere in the world have reiterated that the intricacies of media practices should essentially be very much compatible with the social structure, cultural ethos and psycho-social ramifications of the land and region. However, the practices currently adopted are more often borrowed or imitative of the extraneous, more often external [foreign or even alien kind], strange to be deciphered, less, even accepted by the people in the subcontinent, especially of nation like India. It all sounds archaic but is true to the letter and spirit of every media theories, classic or modern.

Because of the watchdog function, the press often is criticized as a purveyor of only bad news. Yet without this 'bad' news, how would the public get warned? How could the average person acquire the information he needs to act with enlightened self-interest? The thoughtful editor realizes that 'bad' news is one of his more important commodities, that somehow he must keep the reader informed without becoming a chronic alarmist.

In such a context, mass media, without

exception to any kind, has constantly been lured into being overstepping in the fire line of informing/educating/entertaining the public. Innumerable instances point to this fact. Not to bring media to book through this study, however the habits and practices of media have again and again been leading towards or often resulted in sensationalizing, misleading, instigating, being insensitive or making the consumers insensitive to issues/havocs/irregularities, giving ulterior ideas, leading to commit mistakes, triggering catastrophe, toppling governance established by law, titillating, enhancing anxiety, decreasing enthusiasm and such other disturbing consequences.

The trend is trickling down to the regional as well as local media practices, habits and its culture.

Serious issues such as the rehabilitation of people displaced by development projects, the improvement of primary and secondary education, developing a scientific attitude to religious and social practices, discovering the underlying causes of communal clashes, and so on, do not receive substantial attention in the media. What seems to be more important for the media is often a series of spicy reports and pictures, advertisements and interesting or entertaining tidbits.

The Indian media are of, by and for the urban (more specifically, metropolitan) people. They are owned by the affluent and run by people whose major interest is in capturing the advertisement market. They turn to the countryside and the rural poor only during elections and when something sensational or something that challenges the established order occurs.

**The seriousness of study on the topic like Social Responsibility under Mass Media Education is evident from the fast, aggressively growing media activities all over the world.**

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‘Social Change is not even of secondary importance to the media’- feels J.V. Vilanilam, media educationist<sup>13</sup>.

J.V. Vilanilam, authentic in media studies in one of his book argues that the TV medium has only reached its ultimate, real goal namely, the marketing of products affordable only to the urban or rural rich.

Vilanilam continues, ‘*To look at the programme content is a futile exercise, because the most significant content so far is advertising. Therefore, the social effects of television will depend on the philosophy of life, attitude to social objectives and views about what will interest the maximum number of viewers prevalent among programme producers and media users*’ . . . . . ‘*India has already let foreign media into the country, will this lead to cultural imperialism again?*’.

**The scope of this Study** primarily lies in the argument whether the mass media education could make media practicing socially responsible or not. It assumes proportionate dimensions because of the commercial frenzy that the media get into as a competition. The competition among the different media jams the coherent public opinion building on crucial issues of national or regional importance, development gets a back seat and reality of content becomes secondary and becomes what the media critics call as ‘constructed reality’ over electronic media.

Social Responsibility is only in the books, a section of critics argue. Society decides the fate of programs and acceptance levels and they are reflected in the circulation figures, TrPs [TAM], they believe.

Under the blur of E&M a host of sedative or opium induced program contents on electronic media such as- packaged *graphormation* [graphics + information] in the form of glorification of money-lashing public figures and celebrities, *sensationalism* in portrayal of trivial

news or simple solvable issues, undue *commoditization* of women, misuse of children in the aired *programme content*, particularly in advts., *exploiting viewership* by addressing the *voyeuristic attitudes* of the subconscious minds of viewers through portrayal and projection of violence of varied forms in program content.

These are highly misleading content for the life-living idea seekers among viewers. It has the tendency to increase stress, indifference, in sensitivity, apathy, cynicism, pessimism, fear, paranoid and voyeurism among the viewers, directly or indirectly, sooner or later.

**Limitation of this study** is that it does not include limited inputs of media practices and parlances given to the students in formative years.

**The delimitation** is that university level of education, that is higher education at graduate and post graduate level is considered throughout the study.

**The methodology** here is through the analysis of case studies and observations through critical view point of the scholar for this study. The cross sections of various media schools have been picked randomly and validly for the study purpose.

The study analyses and tries to provide for alternative healthy practices, at least put them into theory to begin with, with a hope that the stakeholders will introspect, ponder over and imbibe the spirit and essence of a disciplined approach to the progress of mass media education, much more so in a technological post-modern world.

Then it is about the professionalism. The etiquettes, mannerisms, the sensitiveness, polished behaviour that the profession calls for should all be trained among the employees as well as employers of the media profession. Every media house seldom invests time, money and expert man power to impart training to the practicing journalists and mass communicators. The owners always look out for quick profits, less

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and less recurring investment for more and more incoming profits and least incurring expenses.

All these happen because of the so called professionals inside production houses who operate with senseless minds and without values in their work culture. These values are not engrained in any media practitioner by default but will have to be instilled through advanced literacy and formal education, both during their formative years as well as in their stints with higher education. Not to count on the eyewash exercises of media enterprises towards mass media education like *Newspapers in Education*, etc. in the name of CSR. In fact, it is perhaps possible only through media education leading to a graduate diploma, degree or a post graduation that such value based journalism practices can be set in, not just for the immediate time to come, but for a long, sustained media functioning intended towards sustained development and progress of a nation or society.

### ***Media educators***

The dictum ‘*Journalists are born, not made*’ is now old and obsolete. Today, journalists and media persons are made into a professional, near perfectly, by means of training or education at the academic level of diploma, graduate or post-graduate studies. A host of journalists and media professionals over the finishing decades of 20<sup>th</sup> century have been produced with imbibed discipline and expertise by various media schools all over the country, public or private. The term *media schools* is only to add tinge to the currency, however it is the university level media educational efforts that are worth reckoning. It could be because of the minimum level of maturity by age, life’s exposure, language and expressional abilities and inclination for socio-economic participation of the nation among the youth that gives clearance signal to induct them into such an education.

It was around 1923 when a university level effort was made in the then Indian province of

Lahore, Punjab. For a long time, slow and steady efforts in Calcutta, Delhi, Bombay and Chennai at the University level of education shaped the student aspirants to become media practitioners or analysts or both.

### ***The findings in the Shifting Trendz***

It reveals the relationship between the business aspect of media education, the ethical lines and the psycho-social aberrations resulting out of wrongly treaded paths by the media education. While a section of critics argue that social responsibility is a myth for media practices, the academicians observe that instances like unethical or valueless practices by media is primarily due to lack of media education and its perspectives in the form of formal learning.

In a subsidized education, like that of University supported by the University Grants Commission, the infrastructure is of an issue. The only best infrastructure is perhaps the “human resource”, our graduates or post graduates are fascinated by the media out there. Wanting to enter international or national media sectors, their dream in their eyes always hanker for the field and their last priority is that of teaching.

Earlier only called journalism education, as the mass media took different hues and shades, later broadening the base, the media education also changed nomenclatures.

We don’t get the cream of media educated students’ output to aspire to be good academicians. The whole atmosphere is getting affected because of this. There is no coordination between media houses and education professionals. No mutual understanding, howsoever. The position of media educators is simply not understood by the industry people. However the reverse is not true as the educators want their students to constantly understand the industry. This is the ground reality.

In most of those sectors/ institutions commenting on media education, most of them do not approve of the fact that such education



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should be taught in traditional form. The reprimand that media education is not imparting practical inputs is true, owing to the hard fact of limited infrastructure reasons. It is also a fact that some of the inputs in media education do not have valuable or important content in its curriculum.

Research, international communication, business communication, population, health, traditional media for rural communication, Public Relations, Advertising, corporate communication, electronic media, new media. . . in all these studies at the academics, don't get approved by the industry. This has discouraged the academic fraternity without motivation or even leads.

Apart from training, researches and in many other dimensions participation is needed in the academics.

Looking at the Classroom situation, people in the academia are not found in the classrooms, but their intentions are roaming elsewhere. Nor the industry people are inside the classrooms.

Specialized subjects like the theories of media are to be taught only by academicians. Regarding language/medium of instruction or of supportive learning, local or regional interpretations are strikingly snubbed by the fashioned professionals, in most cases the student community themselves for want of no reason or of least consequences. Kannada media aspirants are ignored or put aside during invitations to media seminars/interfaces, much so in metropolitan or urban situations.

The reality is, a University / a govt. set up is totally different. Education here is subsidized; One cannot go in for a/c class rooms. . .! No infrastructure like studio, computer lab, photolab, newspaper lab, newsroom, tele-printer connection. Whereas a lot of private Institutions may be interested in commercialization of education, but they miss on trained / not even trained 'academicians' through such private Education. . . This distinction between the

Commercial and public service institutions needs to be addressed by the stakeholders for optimal benefits.

Moreover, Journalism teachers of PG courses are compelled to handle heterogeneous groups, like those pre-trained in journalism at graduation level and those coming from science, commerce, business management, humanities, psychology and many such other streams. To train them into the basics is basically a tough job for any teacher, for that matter.

**Awareness arises out of responsibility fulfilled.** Corporate Social Responsibility is widely missing. The media industry is very indifferent in helping the academics and students. It is too worried about its profits and business. Moreover, why should all Masters holders become communicationists or journalist, why not educators. . . ?

All Masters Degree holders in History will not become historians per se, similarly all masters in economics will not become economists, and masters in any degree will not become field professionals. In fact, the minimum qualification to become a teacher or involving in academics is a Master's Degree in relevant subject or field. It is not such a requirement for practicing in any field. This proves that academic nourishment is possible very much through the trained master's degree holders in media studies and related dimensions.

Pedagogy is inherent in many of those who wind up with a masters. . . also the pupils in the subcontinent are ignited with the spark of their teachers in their veins, so why not?!?

Media education is misunderstood to be imparting only skill sets need for the field. This is akin to Yoga mistaken for Yogasana, where calisthenics is predominant and less addressing the mind and intellect. First, it is the values that should precede the knowledge and skills. Without the value of a concept well understood, the learner

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will soon become misfit in society; in fact turn into a demon in human form. Also, today values are misconstrued to be that of money, power and the kind, which is not true. *Frequent digressions in legal bindings and gross violation of ethics by today's media professionals call for intense case studies for serious look out for solutions within and among the fraternity.*

Some efforts in teaming up of media educators is happening at progressive states. Karnataka is an example. The KSJCTA and similar teacher bodies are contributing their mite to the education scenario in the state.

### ***Suggestions and Conclusion***

In the current times, there is a tendency on the part of the press to set an agenda. Not that the press is biased in India but it has imposed trends according to certain specifications. The present over indulgence in lifestyle stories, celebrity-centered writings and the like can be seen in the context of the economics of newspapers – trying to promote products, services and people with an eye on increasing advertising revenue. Unless there is revulsion from the readers this trend will continue and may get worse in the days to come.

Professional ethics are on the decline. Journalists themselves should indulge in ethical practices, else face the wrath of government or owner control, let alone regulations. Along with Press Freedom adjoins what media analyst John C. Merrill<sup>16</sup> calls as 'social-determinism of the press'. Since India is an amalgamation of the traditional, transitional, modern and affluent societies, media should address all these strata in complete proportions without compromise.

Renowned scholar, media researcher and educationist Dr. H.S. Esvara, in his recent article<sup>17</sup> writes on an issue under the title 'The Mirages called Independent Media, Responsibility & Objectivity'. The relevant extract is as under.

'Actual media independence could be

meaningful and realized only when the three terms- Independence, Responsibility and Objectivity - work as integral parts of each other in a gestalt form. But there are detrimental factors against genuine independent working of the press. Apart from Govt. pressure against media independence, many other pressures from different sources are those which come from the laws, ownership monopoly, internal pressures, self-instilled pressures, advertisers' pressures and public pressures. So, the integral component of a responsible media education, particularly social responsibility leading to social awareness is of paramount importance.

The media does not even worry about the bad effects of such matters on the readers / viewers. Psychologists have come to specific conclusions on the portrayal of violence, crime, etc. Such portrayals create a sort of 'models' and give leads to do criminal acts and its techniques and modus operandi. As a whole, the media independence is confiscated if social responsibility is not considered by even sections of mass media.' The truth about the media industry functioning in India has a long way to go to be professional, effective, meaningful and fruitful towards society, its own well being and for the well-being of the mankind.

### ***Recommendations***

Government, NGOs, entrepreneurs, philanthropists, media veterans, men in different sectors of economy should all extend their patronage to media education as though it is their own messiah with a panache for a vibrant information society of tomorrow.

Professional Media Organizations, both at the central and the state levels, should play crucial role in extending their support and encouragement for the good deeds of media education fraternity. It is not much of an asking when we say that those Indians involved in the media or media education abroad, should put aside a part of their profit and comfort for the cause of media education here in

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India.

There is growing instances and evidences of a nexus between the corporate media and placement agencies about inducting graduate media students into training or employment in media houses. These agencies threaten media job aspirants that their studies are not with adequate skill sets at their academic level to work on the job front. Many media houses discourage offering internship programmes to the media students under the tag of similar reasons. The anomaly is that the industry should entertain these students at one point or the other to make a beginning on real-time operations else how is practical exposure assured?

**Rural India** is fast picking up in access, utility and participation in mass media activities further resulting in socio-economic participation of the progressive nation of India. This is definitely an added area where media educators should concentrate on.

A comprehensive policy on Mass Media Education in India is the need of the hour. Ethics, values and serious view of healthy practices of mass media can only be taught, portrayed, projected and imbibed in the aspirants of media careers only when their mind is wet cement and receptive. These can easily be achieved inside the class rooms and the training environs and not in the rougher, tougher, often brutal, merciless field out there. A sensible body has to be constituted towards achieving the objective. **The government at Central level can envisage formation of Media Education Council, similar to the lines of All India Council for Technical Education, Medical Council of India, etc..** Teachers and Academicians involved in teaching journalism, mass communication and such pure social science subjects, along with genuinely interested media practitioners should be involved in framing of the policy.

Media Education should not be akin to

media practicing alone but equally weighed with media watch, media analysis, media criticism, media consultancy and last but not the least, media research. The industry people should not be given chance to snub media education, nor should there be lenient approach or free allowances to them in involving in teaching exercises in the education domain. It is simply because what is actually practiced in the industry cannot be told in the class rooms. A simple reason is that the holy exercise of teaching gets maligned if a teacher on the platform motivates the aspiring and budding journalists to accept gifts, go to parties, take bribes, enter into a nexus with politicians, make sites, ignore murder and mayhem, sensationalize, be indifferent to the event and be only a covering geek, as a whole ignore the principles of journalism, and so on.

### **Key terms**

**CRPF** - Central Reserve Police Force

**CSR** - Corporate Social Responsibility

**ECI** - Election Commission of India

**EXIM** – Export-Import- an acronym for the policy of export-import adopted in India.

**IRS** - Indian Readership Survey

**ISRO** – Indian Space Research Organization

**NRS** - National Readership Survey

**PBCI** - Prasara Bharati Corporation of India

**PSMs** - Public Service Messages

**TAM** – Target Audience Measurement

**TrPs** – Television Rating Points / Trade Related Practices

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# 'Development and Communication issues' - A theoretical approach

Shylesh Raj Urs G. B. \*

## Abstract

The post-world-war- society has replaced the global mantra as "Development" to that of from "War" mantra, which predominated during pre-world-war-society. The U- turn transition between pre and the post world war society has developed various concepts and theories on the subject communication and development. The term "Development Communication" was first coined in 1972 by **Nora C. Quebral**, who defines the field as,

*"The art and science of human communication linked to a society's planned transformation from a state of poverty to one of dynamic socio-economic growth that makes for greater equity and the larger unfolding of individual potential."*

This paper being submitted at the National Conference on: '*Shifting trendz in media: The implications on social responsibility*', focuses on the theoretical approaches with the critical examination of the aforesaid. Taking cue from Alvin Toffler's observation on flip of information society to technocrat society, this development has failed to diminish the complexities confronting the human kind. The complexities have rather escalated multiplying in multi folds. The march towards affluent society embracing modernization should plug in the loopholes that deter development. The concept and elements of Development need a fresh thought besides reassuring the development goals complimenting the sustainability in the contemporary scenario. The persisting problem requires a multi discipline and multi dimensional approach besides a holistic stand.

The post world-war society has replaced the global mantra as 'Development' to that of from 'War' mantra, which predominated during pre-world-war-society. The U- turn transition between pre and the post world war society has developed various concepts and theories on the subject communication and development. The term 'Development Communication' was first coined in 1972 by Nora C. Quebral, who defines the field as,

*"The art and science of human communication linked to a society's planned transformation from a state of poverty to one of dynamic socio-economic growth that makes for greater equity and the larger unfolding of individual potential."*

This paper being presented at the National Conference on: '*Shifting trendz in media: The implications on social responsibility*', focuses on the theoretical approaches with the critical examination of the aforesaid. Development is the term, which has been abused more than used offlate. Taking cue from Alvin Toffler's observation on flip

of information society to technocrat society, today, development has failed to diminish the complexities confronting the human kind. The complexities have rather escalated multiplying in multi folds. Hypothetically, the march towards affluent society embracing modernization should plug in the loopholes that deter development. The concept and elements of Development today need a fresh thought besides reassuring the development goals-complimenting the sustainability and also due prominence towards ecology. The persisting dilemma requires a multi discipline and multi dimensional approach besides a holistic stand.

The theories and practices of development communication sprang from the many challenges and opportunities that faced development oriented institutions in the last century. Moreover, since these institutions existed in different contexts, different schools of development communication have arisen in different places over time.

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Manyozo (2006) suggests that the history field can be broken down into those of six different schools of development communication, with the Bretton Woods school being the dominant paradigm in international literature, and the other schools being the Latin American, Indian, Los Baños, African, and the participatory development communication schools.

### ***The Bretton Woods School***

The “Bretton Woods School of development communication” is a term that has applied to the development communication. This has further led to Marshall Plan after World War two, and leading to the birth of the World Bank and the International Monetary Fund in 1944 with emphasis on economic strategies . Leading theorists under this school included Daniel Lerner, Wilbur Schramm, and Everett Rogers. Due to his pioneering influence in the field, **Rogers** has often been termed the “father of development communication.”

Originally, the paradigm involved production and planting of development in indigenous and uncivilized societies. This western approach to development communication was criticized early on, especially by Latin American researchers such as Luis Ramiro Beltran and Alfonso Gumucio Dagron, because it tended to locate the problem in the underdeveloped nation rather than its unequal relations with powerful economies. There was also an assumption that Western models of industrial capitalism are appropriate for all parts of the world. Many projects for development communication failed to address the real underlying problems in poor countries such as lack of access to land, agricultural credits and fair market prices for products.

The World Bank currently defines development communication as the “*integration of strategic communication in development projects*” based on a clear understanding of indigenous realities.

### **Addressing indigenous problem indigenously; - Participatory communication**

### **approach.**

The **participatory communication approach** was conceived more than two decades ago. Since then, its principles have enjoyed increasing influence over the work of development communicators.

The roots of participatory approaches in development communication can be found in the early years of the 1970s when many people in the development community began to question the top-down approach of development dominant in the 1950s and 1960s, which targeted the economic growth of countries as its main goal. During these two decades, the success of the developed countries was held up as the model to reach. Development was thought to be triggered by the wide-scale diffusion and adoption of modern technologies. Such modernization planned in the national capitals under the guidance and direction of experts was brought in from the developed countries.

Mass communication played an important role in promoting “modernization” to the people. Social change, modernization and development appear synonymous. The role of mass media in the diffusion of innovative information and education cannot be underestimated. The message for social change cannot be devoid of realities in the society. The elements of cultural rejuvenation cannot be ignored. No doubt, the media affect the society and cause change. However, the particular community has to take the initiative for social change. The mass media can support, supplement and complement such efforts

- 1 Posters, leaflets, and other publications made up another important instrument used as a part of this approach. It is popularly known as “development support communication,”.

The overall approach to modernizing the developing world eventually ran into problems. Experts found out that development was not restricted to just building roads, piping water, and distributing electricity. Nor was it limited to increasing farm yields per hectare or switching

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farmers over to cash crops.

The expensive failures of the top-down, mechanistic approach were noticed in the cities. Activists began to criticize them loudly as focused on the symptoms, not root causes of poverty. They were also furious with development plans, which catered more to the interests of the city elites than the people concentrated in the villages.

Meanwhile, other activists started to question the basis of the modernization approach. The developed countries were more powerful than the developing countries, and the latter had to depend on the former for their well-being.

At the macro level, the dependency debate led to mass communicators making serious efforts at rerouting information flows away from the traditional gatekeeping junctions located in London, Paris, Madrid, and New York. Third World news networks were established, and articles written by people from the developing countries for themselves.

- The confronting ground realities of Development and Communication.
- Asian societies favour collectivism, while Western societies cherish individualism.
- In developing countries, national interests should take precedence over those of individuals.
- Diversity of views can confuse people.
- People must be educated and mature before they are able to make good decisions from a diversity of views; therefore communities in developing regions require education first, then diversity.

### ***Participatory decentralized development***

“Participatory decentralized development” has proved to be a successful strategy for fighting poverty and strengthening communities throughout the world. Yossef ben-meir argues that it also strengthens central governments and promotes

reconciliation and stability, and it could be used to facilitate solutions to the regional, national and international conflicts. The solution is borrowed from an empirical model studied and tested in Palestine, Iraq, and the Western Sahara -

### ***Gandhian thesis of development***

Gandhi proposed a holistic approach to development. He combined moral and spiritual values with economic goals that contributed for an over all development of both the individual and society. The primary premise of Gandhian economic philosophy is ‘production by the masses’ not ‘mass production’. The Gandhian model has both admirers and critics. For some people, it is outdated and irrelevant as the world after world war 1 has become more and more technology oriented. Countries with technology started dominating the resource rich nations and exploited then endlessly. The debate continues.

### ***Development v/s Environment v/s Communication***

**The core topic ‘Shifting trendz in media: The implications on social responsibility’, evolves around the triangle Development-Environment and Communication. The development paradigm that focused only on economic growth completely ignored its consequences on the environment. It was realized many years later that the development path chosen by many nations was environmentally destructive. The sustained increase in the per capita income was unsustainable process.**

**The United Nations World Commission and Development (WCED) report - *Our Common Future*** posits the concept of sustainable development which do not endanger the atmosphere, water, soil, and ecosystems that support life on earth. Environmentalists have been pointing out that nations are losing more from pollution than they are gaining from Development and Modernization. Uncontrolled development in china in the last two decades has created serious, chronic air and water pollution. Uncontrolled



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development is not only bad for the environment but it does not make economic sense too.

When the environmental news began, appearing in the media in 1970s it was seen as part of a broad area of development Journalism. One of the objectives of Development Journalism was to create awareness among the people about the need to protect the environment. Journalists specializing in development reporting also wrote on environmental issues.

Detjen (1991) argues that though the media coverage of environmental issues is often lacking, advocacy journalism is not the answer. He says, 'I believe that advocacy journalism, if it means one-sided and unfair reporting, is misguided and in the long run counterproductive leading to evaporation of credibility'. In support of his argument, International Federation of Environmental Journalists clearly says that environmental journalists should not advocate any cause.

The code of Asian Forum of Environmental Journalist (AFEJ) adopted in 1988 says that Journalists should report all side in any environmental controversy and support to any group is considered as unjournalistic practice.

### **Conclusion**

The scope covered by development communication has broadened considerably in recent years. Many practitioners have tried to draw on the experience of a number of disciplines other than development communication. In the process, they have contributed to the start of a long-overdue convergence of experience in the environment, communication, and development sectors. This paper has been an attempt to survey a small number of issues in the vast pool of experience offered by these sectors. It has set out to raise questions rather than provide answers to the myriad complexities. Development and Communication issues have brought in more scope and need for the environmental reporting and presentation of the

facts and issues. The social responsibility lies in identifying the role of media in creating environmental awareness. Whether media should be objective or advocate of environmental interest remains a subject of debate. Advocacy is considered a means through which further damage to the environment can be prevented.

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# A Comparative Study of YCGSI and YCIC in Yemen

Mansour Abdullah Naji M. \*

## Abstract

This paper concerns with Corporate Social Responsibility (CSR) of Companies in the Republic of Yemen. There is an attempt to shed light on and examine two eminent Yemeni Companies (YCGSI and YCIC ) which have self-reported performance in some key areas of CSR. Findings are taken into account; the current CSR programs of two Yemeni Companies as subsidiaries of HAS groups of Companies are chosen in order to explore the nature of those programs in supporting national and local community. It is conducive to the society as well as to the financial success of businesses. However, many Companies are unaware of the requirements CSR requires of them and how to align CSR initiatives as a new communication tool with their business goals

### *Introduction:*

Corporate social responsibility is a term describing a company's obligation to be accountable to all of its stakeholders in all its operations and activities. Socially responsible companies consider the full scope of their impact on communities and the environment when making decisions, balancing the needs of stakeholders with their need to make a profit.

Companies' socially responsible take into their consideration the community impact of all aspects of their operations, rather than reserving community issues until after profit. Ararat, Melsa. "Corporate Social Responsibility Across Middle East and North Africa

"World Bank Working Paper. April, 2006 fits are made. Shifting one-time philanthropic donations into a focused program of community partnering can be a good first step for companies that want to develop a comprehensive approach to social responsibility. Corporate social responsibility simply means that organizations have responsibilities to society that extend beyond the traditional contract to produce goods and services at a profit. In today's complex and dynamic environment of conflicting interests, being socially responsible means that "corporations are more than just

economic institutions and have a responsibility to help society solve some of its most pressing social problems, many of which corporations helped to cause, by devoting some of their resources to the solution of these problems"

### *Review of literature*

The literature on CSR, though vast, is still extremely limited in the Middle East, especially in the Yemen and other Arab Countries.

Corporate Social Responsibility (CSR) in Some Arab Companies still remains more about philanthropy and is primarily considered external to business, as opposed to an internal process that is mainstreamed into core operations, strategy and long-term planning. It has typically been introduced by multinationals companies, and passed on through subsidiaries in the region. Although there have been several national and regional CSR-related conferences and consultancies springing up, there still remains the need to go beyond awareness-raising and to focus on practical how to guides and to harmonize CSR definitions, priorities, and initiatives.

CSR has different perspectives from country to country in the Middle East & North Africa region (MENA) (1). The report revealed that "CSR is

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currently best understood and manifested as external philanthropy of a company, and that CSR is driven primarily by either rational business choices or political choice instead of arising from or responding to pressures and demands from society". In most countries, the actual society does not differentiate between ethical behavior and simply obeying the law when they evaluate business behavior. Drivers of CSR in the region include: (2)

	<b>Driver</b>	<b>Country</b>
	The need to improve the investment climate - better governance, voluntary disclosure, transparency, accepting the rule of law.	Turkey, Morocco, Egypt
2	Increased international and local competition due to liberalization - concerns for efficiency and productivity.	Jordan, Turkey, Egypt
3	International business relations - learning by examples.	All countries
4	International Codes of Conduct, such as the BSCI Code in the textile industry.	Morocco, Turkey.
5	The need to comply with International Standards.	Morocco, Turkey
<sup>36</sup>	Government - new laws and regulations, such as Corporate Governance Codes, disclosure and reporting requirements, labour laws.	Turkey, Morocco, Palestine, Jordan.
8	International campaigns, programs and projects, such as the UN Global Compact, World Bank-IFC programs, UNDP programs.	Turkey, Lebanon, Egypt
9	Consumer preferences in developed countries (Ethical trademovement, for example).	Turkey, Morocco, Egypt.
10	Relations with the European Union.	Turkey, Morocco, Jordan.
11	Activism of global civil society organizations, such as Greenpeace, Transparency International, directly or through local agents.	Turkey, Lebanon.
12	Awards and ratings	Morocco, Turkey.

In general, the Middle East as a whole is at a stage of trying to define CSR in their own context, map their stakeholders, and define their priority issues.<sup>5</sup> In many ways, the MENA region is ahead of other regions due to the fact that it is taking an approach to CSR that is regional, organized, and driven at the policy level.

At the policy level there is a considerable movement. The MENA-OECD Investment

Program was launching, during its ministerial meeting that was held in Cairo in November 27-28, 2007, a Responsible Business Forum, chaired by Egypt. In July 11, 2007, Egypt became the first Afro-Arab country to sign the OECD Declaration on International Investment and Multinational Enterprises. Top officials and Ministers in many countries were taking serious decisions at environmental and social challenges and finding some solutions through engaging business. At the regional level, steps have been taken to institutionalize the idea of CSR. For example, "as planned in the first phase of MENA-OECD (2005-2007) a regional Institute for Corporate Governance (HAWKAMA) was established in 2006 in Dubai to advance corporate governance reform in the region.

On a national level, ten countries have defined their National Investment Reform Agendas (NIRA) that included concrete investment policy reform measures aimed at improving the countries investment environment: Bahrain, Egypt, Jordan, Lebanon, Palestinian National Authority, Oman, United Arab Emirates, Morocco, Tunisia, Yemen. These reform agendas, which were also an initiative by the MENA-OECD, "highlighted the role of corporate social responsibility and corporate governance in creating a healthy investment climate"<sup>4</sup>.

The Centre for Market and Consumer in Yemen organised by the end of October 2008 a conference on the social responsibility of companies. The conference held on in Sana'a which aims to strengthen concepts of free economy and social responsibility of Yemeni companies,

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creation of better partnership with the local community, contribution to prosperity of Yemeni companies and dissemination of social marketing culture as a modern marketing concept.

In fact, in developing countries and the Arab countries in general and particularly of Yemen, we need to give serious consideration and attention to the issue of social care community. Do you become absorbed the concepts of corporate social responsibility? Why the fear of the building? - First: did not arrive, we have many companies in Yemen or any other Arab Countries to a level that we can say that it arrived in the area of focus for the planning and implementation of social responsibility. It is importance of educating the Arabian Companies of social responsibility and participation in the process of community development, and contribute to effective and practical in achieving the essential Sustainable development partner with the government in the development of the country in particular and most companies do not realize the sense of how this responsibility will be back by the positive benefits and increase the benefits and profits to them.

***Sample of study:***

Yemen Company For Industry & Commerce (YCIC) has been established in 1970. It is the first manufacturing company of HAS group. YCIC is one of the largest manufacturers of Biscuits, Sweets and Cooking in the region.

YCIC has grown up from a small one line since its establishment in 1970 to a flourishing and expanding the product lines to about 15 different production lines. It started with approximately 120 employees but recently the number increased to include 600 Employees. YCIC products are exported to several countries in the Middle East, the GCC and Africa. Recently the company started exporting its products to the USA.

Whereas, **Yemen Company For Ghee & Industry (YCGSI)** has been established in 1975. It is the largest manufacturing unit of Ghee, Oil,

and detergents in Yemen. YCGSI has different trademarks and that Safi is considered one of the most reputable industrial trademarks in the region.

YCGSI is the pioneer in the production of Vegetable Ghee, Cooking Oils, Margarine, Detergent Powder and Soaps in Yemen. The company started production of cooking oils and ghee in **1975**. In regard to Detergent Powder and Toilet Soap Factory, the plant of toilet soaps production was established in 1982, and soon afterwards another plant for producing detergent powder was established in 1984.

The company has also adopted strict policies in respect of product quality, and a lot of attention has been paid to establish a quality assurance system. One step to this end was obtaining the international quality certification "ISO 9001" which took the company to a new level of quality. Also, it takes pride in adapting the latest technology and continuous improvement.

However, both of the Companies YCIC & YCGSI are implementing a safety and healthy work environment by applying training and motivation to their employees as a part of CSR towards internal public. As a part of their mission to achieve the desired goals, both Companies have paid a keen interest in implementing different social activities that positively serve the local & national communities in which this paper is focussing on.

The different fields of CSR have been adopted and implemented by both Companies at local & National level. Those fields comprise social, religious, educational, environmental protection, health and sports fields.

The implemented programs have played a vital role in developing and meeting the community needs in all aspects whether intellectual, scientific or physical. The Education programs for example such as sponsoring National scientific conference or graduation in Universities & support Schools, while the Sponsoring health programs have often been implemented of local Community such as Malaria

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Eradication & Mosquito Eradication ect.

In addition to this, those programs basically aim at implanting a sense of loyalty for the domestic products and national industries among local consumers which is the focus of the attention of the companies.

The both Companies are needs to remain competitive process and a community skills are increased. They sponsoring some educational, cultural and a public health programs and offering transportation facilities for example. Many of the programs are provided universally in the community and supported through some form of activities. Others grow out of the concerns and needs of a group. The programs are supported by the Companies in coordination with government & non-government organizations.

#### ***Methodology:***

The empirical research is a part of a large project of my PhD work in India at University of Mysore. In this paper I concentrated in this paper to analyze the YCGSI & YCIC perspective to compare the Corporate Social Responsibility (CSR) practices of Yemeni Companies.

The main method of the study is survey examination to obtain more data related to CSR activities through the companies non-financial reports supplemented by information on their CSR documents available during the period of 2004-2007 in order to do comparative study between both of the Companies. The primary objective in the analysis is to gather annual information on CSR programs of both companies.

#### ***Objectives of the Study:***

This article examines to what extent two largest major companies in Republic of Yemen Practice CSR activities and what they do to deal with them. The main objectives of the Articles are focus on to obtains more data of the different CSR programs in YCIC & YCGSI in order to develop skills in comparative analysis, specifically in terms

of structuring and amount of CSR programs at both Companies

#### ***Data collection:***

There are two ways of getting access to the data needed for ones studies-primary and secondary data. Secondary data is data that already exist and is printed in books and articles while primary data is collected through telephone interviews, personal visits or survey examination (Patel & Davidsson, 1994). In most studies both primary and secondary data are used. The primary data has been collected through survey examination of the YCIC & YCGSI self-reported performance in some key areas of CSR during the period of 2004 to 2007 & interviews with some managers & employees of both Companies.

#### ***Results of Study :***

As the findings in the level analysis demonstrate that to compared deferent CSR programs of YCIC & YCGSI, the results of the comparison between sponsoring social programs implemented of YCIC & YCGSI showed a big difference between CSR activities of both Companies. Statistics show that as 10% have been achieved of these programs during 2004 at YCIC, where as YCGSI has achieved around 36% . The percentage of YCIC increased less to include %12.5 in 2005 but YCGSI has acquired in its activities 46%. However, analyses show that, there is no progress of YCIC during the years of 2006 10% and 0% of 2007 where as YCGSI has grow up in its social activities to contain 47,52457% during 2006 & 46,875% in 2007.

In contrast, the result showed that in 2004 YCIC has 0% of sponsoring education programs where as YCGSI has achieved 24% . In 2005 YCIC has earned 12,5% & in 2006 acquired 10% where as YCGSI achieved around 21,25% & 21.78218% of the same years. There is some progress in 2007 of YCIC which reached to 25% & very near compared with YCGSI 28,125% in their supports educational activities of national and local communities.



According to the analysis, we realize that the percentages of sponsoring Religion programs of YCIC are 10% of 2004, 12,5% of 2005, 20% of 2006 & 25% of 2007, while the same programs of YCGSI during the same time were 28%, 18,75%, 20,792079 & 13,54167 of 2007.

Analysis of health programs of YCIC for four years showed gradual development as it included

20%, 25%, 20% & 50% , but YCGSI percentages at the same time were 2% ,0%, 0% & 3,125%. The sponsoring Environment protection programs of YCIC have seem also good than YCGSI at 2004 & 2006.

According to the tables, the percentage of YCIC varies than YCGSI in Sponsoring Sport

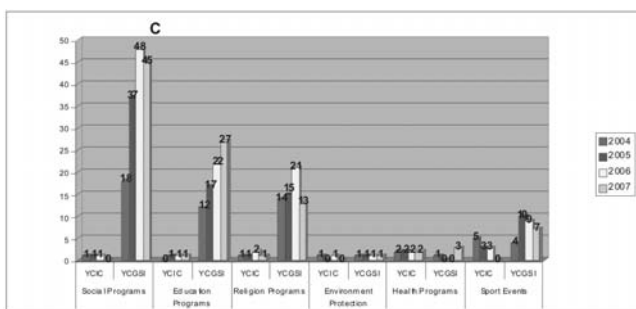
**Table-2: Compared Corporate Social Responsibility Programs of YCIC and YCGSI**

Year	Social Programs		Education Programs		Religion Programs		Environment Protection		Health Programs		Sport Events		Totals	
	YCIC	YCGSI	YCIC	YCGSI	YCIC	YCGSI	YCIC	YCGSI	YCIC	YCGSI	YCIC	YCGSI	YCIC	YCGSI
2004	1	18	0	12	1	14	1	1	2	1	5	4	10	50
2005	1	37	1	17	1	15	0	1	2	0	3	10	8	80
2006	1	48	1	22	2	21	1	1	2	0	3	9	10	101
2007	0	45	1	27	1	13	0	1	2	3	0	7	4	96
<b>Total</b>	<b>3</b>	<b>148</b>	<b>3</b>	<b>78</b>	<b>5</b>	<b>63</b>	<b>2</b>	<b>4</b>	<b>8</b>	<b>4</b>	<b>11</b>	<b>30</b>	<b>32</b>	<b>327</b>

events in comparison of the results for three years which includes 50% of 2004, 37,5% of 2005 & 30% of 2006 while YCGSI 7,291667% of 2007 compared with 0% to YCIC at the same year.

**Tabel-3**

**Discussion:**



There are different reasons to discuss these findings. As we explained previously, The results of the study can be related to YCIC as a small implemented of its CSR programs compared with YCGSI. Therefore, we complement statistically the programs of CSR activities situated in the core or periphery of the both Companies. By using Principal Component Analysis to identify how many different CSR programs of the YCIC & YCGSI under our

survey which are most implemented of the local or National level and further on to determine whether or not amount of each types of Corporate social Responsibility programs in a core part of the Companies.

The table 4 shown bellow confirms the reliability of our findings represented by many values in the Extraction communalities. In other words, it implies all the CSR programs analyzed fit well with the factor solution in our study.

**Table:4**

Besides, the Extraction Sums up of the CSR

CoName	2004	2005	2006	2007	Total	Activitys			
YCIC	1	10	1	12.5	1	10	0	0	3
YCGSI	0	0	1	12.5	1	10	1	25	3
YCIC	1	10	1	12.5	2	20	1	25	5
YCGSI	1	10	0	0	1	10	0	0	2
YCIC	2	20	2	25	2	20	2	50	8
YCGSI	5	50	3	37.5	3	30	0	0	11
YCIC	10	0	8	100	10	100	4	100	32
YCGSI	18	36	37	46.2	5	48	2	46.875	148
YCIC	12	24	17	21.2	5	22	%	27	28.125
YCGSI	14	28	15	18.7	5	21	9	13	7
YCIC	1	2	1	1.25	1	0.990099	1	7	4
YCGSI	1	2	0	0	0	0	3	3.125	4
YCIC	4	8	10	12.5	9	1	7	7.291666	30
YCGSI	50	0	80	100	101	21860.39	8	96	100



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of the activities of both Companies in the table gives some values regarding comparative study between YCIC & YCGSI, which describes & considers how many CSR programs implemented & sponsorships by each Company in different areas. The totals of all CSR programs of YCGSI are 327 compared with 23 only of YCIC.

As we showed previously in the results, CSR activities of YCGSI indicate a very high rate of Social programs, Education programs, & Religion programs while YCIC had a high rate of health programs & sport events only during 2004 to 2006. The rate of both companies in environment protection programs seems as a similar of periods of Study.

**Conclusion:**

The concept of social responsibility must be framed... It must be based... Must create laws and incentives .HSA groups of Companies in YEMEN was even did implemented its responsibility before the social responsibility to demonstrate this concept, and prevail in the world... For example, the establishment of charitable and social institutions since the early seventies... This means that they have the awareness of social responsibility from the beginning of their activities, there are other different concepts and we must agree on a specific concept of social responsibility and if it had been agreed on this concept, we can determine what is the role of the private sector? What is the role of civil society? What is the role of government? So what are the implications of the responsibilities of these roles... Because there are significant problems... Each the private sector of the complains State... The State complains of the private sector... And there was a lack of confidence and no doubt, and there are many

problems of the parties.

Findings of this comparative study of two of largest Companies in Yemen YCIC & YCGSI when they did the work as social charity not as a main social responsibility of the both companies. They must have incentives to exercise the rest of corporate social responsibility and become part of their objectives and the institution which must become a strategic goal to have the mechanisms, the structure of responsibility and accountability.

The structure of the YCIC, which possible situate CSR activities in the periphery of its operations where the determination of Company strategy is restricted or the documentation process of CSR activities of the company may be not clear & could not be documented by correct way.

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# Media laws in changing times

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## Abstract

Media has moved from the traditional to digital. It has become interactive. Traditional journalism is facing negative growth. The speed of accrual of data compels its speedy dissemination also. This leaves the information incomplete and wanting to be tested for its veracity. Lack of appetite by audience for traditional news also makes the media look for other sources of news. Media has become participative. Very less is known about how changes in the collection and dissemination of news are affecting public opinion and societal values.

In India, from 1857, various laws have been enacted to enable or control the media at various stages. The field is growing very fast. A journalist is worried about whether the publication incurs libel and defamation and secondly, the permissible level upto which one can report about legal proceedings, so as to avoid contempt of court. While we do have a host of media laws, the aspect of any harm caused by some of the unhealthy developments in the media is not being adequately compensated on account of weakness in the media laws.

**Digital revolution has brought some questions:** The increasing reliance on the work of nontraditional journalists, such as bloggers and researchers of advocacy organizations, also raise questions about their status—under what circumstances can they be categorized as journalists and do they deserve equivalent legal protection? Activist journalism is especially powerful in conflict zones. Local media may be unable or unwilling to report, due to censorship or other reasons, lack of resources or safety, or merely lack of skills. Whether a citizen journalist has the same immunity as a professional journalist has? Can he be given such immunity, considering his locus standi?

News is aggregated by third party aggregators. What is the liability of the publishers and distributors? News organizations may find their stories republished not only by amateur individual bloggers and commentators but also by fake blogs, automatically created solely to generate advertising revenue from others' content. Music is pirated freely. Media and entertainment companies have responded with legal threats and lawsuits aimed at end-users, Internet hosts and connection providers, and the developers of file-sharing software. Yet even litigation has not significantly diminished the level of copyright infringement. Are there remedies?

Media is caught in the logic of maximizing profits. As profit motive is the driving force and as the law takes much longer time to catch up with the developments in information explosion and digital revolution taking place all around us, there appears to be a case for social responsibility to play a major role in balancing the profit motive being the driving force, the public good and the gaps/weaknesses in the present legal system.

Social responsibility being a general term, it may be difficult to define its scope and limits. In our country while the social fabric is strong in some respects, the ongoing social changes have reduced the power of the social fabric on the society particularly against the powerful driving force of profit. Hence, we need to study the new trends in media, the media laws, the social responsibility of the media and their combined effect on public good.

### Introduction:

John Stuart Mill put it, “the mass do not take their opinions from dignitaries in Church or State, from ostensible leaders, or from books. Their thinking is done for them by men much like themselves, addressing them or speaking in their name, on the spur of the moment, through the newspapers.” Media affect the way public think and

form opinions. Hence regulating the media is essential in public interest.

Press has been regulated for a long time. Owing to its growth concurrently with rest of the laws, press has a defined territory and defined rules. Hence we concentrate on the electronic media.

Media regulation in India traces back to the

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Press and Registration of Books Act, 1867. Subsequently many statutes were passed from time to time. Post liberalization, there have been great many changes. Press ownership moved towards concentration. Electronic media had global participation. Broadcasting was suddenly a competitive activity. The laws that were passed could not cover all aspects of media regulation. A draft Broadcasting Services Regulation Bill 2006 was proposed after a few aborted attempts. Here we try to analyse the media laws in the backdrop of the draft Bill 2006.

Media (press, radio and the television) contain entertainment on the one hand and news and current affairs on the other. We discuss here the media laws with focus on news and current affairs in the electronic media in view of their sensitivity.

***The Constitutional Provision:***

Freedom of speech is enshrined in our Constitution under **Article 19**. It protects certain rights regarding freedom of speech, etc. with certain restrictions under Art 19(2):

Nothing in sub-clause (a) of clause (1) shall affect the operation of any existing law, or prevent the State from making any law, in so far as such law imposes reasonable restrictions on the exercise of the right conferred by the said sub-clause in the interests of [the sovereignty and integrity of India,] the security of the State, friendly relations with foreign States, public order, decency or morality, or in relation to contempt of court, defamation or incitement to an offence.

Article 19(a) read with proviso clause 19(2) gives the full ambit of freedom of expression, which includes media.

***Present status of media regulation :***

Cable Television Networks Regulation Act, 1995 is the basic governing system for all TV channels related issues. However, the Ministry has been of the view for years now that the increase in the number of TV channels requires a special set of laws in keeping with the times and with provision for a regulatory mechanism.

The following are the Statutes that govern media in some form or the other.

The press and Registration of Books Act, 1867	Indian Post Office Act, 1898
Official Secrets Act, no. 19 of 1923	The Indian Wireless Telegraphy Act, 1933 The Cinematograph Act, 1952
Drugs and Magic Remedies Act 1954	Working Journalists and Other Newspaper Employees and Miscellaneous Provisions act, 1955
The prize competitions act, 1955 (Act 42 of 1955)	The young persons Act,1956
The Copy Right Act, 1957	The Press & Registration of Books Act 1958
Police Force Act, 1966 Press Council Act, no. 37 of 1978	The Police Act, 1972 Cine workers and Cine Theatre Workers Act, 1981
The Telecom Regulatory Authority of India Act 1997	Information Technology Act, 2000
The Cable Television Networks (Regulation) Amendment Act, 2002	The Delivery of Books and Newspapers (Public Libraries) 1954
The Copyright Act 1957	Contempt of Court Act 1971
Indian Penal Code 1860	Criminal Procedure Code 1973

These laws were passed at different points of time. Their focus also was different. As such, there have been many gaps in their applicability and it has led to confusion. But as the changes in the broadcasting field were small, it was possible to manage these incremental changes by amendments periodically, although not immediately.

Until 1991, broadcasting was in the hands of the national broadcaster, Doordarshan. The Prasar Bharti Act of 1990 brought all the doordarshan channels and the All India Radio under one umbrella in the public sector. After liberalization, the satellite channels started their telecasts in India.

The Supreme Court of India<sup>1</sup> in its landmark 1995 judgment relating to the broadcast media made it very clear that the rationale for media regulation is public interest. The apex court ruled in that case that “...the airwaves or frequencies are a public property. Their use has to be controlled and regulated by a public authority in the interests of the public and to prevent the invasion of their rights.”

The Union Ministry of Information and Broadcasting has periodically attempted to introduce legislation to regulate the rapidly growing broadcast sector. The Broadcast Bill of 1997 was one such attempt. The proposed legislation intended to establish an independent authority and to create a level playing field for indigenous broadcasters so that they become competitive in terms of quality of

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services, cost of services and use of new technologies. However, the Bill did not get past a joint parliamentary committee set up to examine the legislation after it was tabled in Parliament.

The government's next attempt at regulation was the Communications Convergence Bill, 2000, which aimed to create a single regulatory authority (the Communications Commission of India) to deal with advancements in information and communications technology. It proposed to repeal the Indian Telegraph Act 1885, the Indian Wireless Telegraphy Act 1933, the Telegraph Wire Unlawful Possession Act, 1950, and the Telecom Regulatory Authority of India Act, 1997. This also failed to become a statute.<sup>2</sup>

It was in 2006 that the central government came out with a draft Broadcast Bill, officially called Broadcasting Services Regulation Bill, 2006.

The draft Bill of 2006, which came to public notice in July of that year, was widely criticised by the industry for the proposed provisions that gave sweeping powers to the government and the body it intended to set up. The Editors Guild of India, a representative body of news and current affairs channels, has rejected the bill as draconian.

The Bill was criticized to be a reminder of 'inspector raj'. Very little public consultation and discussion preceded the drafting of the legislation. One of the issues the 2006 draft legislation attempted to tackle was "concentration of media ownership" i.e., the worldwide trend of ownership of media increasingly concentrated in a few large companies.

But in India, present and future implications of media concentration have not caught public attention. The industry and allies have protested against the possible impact on its business. Yet, it goes to the credit of the civil society that the bill has been redrafted several times.

The Telecom Regulatory Authority of India (TRAI), in February 2008, prepared a consultative paper to consider allowing state governments to own broadcast channels. It is interesting to note that

this consultative paper used the Broadcast Bill of 1997 as its basis and not the Bill of 2006.<sup>3</sup>

The draft bill, which calls for the setting up of a separate Broadcast Regulatory Authority of India (BRAI), has covered four major areas in its ambit, which would call for major corporate restructuring by media companies-foreign and domestic-operating in India. These include content, cross media ownership, subscriptions and live sports feeds.<sup>4</sup>

The preamble to the draft Bill 2006, states its objectives as

1. To promote facilitate and develop in an orderly manner the carriage and content of Broadcasting,
2. To provide for regulation of broadcasting services in India for offering a variety of entertainment, news, views and information in a fair, objective and competitive manner and to provide for regulation of content for public viewing and matters connected therewith or incidental thereto.
3. To provide for the establishment of an independent authority to be known as the Broadcast Regulatory Authority of India for the purpose of regulating and facilitating development of broadcasting services in India
4. Whereas airwaves are public property and it is felt necessary to regulate the use of such airwaves in national and public interest, particularly with a view to ensuring proper dissemination of content and in the widest possible manner;
5. Whereas Government has issued guidelines from time to time, with the approval of the Union Cabinet, for regulating the Broadcasting Services and it is felt necessary to give a statutory effect to these guidelines with retrospective effect;

We will examine the provisions of the Bill in detail:



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**The Bill defines broadcasting:** “Broadcasting” means assembling and programming any form of communication content like signs, signals, writing, pictures, images and sounds, and either placing it in electronic form on electro-magnetic waves on specified frequencies and transmitting it through space or cables to make it continuously available on the carrier waves, or (*continuously streaming it in digital data form on the computer networks*)<sup>5</sup>, so as to be accessible to single or multiple users through receiving devices either directly or indirectly; and all its grammatical variations and cognate expressions; (Chapter 1d)

“News and Current Affairs Channel” means a channel that broadcasts programs containing reports and comments on recent events, ideas, individuals and institutions dealing with political, social, economic and such other subjects as are of general interest to the public at large, but does not include a channel that exclusively broadcasts scientific, cultural, educational or entertainment programs including news relating thereto. (Chapter 1(gg)).

Thus, exclusive stories on science, culture, education are kept out of purview of news & current affairs. Also, the definition does not appear to cover internet and mobile news. But bloggers have a different view: for ex, “..... that the definition might still be extended to the Internet medium of mass communication,” or ‘...At the same time, the new Broadcast Bill proposed by the UPA government would not only affect the News channels but the Internet and radio content also will be curbed by the new bill.’<sup>6</sup>

The draft Broadcast Bill, prepared by the information and broadcasting (I&B) ministry, has left out technologies related to the convergent era such as mobile TV and internet broadcast (IPTV). It is surprising to note that the draft has not have considered broadcasting linked convergence, although, in 2000, a bill on convergence in broadcasting was tabled in Loksabha.<sup>7</sup>

This exclusion of convergence<sup>8</sup> media, is despite the projected potential of mobile TV.

According to a research by In-Stat<sup>9</sup> in 2000, there will be 102 million mobile TV broadcast subscribers worldwide by the end of 2010, up from the current 3.4 million. Mobile TV is expected to have a large user base in India, as the country already has 101 million mobile phone connections and is expected to have at least 200 million cellphone subscribers by the end of 2007. India is one of the fastest growing telecom markets in the world.

The exclusion of mobile TV and internet news would mean that while cable TV broadcasters and direct-to-home (DTH) platforms have to adhere to the stipulations laid out in the Broadcast Bill, mobile phone service providers would be spared from following that rulebook. This will go against the policy of providing level playing field to all the players. So it may be assumed that the definition of broadcasting media may be amended very soon to make it technology-neutral and include the mobile TV and internet media and any other medium.<sup>10</sup>

Registration of channels (Section 4) is compulsory with some exemptions provided therein. The satellite television channels are permitted to be carried through different distribution modes such as cable TV, DTH, etc. by adhering to the uplinking/downlinking guidelines. The other type of channels created by the cable operators (terrestrial or ground Channels) which run only within the closed network of cable, do not currently need any specific permission, but these Ground Channels are also required to follow the Programme Code and Advertisement Code as per the Cable Television Networks (Regulation) Act, 1995.

The satellite communication networking licence can be given to only companies registered under Companies Act 1956. However, the proviso clause may be interpreted to allow social organisations, local clubs, youth centres, resident associations to make use of broadcasting services, using only terrestrial connections (cable), subject to disqualifications proposed in Section 12 of the Broadcasting Bill, 1997 and Part I of the Schedule thereto.<sup>11</sup> (The negative list mainly includes of governments, religious bodies and generally such



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bodies where there is majority public funding)

The draft Bill 2006 provides for basis on which the registration can be refused-content, national security, mandatory sharing of certain sports broadcast signal, compulsory transmission of Public Broadcasters' channels and holding pattern of the company etc. Particularly, the Prasar Bharti (Broadcasting Corporation of India) gets the power to specify the additional number and name of every Doordarshan channel to be re-transmitted by the cable operators in their cable service and the manner of reception and transmission of such channels. (Section 4 (2))

These conditions have a bearing on the revenue earnings of the broadcasters. As such all these are opposed by the Editors Guild of India, which is a representative body of news and current affairs channels.

But the Associated Chambers of Commerce and Industry of India (ASSOCHAM) has underlined the need for re-drafting the Broadcasting Services Regulation Bill 2007 providing a provision for Co-Regulation fully backed by well defined law<sup>12</sup>.

With respect to the Content Code, the draft Bill rules that no service provider shall provide any broadcasting content that is not in conformity with the broadcasting content certification and regulation rules, hereafter referred to as 'the Content Code', as may be prescribed by the Government under this Act. It has also provided that till such time as the Content code is notified under this Act, all service providers shall adhere to the Programme Code and the Advertising Code prescribed under the Cable Television Network Rules 1994. 3 of (Section 4(3)). This is rejected by the industry. The National Broadcasters Association, another voluntary representative body, did form self regulatory guidelines on content, but they are proved ineffective in instances like the 26/11 .

Powers and functions of the Central Government with regard to policy guidelines and

procedures for the grant, refusal or revocation of licenses/ registration, designate and notify such officers of the State Governments or the Authority as may be considered necessary, as the Licensing Authorities to grant, refuse or revoke licenses/ registration in respect of such broadcasting services and for such limits of jurisdiction as may be prescribed, prescribe the terms and conditions of licenses / registration to service providers and procedures to ensure their compliance etc. are detailed at Section 4 (9).

This is a good example of a framework law<sup>13</sup>. The preamble has indicated the general direction of the Statute, and the reading of the Act remains flexible. The drafting has been done with an eye on fast changing field of digital communication. The details can be handled by subordinate legislation, where every amendment need not be taken for a parliamentary nod. However, this very aspect may put the regulators on a stronger ground vis-à-vis the industry.

World over, media industry is moving towards monopoly or oligopoly. Rupert Murdoch's News Corp media conglomerate already owns over 175 other newspapers in addition to the Fox Television network, 21st Century Fox film studios, several satellite networks, MySpace.com, HarperCollins, and much more. In 2003 all 175 of his newspapers reportedly supported the invasion of Iraq.<sup>14</sup> The alarm created by the media about the weapons of mass destruction was later found out to be false. Almost all the mature democracies either have enacted laws to restrict monopolistic or oligopolistic holding of media houses or are in the process of doing so.

In 1983 the principal global media were owned by 50 corporations, most of them US-based. By 2002 this had fallen to just nine corporations. Today the figure is about five. Murdoch has reportedly predicted that there will eventually be just three global media giants and that his company will be one of them.<sup>15</sup>

In India, there are trends of concentration. The Bill mentions holding pattern at Section 10. In

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order to ensure plurality and diversity of news and views, the Bill puts ‘restrictions on accumulation of interest’ – or curbs on media ownership. The broadcasting service providers are of two categories, network and content. The Bill proposed a limitation on the extent of interest in all permutations of ownership and service providing.

However, the draft also stops short of fully addressing what media reports have loosely termed “cross-media ownership”. The draft legislation certainly does not reflect a nuanced understanding of the complex and contentious issues relating to media ownership<sup>16</sup>, which continue to be debated by regulators, media organisations and citizens across the world.

Public Service Broadcasting Obligations cast upon the broadcasting service providers, detailed in Chapter 11, have attracted a lot of wrath from the industry. Obligations like ‘the share of content produced in India shall not be less than 15% of the total content of a channel broadcast during every week,’ or ‘the share of public service/social messaging through advertisements and such other promotional materials/messages shall not be less than 10% of the total commercial time of a channel broadcast during every week’ or ‘the share of public service/socially relevant program content shall not be less than 10% of the total program content of a channel broadcast during every week’ are not expected to go down well with the industry; less so the liability to pay such amount as may be prescribed by the Central Government towards its public service obligation, in the event of failure to comply with the public service obligation.

The controversial Section 12 of the Bill introduces establishing an independent authority called ‘Broadcasting Regulatory Authority of India’. The media opposition to this is uncalled for as many industries do have independent regulators who do not interfere with the industry.

Section 21, at subsections (j), (n) & (o) empowers the Broadcasting Regulatory Authority to, under specified conditions, evolve codes and practices; to certify content, as may be prescribed

in the Content Code; adjudicate between licensing authorities or consumers or complainants and the service providers in respect of violations of the Content Code, and impose penalties in accordance with prescribed norms.

To add more teeth to the law, Section 24 prescribes powers of seizure and confiscation of certain equipment. The Central Government can exercise certain powers in public interest, as per Section 5.

Section 28 proposed to impose stiff penalties under the Act. For example, anyone proved guilty of committing an offence of illegal broadcasting, shall be punishable with imprisonment which may extend up to three years, or with fine which may extend up to Rupees twenty five Lakhs or both, and for subsequent offence and conviction such imprisonment may extend to five years or fine up to Rupees fifty Lakhs, or with both. The offences under Section 28 have been treated as criminal offences. Illegal broadcasting has yet not been enumerated as a serious offence<sup>17</sup>. As such, it is not clear whether plea bargaining is going to be made available for those guilty of criminal offences under this Act.

Under the Act, the Authority is authorized to prescribe civil penalties for violations of license conditions etc at Section 31. The Authority may prescribe the penalties to be imposed for violation of various terms and conditions of the license / permission / registration subject to the condition that such penalties shall not exceed a fine of rupees fifty lakhs, besides suspension or revocation of such license / permission / registration, subject further to the condition that no penalty shall be imposed unless and until a reasonable opportunity has been given to the service provider to explain its position.

Under Section 32, the Licensing Authorities have delegated powers to impose penalties, individually or in combination, on its licensee service providers, in case of breach of any terms and conditions of the license or permission or registration, can suspend the license for a specified period; or curtail the period of the license; or impose

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a fine which may extend up to rupees twenty five lakhs, direct the licensee to broadcast a correction or an apology or not to repeat a programme<sup>18</sup>; and/or revoke the license.

Thus the Bill is generally a restrictive enactment. It does not include provisions to support growth and development of broadcasting.

***The issues:***

The challenge before the government is to regulate an industry / sector that is growing much faster than any other sector. Even before the rudimentary regulation is ready, the broadcasting sector has taken a giant leap into its next generation expansion. The present is turbulent and the future, unknown. The Government has taken a right step of going in for a frame work law instead of drafting a complete Act, wherein the details can be managed at subordinate level, which is the practice worldwide<sup>19</sup>. Of course, this is achieved smoothly if prior concurrence of the industry is obtained.

Broadcasting activity being heavily dependent on digital technology, will be closely affected by innovations and modifications in the IT industry. Such industries grow at the market place and then the regulatory framework catches up with them. The ease of copying and sourcing information makes it extremely difficult to identify the original source. There is a movement in the IT sector to make technology copyleft( opposite of copyright-to make any technological product freely available to all). Linux and Wikipedia are two example of this movement<sup>20</sup>. So, with respect to content and technology relevant to broadcasting sector, it may be too early to make a detailed enactment at present. A lot restriction might end up as a nuisance with little effect<sup>21</sup>. Instead, we may have subordinate legislation( which does not need a parliamentary nod ), which is easier to amend from time to time. The draft Bill 2007 does retain such powers.

But subordinate regulation has its own problems. At times, the bureaucracy might make use of this power and make one-sided rules and

regulations. The load on the parliament with respect to primary legislation is itself very heavy. Some bills do not get discussed threadbare before enactment. So, subordinate regulation has the risk of becoming people unfriendly. Britain, to overcome some of such problems, has enacted a special law called Deregulation and Contracting Out Act 1994 under which, among other things, a regulator/ sponsoring department is required to engage in mandatory consultation with the affected groups prior to the presentation of its proposed deregulation order under section 1.<sup>22</sup> Thus, Ofcom, the Communications Regulator, placed on its website, a detailed explanation for having to amend its Communications Statute.

Content regulation is a difficult matter. Piracy is a concept difficult to define. Total ban on privacy infringement might take away power from the media. Totally proven, unbiased and objective information may have the risk of readers/ audience losing interest. The so called balanced reporting of giving opinions of both the parties has not been effective in actually giving a proper story. One minute to Hitler and one minute to the people tortured by him is not the spirit of concept of balanced reporting.

Another issue is that of internet taking over the traditional/ legacy media in news dissemination. For more than one reason, internet news can not replace the legacy journalism. It is not sourced by professionals, there is no plurality and diversity of news and views, the internet users being a small minority, at best make in depth studies of a few select topics only and thus having a risk of many fields not represented/ attended at all. Most important of all, the blogs and other web-based news servers are yet to be accepted as authentic source of news.

As the society evolves, the laws should have the provision to adapt. Under pressure from falling revenues and the disruption of their business model, traditional media outlets are reducing and shifting the scope of their original reporting. This changeover is relying on incomplete information,

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anecdotes and intuition and not on solid empirical evidence<sup>23</sup>. A research of this massive scale can be funded with a provision in the Act, to conduct research on audience taste, improve the information base of audience<sup>24</sup> etc. The present TRP measurement depends on machines installed in some ten thousand homes. Considering the inadequacy of the feedback, there is a proposal to establish a public TRP measuring entity.

To engage in certain resource-intensive types of journalism, particularly on topics for which there is no broad public demand, or to measure the impact of the shifting news media environment on public attitudes and knowledge, or to have a consolidated and collective expertise and common operational resources, a centralized research group is a necessity.

There is an opinion that internet media will drive legacy media out of business. Consider the following two reports:

1. A news aggregator is a Web-native structure that allows the audience to mix and match sources of news and information based on their interests, political leanings, and time budgets. It has no real parallel in pre-Internet media, but the *Reader's Digest* may be considered a similar phenomenon. Top 30 news sites feature the big three news aggregators<sup>25</sup> (Yahoo!, AOL, and Google). All the news aggregators rely on legacy media for the bulk of their content.
2. The cover story of Time magazine's (March 22, 2010) annual issue contains 10 ideas for next ten years. It praises TV in its editorial... "TV is still a massive agent of social change and, even more than the Internet, is regarded as subversive by totalitarian regimes". Ranking it ninth among the ten ideas, the magazine reports, "...TV has been portrayed as the carrier of violent, partisan messages... but TV has had positive impact on women. Women were more likely to go to the market without their husbands' permission and made decisions about childcare, including having

a positive bias for girl child".

This is ample proof that the legacy media are not nearing their deaths; and hence the need to regulate them. What type of legislation is required? The present Bill does not attend to all the present and future needs of the media as an industry. What should it include then? Whether media ethics can be taught? In other words, can we legislate on ethical practices? Isn't all legislation directed towards ethical conduct? Is rejection of legislation by the industry a healthy practice? Or is it assertion of democracy?

There is an overdose of regulation in all fields. The statutes regulate from the top, the regulators do so sectorwise and the rules govern from within. It is a labyrinth of laws. Is it really possible to regulate media by a national level statute on a stand alone basis? Like the Intellectual Property Rights, Media laws can be enacted after discussing at international conventions.

### **Conclusion**

No modern state has been able to formulate a comprehensive and up to date media law. The print, television and radio are not the only issues. There is the internet. While the former are licensed, internet is not. Should we license internet websites, blogs, etc or should we de-license print, radio and television also? Broadcasting industry is well past its infancy. A level playing field has to be created for all the mass media, including the web based media. It is not fair to heavily regulate the cable operators and leave broadcasters from the purview of strict regulation.

Self regulation is considered best for several reasons. Also, we simply do not have the wherewithal for regulating the mass media. Yet, can we afford to ignore the conflict of interest?

Regarding content, the society itself is undergoing a change and many concepts are in the process of being redefined. On the one hand, we have more and more types of offences and violations treated as civil offences<sup>26</sup>. We also have developed the concept of white collar crimes, like the



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economic offences. We should think deeply whether to encourage a concept like Media Crimes like Venezuela has proposed.<sup>27</sup>

Either way one thing is certain- media are bound to benefit from regulation<sup>28</sup>. It will upgrade the quality, transfer the headaches to the regulators and improve the quality. In other words, the power of new and emerging digital media technologies combined with the values and expertise of the traditional journalism can create an informed population.

To achieve this three things are a necessity: education to both the regulator and the regulated, self regulation by the regulated and a harmonious relationship between them and quality consciousness of the public appear to be the solution.

However utopian they may seem, we do not have a choice.

When we deal with the most vocal group of the society, we should be fair and also be proved to be fair, beyond doubt.

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<sup>1</sup> 1995 AIR 1236, 1995(1) SCR1036, 1995(2) SCC 161, 1995(1) SCALE539, 1995

<sup>2</sup> [www.india.together.com](http://www.india.together.com)

<sup>3</sup> [cpaperon broadcasting25feb2008.pdf](#) on TRAI website

<sup>4</sup> [Indian Express.com](#) Sept 22, 2007

<sup>5</sup> Removed in subsequent drafts

<sup>6</sup> <http://pratyush.instablogs.com/entry/bloggers-to-be-careful-broadcast-bill-deals-with-online-media-also/#ixzz0mE6BVEDH>

<sup>7</sup> <http://www.indiantelevision.com/indianbroadcast/legalreso/legalresources.htm>

<sup>8</sup> Media convergence :The rapid convergence of Internet technology, computing, and other technologies such as television.- [www.encyclopedia.com](http://www.encyclopedia.com)

<sup>9</sup> A market research group

<sup>10</sup> [mediaworld.wordpress.com](http://mediaworld.wordpress.com)

<sup>11</sup> As on Feb 25, 2008, TRAI had used the Broadcasting Bill 1997 as the basis for a Consultative paper

<sup>12</sup> <http://www.pressreleasepoint.com/redraft-broadcasting-services-regulation-bill-assoctuesday-february-16-2010>

<sup>13</sup> How to do things with rules- William Twining & David Miers, p242

<sup>14</sup> Ammu Joseph- India Together-[www.indiatogether.com](http://www.indiatogether.com)

<sup>15</sup> Ammu Joseph- India Together-[www.indiatogether.com](http://www.indiatogether.com)

<sup>16</sup> Ammu Joseph- India Together-[www.indiatogether.com](http://www.indiatogether.com)

<sup>17</sup> CrPC- Sec264

<sup>18</sup> also called cease and desist order

<sup>19</sup> How to do things with rules-Twinings & Miers, page 240

<sup>20</sup> Why People Give Information Freely....?-Ethics and Law of Intellectual Property- Current Problems I Politics, Science & Technology-Edited by Christian Lenk, Nils Hoppe and Roberto Andorno, Ashgate publication

<sup>21</sup> In defense of globalization- J Bhagwati, p118

<sup>22</sup> How to do things with rules- William Twining & David Miers, p243

<sup>23</sup> Berkman Center for Internet and Society at Harvard University/ 27media re:public | Overview | News and Information as Digital Media Come of Age | 2008 -By Persephone Miel and Robert Faris

<sup>24</sup> -do- referred to as 'serving information deficit'

<sup>25</sup> Berkman Center for Internet and Society at Harvard University/ 27media re:public | Overview | News and Information as Digital Media Come of Age | 2008 -By Persephone Miel and Robert Faris

<sup>26</sup> For ex. Economic offences

<sup>27</sup> [www.un.org](http://www.un.org) and our own Defamation Bill which was rejected

<sup>28</sup> Telegraph industry benefited greatly after subjecting itself to regulation- Pirates, Profiteers and Pioneers- Deborah Spar

## Annexure-1

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## Annexure-2

***International Practices on some media regulatory aspects as per Consultative Paper dated Feb 2008, issued by Telephone regulatory Authority of India and available in public domain.***

	<b>Countries</b>					
	<b>USA</b>	<b>Australia</b>	<b>Germany</b>	<b>Canada</b>	<b>Hongkong</b>	<b>Britain</b>
Governing Statute	Communi-cations Act	Broadcasting Services Act 1992	Inter State Agreement on the Restructuring of Broadcasting-between governements	Canadian Radio-television and Telecommuni-cations Commission Act	Broadcasting Ordinance (BO) & Tele-communication ordinance (TO)	Communi-cations Act 2003
Name of the Regulator	Federal Communi-cation Commission	Australian Communi-cation and Media Authority (ACMA)	Association of Public Broadcasters	Canadian Radio-TV & tele-communication Commission (CRTC)	Broadcasting Authority	Office of Communi-cations-Of com
Public Broad-caster	No Govt owned broad-casting service. Private entities broadcast public content under funding from Corpo-ration of Public Broadcasting	1. Australian Broadcasting Corporation (ABC) 2. Special Broadcasting Service(SBC) 3. National Indigenous Television (NIT)	Twelve broadcasting corporations-9 from provincial states & 3 from federal govt.	Canadian Broadcasting Coprporation (CBC)	Radio Television Hongkong (RTHK)	BBC
Govern-ment ownership of broad-cast channels	Possible. But State cannot exercise editorial control over content		Not possible	All twelve public channels are government owned.	Provincial governments own channels	No restriction
Compulsion to carry public broadcast by private operators	Exists	Exists	Not applicable- all are public broadcasters	Data Not available	Data Not available	Exists
Restriction on ownership	Exists	Exists	Exists	Serious problem. Only three Pvt., broadcasters	Exists	Exists

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# Feasibility of web log as a new tool for news

Rachana Sharma \*

## Abstract

With the technological advancement, various new modes are coming into existence which not only becoming the handy tool for personal communication but also for almost every form of media. Web logs or blog as we know it in popular terms, is one of those new emerging modes. Though it played a proactive role during recent disasters like tsunami, world media or at least some part of it is somehow skeptical about its future and about its role on the ethical ground. Now, the question is to what extent blogs can be used as a tool for news, which kind of news can go through it finally, which are the specific areas to look into to make this tool more effective and to enhance its newsworthiness. In present paper, the attempt has been made to get answers to these questions.

Through this research paper, we can see how blogs are being used in the sphere of celebrity journalism, sports beat and citizen journalism apart from being the prime source at the time of information crisis like disasters. We also see that it is promoting media activism and campaigning on various issues of importance and thus becoming tool for information in itself and for the other media. Though there are some shortcomings which can be overcome through using blogs in a smart and intelligent manner. Thus, the present paper shows how blogs are emerging as an effective tool for news and paving the way for convergent media system in which people themselves have a bigger stake and journalists have a more responsible role to play.

In 2004, when the tsunami occurred in the Indian Ocean, media had been shown in new light. Various new modes suddenly came into existence and became the handy tools not only for personal communication but also for almost every form of media. Web log, or blog as we know it in popular terms, is one of those new emerging modes. Though it played a proactive role during the tsunami disaster, world media or at least some part of it is somehow skeptical about its future and about its role beyond that specific area of acute emergency.

Many bloggers, particularly those engaged in participatory journalism, differentiate themselves from the mainstream media, while others are members of that media working through a different channel. Some institutions see blogging as a means of “getting around the filter” and pushing messages directly to the public. Some critics worry that bloggers respect neither copyright nor the role of the mass media in presenting society with credible news. Bloggers and other contributors to user-generated content are behind Time magazine naming their 2006 person of the year as “you”. [1]

Today when western media is engaged in a great debate over the extreme use of blogs to report stories or to find stories, Indian media is not lagging behind either. Now, the question is to what extent can blog be used as a tool for news, which kind of news can go through it and finally, which are the specific areas to look into to make this tool more effective and to enhance its newsworthiness. In the present paper, the attempt has been made to get answers to these questions through analysis of recent studies conducted on western media and use of blog and a thorough interview of 24 journalists working in various media regarding their perceptions, usage of blogs and experiences on the same.

### *1. Concept and definition of web log*

It is a kind of personal diary on internet which provides one with full space for expression. In our computer centric age it has become an important medium of communication because of easy accessibility and technical advancement. One can go on for high and effective production of message and information even with minimal infrastructure through this mode of communication.

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Barger said his site amounted to something of a day-to-day log of his reading and intellectual pursuits—and because it was online, he called it a “WebLog.” And thus a new term, which would soon be abbreviated and de-capitalized to “blog” by Peter Merholz of Peterme.com, was born. [2]

### 1.1 Historical background of blogs

There is still some uncertainty regarding the exact date of emergence of the very first blog and who is the father of blogs. According to available sources, early blogs were simply manually-updated components of common Web sites. However, the evolution of tools to facilitate the production and maintenance of Web articles posted in reverse chronological order made the publishing process feasible to a much larger, less technical, population. Ultimately, this resulted in the distinct class of online publishing that produces blogs as we know it today. For instance, the use of some sort of browser-based software is now a typical aspect of “blogging”. Blogs can be hosted by dedicated blog hosting services, or they can be run using blog software, such as WordPress, Movable Type, Blogger or LiveJournal, or on regular web hosting services.[3]

The earliest blog started sometime in 1971 when Stanford’s Les Earnest created the “finger” protocol. In December 1977 the finger protocol became an official standard. After a long gap, in January 1994 Swarthmore student Justin Hall began compiling lists of links at his site, links.net, and continued updating site for the next 11 years. In January 1995 early online diarist Carolyn Burke published her first entry for Carolyn’s Diary. After almost two years, Dave Winer launched Scripting News in April 1997, which he calls the longest-running Web log currently on the Internet. In September 1997 Slashdot began publishing “News for Nerds.” In December 1997 Jorn Barger’s RobotWisdom.com site apparently became the first to call itself a Web log. It consisted of collections of links to articles about politics, culture, books and technology that he found interesting. After a slow start, blogging rapidly gained in

popularity. Blog usage spread during 1999 and the following years, being further popularized by the near-simultaneous arrival of the first hosted blog tools. Open Diary first launched in October 1998, soon growing to thousands of online diaries. Open Diary provided for something a very innovative space to the reader comment, becoming the first blog community where readers could add comments to other writers’ blog entries.

The term blog was coined in 1999 when Brad Fitzpatrick launched Livejournal, which he calls his “accidental success.” and Peter Merholz of Peterme.com declared he had decided “to pronounce the word ‘weblog’ as ‘wee-blog.’ Or ‘blog’ for short.” The word “blog” first appeared in print, according to dictionary publisher Merriam-Webster. In August 1999 three friends who founded a San Francisco start-up called Pyra Labs created a tool called Blogger “more or less on a whim.” In January 2001 First crop of blogs were nominated for the “Bloggies” award. In October 2001 First version of Movable Type content management software became available. In February 2003 Google acquired Pyra and its Blogger software. In May 2003 First official version of WordPress open-source blogging software released for download. In October 2003 Six Apart releases first version of its Typepad blogging service. In January 2004

Boston-based Steve Garfield launches his video blog, considered one of the first such “vlogs.” October 2005 VeriSign buys Dave Winer’s Weblogs.com. Around the same time, AOL snaps up blog publisher Weblogs Inc. In February 2006 Veteran blogger Jason Kottke abandons his yearlong attempt to live off of micropayments through his blog. In January 2007 Members of the Media Bloggers Association are among the first bloggers to receive press credentials from a federal court. In February 2007 Freelance video blogger Josh Wolf becomes the longest-serving journalist behind bars in U.S. history, on contempt charges. Thus blogs really got a momentum in the last one decade.



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## **2. New tools and technological advancement and media renaissance**

Technological advancement is a recent phenomenon in India; still it has provided a great change to information and communication scene. The conventional media had the number of limitations but the new media, which is going hand in hand with technology and advancement of scientific methods, is being seen in its totally new 'avatar'. Not only the advent of internet but also the arrival of cell phones, digital camera, laptops and palmtops, Wi-Fi networking and a whole variety of new electronic and scientific gadgets have provided a new dawn to the field of journalism. Subsequently, professional journalism is joining hands with the masses (amateur journalists) and is getting oceans of information and passing it to the wider area. Thus, a small information-provider media of past is a network of world-wide space of today. Thanks to technological advancement which has provided scope for linkages in the whole world or at least between a wider space than before into a communication and information pool. Today, people are expressing themselves over different economical/political/social/ cultural issues of national/international relevance, sharing their experiences related to various events may it be any disaster like tsunami or events of pleasure and pride like Olympic games through information tools such as blogs, SMS and so on which are further being looked as news tool.

### **2.1. Web logs as information gathering tool: emergence**

In India we got to see the pro active role of blogs as news-tool during the tsunami which was indeed the time of information crisis as reporters had very limited and remote sources. At that time only media fraternity realized the importance of blogs. Blogs proved a great source of local information when the tsunami tragically struck many countries. Blogs constantly reported on what happening in countries, cities and islands hit by the tsunami. They played a crucial role as first-hand

information providers right from the heart of affected areas and became effective mobilisers for relief efforts. This new tool helped affected and lost persons unite with their families back home. [4] The Indian blog set up for tsunami tragedy, created a record, registering one million hits within a week of creation.[5]

It gives riders a powerful tool to compile news on the fly from several sources at once. If you have a computer, an internet connection and some ideas to share, you can take on the role of columnist, reporter, analyst and publisher. This is a form of amateur journalism.[6] New media commentator Steve Outing saw the volume and quality of various output and wrote, "Mainstream news organizations should consider the tsunami story as the seminal marker for introducing citizen journalism into the hallowed space that is professional journalism".

## **3. The dialectical get going of blogs as news tool**

Indian media is slowly going with the new technologies, especially when we talk about blogs. There are various newspapers which have come up with the space specially devoted to blogs. Recently, we have seen a story related to artificial fireworks in Beijing Olympics, the prime source of which was a blog. Other than this, page3 journalism and celebrity journalism is an area where blogs have been accepted as a source or tool for news overwhelmingly. Still, there are certain confusions and doubts prevail regarding the usage of blogs beyond these boundaries.

### **3.1 Skilled/professional versus unskilled**

Clearly its great strength was the vividness of first person accounts and the sheer volume of them. But out of the sheer volume, the movement's great weakness was exposed – the lack of shape, structure and overall meaning to all that was available. [7] Contemporary journalists get a proper training to judge information as a story, to define and refine the information in a readable and useful manner, which is not known to common man in

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general. Therefore, one has to work on the information available on the blogs and Simon Waldman rightly says, “it all needed the sort of distillation, reduction and yes, the editing process that happens in traditional media”.

Using camera cell phones and digital cameras, eyewitnesses can easily send their photographs to news outlets or friends, who then pass them along to others who might publish them on the web or in blogs. Powerful newsworthy photos snapped by “amateurs”- often taken while the event happened and well before the photojournalists’ planes have landed - now are seen spreading through the blog community, reaching millions of people when powerful images evoke strong emotions.[8] But it is not necessary that an amateur click a photograph as specifically according to the demands of story and needed by any news organization. Thus, Steve Outing rightly makes a statement, “unconventional “journalism” is being published by those who weren’t journalists before the event happened and probably won’t be once these stories have been told”.

### **3.2 Deadline**

Most of the journalists have a view that as one has to meet deadline of newspaper and electronic media run on breaking news, it is quite difficult to sit and search for news on blogs. Some say that first of all, they do not know the exact address or link to a blog. To visit a blog one has to go through search engines like google. Even during that process, it is next to impossible to find out the same information on the same blog, which one is searching for. Secondly, when you go to see a blog, you find a great sea of views and expressions shared on blogs and to find out a newsworthy items or information is time taking.

### **3.3 Primary sources versus secondary sources**

Blogs are generally a medium for expressing views. Thus, you encounter dispersed views than news most of the time. Though one can use these

views to get the essence of information, still one has to treat the obtained information as information received from secondary sources. Thus, he has to work on information afresh and has to try to find out for the primary sources.

### **3.4 Metro cities versus far flung places and their needs**

The great limitation of blog as a news tool is though hidden and can be equated with the contemporary media trend. Still it is relevant to be talked about. Blogs can not bridge up the gap between urban and rural divide. The reason is simple, blogging greatly is an urban phenomenon, as people are more exposed to the advanced technology, more participatory in terms of media and communication process. While, rural areas are still lacking basic education and they are far away from the approach of media. Therefore, though we use blogs as tool for news to get information which we have not an access to otherwise, yet that would be urban-centric.

### **3.5 Online versus print media**

Journalism provides one recent events, still most of the stories need background information to develop the complete understanding of a reader/viewer that is again not possible through blogs. Though online space is unlimited, but its time is very limited. One information is replaced by some other information after a period of time. If you want to look behind and even go for archive facility which is provided by various online content providers, it is subjected to a certain limitations. Thus, when one is suspicious about one fact, its authenticity is further questioned as it would vanish away from your screen after a while. The other thing is, whatever is being shown on the online screen can not get space and time lot in newspaper and on television screen respectively.

Allowing everyone who experienced a news event to have a voice is a noble endeavor, but tempers it by selecting and highlighting the best

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stuff. There's still value in letting it all run- as long as citizen contributions meet a news organization's published standards-but most readers will only have time to view what's been selected as the best. [9]

#### **4. From Specific towards dynamism**

##### **4.1 Data findings**

To find out the usage of blogs in news industry, 24 journalists from various media like print, electronic and cyber journalism, both in Hindi and English were interviewed. Out of 24 journalists four have never used the blogs either for personal use or for professional use. Though most of the others use it as a personal tool to get neighborhood information, still 50 per cent of all the journalists are able to remember the stories which have been taken through the blogs. These stories were related to wide area of happenings, for example, Jessica Lal murder case, Aarushi murder case, Beijing Olympics, uprising in Myanmar and so on. "I heard that uprising in Myanmar had video footage on blogs. And also an online newspaper run by Myanmar refugees based in south Delhi which was missing in other media", says Bhavatosh Singh, Principal Correspondent Times Now. Let's try to find out the answers of some of the questions in detail:

##### **4.2 Analysis and explanation**

If we talk about the usage of blogs for personal usage (**Table 4.2.1**), we find that English media (print, electronic and internet) is more open to it, but they use it only for personal purpose. While, talking about Hindi media, we find a striking fact that it is Hindi Electronic media which going for using of blogs as a tool to get news most often, though Hindi print is also making its presence felt in this area. At the same time, Hindi Online Journalists are using blogs for both (professional and personal) the purposes.

The journalists not only use blogs as supplementary to other sources but also surf blogs to get the story. Success rate of this attempt is

highest in Hindi electronic. It is almost similar if we talk about Hindi print and electronic channels and also in English channels (**Table 4.2.2**). On the other hand, the data shows that overall the media at least have a stake in this attempt either rarely or often, either successful or unsuccessful.

Like so, the data (**Table 4.2.3**) shows that 54.16 per cent journalists (29.16 % who believe that blogs are a tool for news and 25 % who look possibility of it in near future) do have a positive approach towards the use of blogs as news-tool. Some of the journalists find blogs as story in itself. According to them, as blogs in a new phenomenon and people do have a curiosity to know more and more about the blogs, about their usage, about their content and all, the success stories of blogs are proving to be popular stories. "Journalists can get first hand, eye witness accounts of something happening in different corners of the world. Unlike news agencies/ Newspapers/ TV channels, these blog reports are not diluted and thus provide more information about the subject. For example, Tibetans wrote about Chinese atrocities on their blogs and the whole world came to know about those events. It was not possible through traditional/ official media", says a Bombay based journalist.

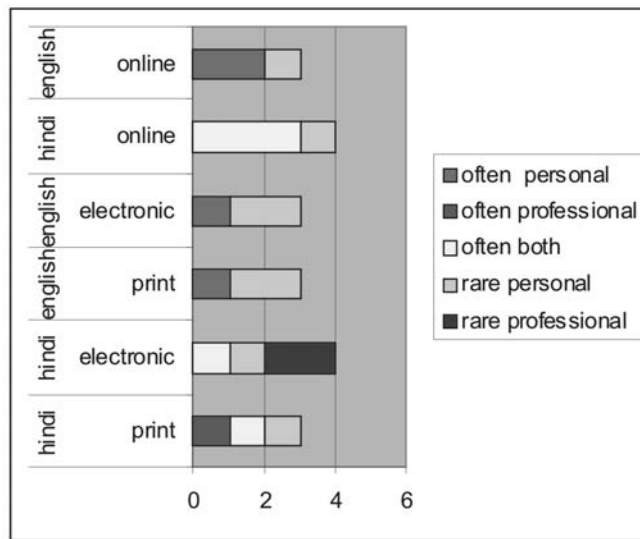
Though, blogs are not an absolutely successful saga. They have certain shortcomings and this is the area which is being looked upon with a little skepticism (**Table 4.2.4**). Among the interviewed journalists 33.33 per cent think it as unauthentic, while 20.83 percent view it as a source for personal expression, hence biased. Not only this, 'as people are free to express themselves through blogs, most of the time the language they use becomes totally uncontrolled and something not ethical, therefore one can not even think of using those views or information as news link', express some of the journalists. Thus, because of some reason or the other blogs so far have been a limited source for news or they are being considered as not newsworthy among some strata of journalists.

#### 4.2.1 Table on the basis of usage of blogs

**Table - 1**

	often			rare			
	personal	professional	both	personal	professional	both	not used
hindi	print		1	1	1		1
hindi	electronic			1	1	2	
english	print	1			2		1
english	electronic	1			2		1
hindi	online			3	1		
english	online	2			1		1

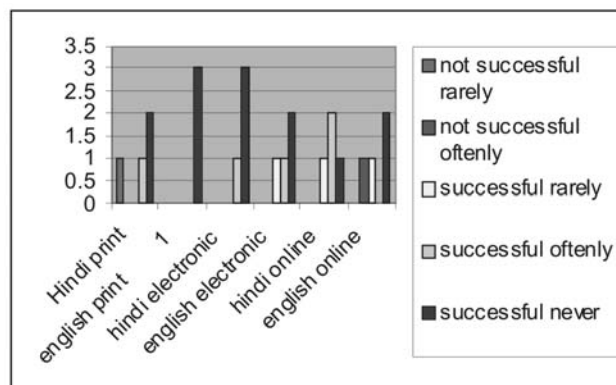
**Chart - 1**



#### 4.2.2 Table on the basis of visited blogs for news purpose

**Table - 2 & Chart- 2**

	not successful		successful		
	rarely	Oftenly	rarely	oftenly	never
Hindi print	1			1	2
english print	1				3
hindi electronic			1	3	
english electronic			1	1	2
hindi online			1	2	1
english online		1	1		2



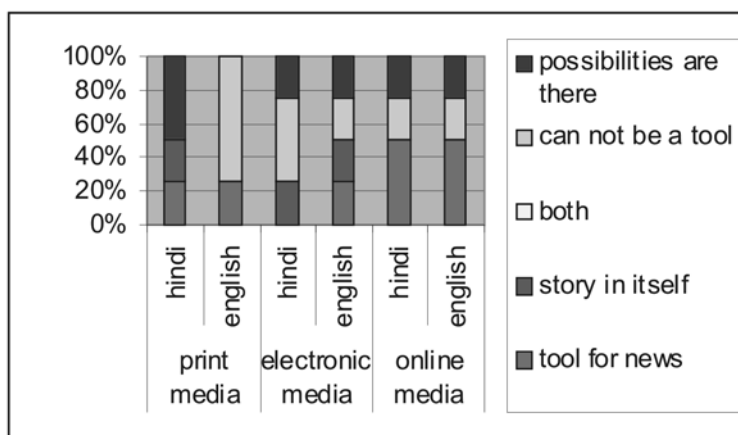


### 4.2.3 People's perception about blogs as news tool

**Table - 3**

	print media		electronic media		online media	
	hindi	english	hindi	english	hindi	english
tool for news	1	1		1	2	2
story in itself	1		1	1		
both						
can not be a tool	3	2	1	1	1	
possibilities are there	2		1	1	1	1

**Chart - 3**

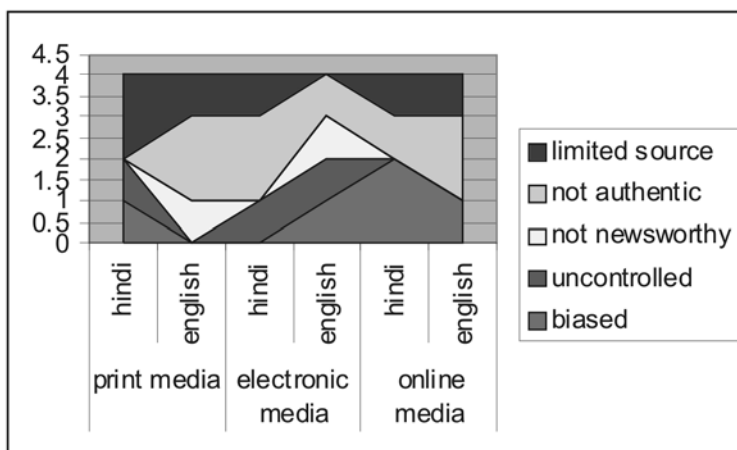


### 4.2.4 Shortcomings of Blogs as a news tool

**Table - 4**

	print media		electronic media		online media	
	hindi	english	hindi	english	hindi	english
biased	1			1	2	1
uncontrolled	1		1	1		
not newsworthy	1		1			
not authentic	2	2	1	1	2	
limited source	2	1	1		1	1

**Chart - 4**



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## 5. The striving for making web logs an effective tool for news

In today's tech-savvy world of today, one still can strive for inclusion of web logs in effective tools of news. For that, we can look at convergence as a better idea. Contemporary technology has provided us with a lot of ways and handy tools, amalgamation of which can be used to authenticate the information being seen on cyber-screen. For example, we can use visuals or audio-visuals with the written text to support the said information. Moreover, through a collaborative effort by print, electronic and cyber media to aware more and more people towards concepts like citizen journalism and web log surfing and through sensitize them towards the right way of expression, one can tackle the problem of uncontrolled and biased expression. Thus, right usage of blogs, right blending of other sources and right mixing of available technologies can pave the way for emergence of blogs as an effective news-tool.

## 6. Conclusion

Through the above data we can see that blogs are becoming a part of media industry in a way or the other. Blogs are being used in the sphere of celebrity journalism, Sports beat, citizen journalism and especially they are becoming the prime source at the time of information crisis like disasters. It is also promoting media activism and campaigning on various issues of importance (Jessica Lal murder case, Priyadarshini Mattu murder case, Aarushi murder case, for instance) and thus becoming tool for information in itself and for the other media. Though there are some shortcomings too. But, no medium of information is totally foolproof and

blogs are not an exception too. The only need is to use blogs in a smart and intelligent manner. For example, we can use blogs as personal accounts or quotes in the stories, we can find ideas or links of stories to be developed further, through blogs and so on. Thus, on the basis of available studies, information and views collected from the sphere of different media one can safely conclude that blogs are emerging as an effective tool for news and paving the way for convergent media system in which people themselves have a bigger stake and journalists have a more responsible role to play.

## 7. Endnotes

1. Wikipedia, the free encyclopedia (last visited on 31-07-08)
2. news-reporting/8013783-1.html - 67k).
3. Wikipedia, the free encyclopedia (last visited on 31-07-08)
4. Singh, Gurdev, Shahid S.M. *Blogs as Tool for Online Information Sharing*, Library Philosophy and Practice Vol. 9, No. 1, Dhanvantari Library, University of Jammu, Jammu-Tawi, Fall 2006. (also available on www.webpages.uidaho.edu)
5. Sharma, Dinesh C. op cit.
6. p.20.
7. Waldman, Simon, *Arriving at The Digital News Age*, Nieman Reports, Spring 2005, 1NRspring/78-79V59N1.pdf
8. news-reporting/8013783-1.html - 67k). McCullagh, Declan and Broache, Anne Staff Writers, *Blogs turn 10—who's the father?* CNET News.com, March 20, 2007 4:00 AM PDT, Last modified: March 20, 2007 9:37 AM PDT) last visited on 31-07-08

# ಲಾಲಿ ಹಾಡುವ ಬಾಯಿಗಳು ಸುದ್ದಿ ಹೇಳ್ಯಾವ.....!

ಕೃಷ್ಣ\*

“ಅಂದು” ಮಹಿಳೆಯರು ಪುರುಷರ ಭೋಗದ ವಸ್ತುವಾಗಿ ಮನೆಯಲ್ಲಿ ಹತ್ತಾರು ಮಕ್ಕಳನ್ನು ಹೆತ್ತು ಲಾಲಿ ಹಾಡುತ್ತಿದ್ದರು, ಅದೇ ಮಹಿಳೆಯರು ಎಲ್ಲಾ ರಂಗದಲ್ಲೂ ಪುರುಷರಿಗೇನು ಕಡಿಮೆ ಇಲ್ಲ ಎನ್ನುವಂತೆ ಅದರಲ್ಲೂ ದೇಶದ ನಾಲ್ಕನೇ ರಂಗ ಎನಿಸಿಕೊಂಡಿರುವ ಮಾಧ್ಯಮ ರಂಗದಲ್ಲಿ ಬೃಹತ್ತಾಗಿ ಬೆಳೆದು ಅ ಲಾಲಿ ಹಾಡುವ ಬಾಯಿಗಳು ಸುದ್ದಿವಾಹಿನಿಯಲ್ಲಿ ಸುದ್ದಿಯನ್ನು ಓದುತ್ತಿರುವುದು ಮಹಿಳೆಯರ ಅಭಿವೃದ್ಧಿಗೆ ಹಿಡಿದ ಕನ್ನಡಿಯಲ್ಲವೇ? ‘ಇಂದು’

ಹದಿನೆಂಟನೆಯ ಶತಮಾನದ ಮಧ್ಯಭಾಗದವರೆಗೂ ಪ್ರಪಂಚದ ಮಹಿಳೆಯರ ಸ್ಥಿತಿಗತಿಗಳು ಹೆಚ್ಚು ಕಡಿಮೆ ಒಂದೇ ಸಮನಾಗಿದ್ದು ಅದು ಇಂದಿಗೂ ಹೆಚ್ಚಿನ ದೇಶಗಳಲ್ಲಿ ಬದಲಾಯಿಸಿದೆ ಎಂದು ಹೇಳಿಕೊಳ್ಳುವ ಸ್ಥಿತಿಯಲ್ಲೇನೂ ಇಲ್ಲ. ಎರಡು ಮಹಾಯುದ್ಧಗಳು ಪ್ರಪಂಚದ ನಕ್ಷೆಯನ್ನೇ ಬದಲು ಮಾಡಿದವು. ಅದರಲ್ಲಿ ಮಹಿಳೆಯರ ಚಿತ್ರ ಬೇರೆಯಾಗಿ ಮೂಡಿಬಂದಿತು. ಯುದ್ಧದ ಪರಿಣಾಮವಾಗಿ ಭಗ್ನಗೊಂಡ ರಾಷ್ಟ್ರಗಳ ಆರ್ಥಿಕ ಚಕ್ರ ತಿರುಗಿಸಲು ಮಹಿಳೆಯರ ಶಕ್ತಿಯೂ ಅಗತ್ಯವಾಯಿತು. ಕೆಲವೊಂದು ಕ್ಷೇತ್ರಗಳಲ್ಲಿ ಅನಿವಾರ್ಯವಾಗಿಯಾದರೂ ಅವರಿಗೆ ತರಬೇತಿ ಸಿಕ್ಕಿತು.

ವಿಶ್ವಸಂಸ್ಥೆಯ ಇಪ್ಪತ್ತೇಳನೆಯ ಸರ್ವಸದಸ್ಯರ ಸಭೆ 1975ನೇ ವರ್ಷವನ್ನು ಮಹಿಳಾವರ್ಷ ಎಂದು ಘೋಷಿಸಿತು. ಮಹಿಳೆಯರ ಉನ್ನತಿಯ ಕಾರ್ಯಕ್ಕೆ ಈ ವರ್ಷವನ್ನು ಮೀಸಲಾಗಿಡಲಾಯಿತು. ಅದಕ್ಕಾಗಿ ಕಾರ್ಯಕ್ರಮಗಳನ್ನು ರಚಿಸಲಾಯಿತು. ಮೆಕ್ಸಿಕೋದಲ್ಲಿ 1975ರ ಜೂನ್ 19ರಿಂದ ಜುಲೈ 02ರವರೆಗೆ ಮಹಿಳಾ ಸಮ್ಮೇಳನವು ಸೇರಿಸಲಾಯಿತು. ಮಹಿಳೆಯರ ಉನ್ನತಿಗೆ ಶ್ರಮಿಸುವ ವಿಶ್ವದ ಮಹಿಳೆಯರು ಒಟ್ಟಾದರು. ಭಾಷಣಗಳಾದವು, ಚರ್ಚೆಗಳಾದವು. ಸಮಸ್ಯೆಗಳನ್ನು ಮಂಡಿಸಿದರು. ಸಮಸ್ಯೆಗಳಿಗೆ ಪರಿಹಾರವನ್ನು ಸೂಚಿಸಿದರು. ಪರಿಣಾಮಾತ್ಮಕ ಪರಿಹಾರಗಳಿಗೆ ಮಹಿಳಾವರ್ಷ ಒಂದು ಸಾಲದ ಮಹಿಳಾ ದಶಕವಾದರೂ ಬೇಕು ಎಂಬ ಅಭಿಪ್ರಾಯವೂ ಮೂಡಿಬಂತು. ಈ ಸಮ್ಮೇಳನದಲ್ಲಿ ಭಾರತವೂ ಸೇರಿ ಪ್ರಪಂಚದ 133 ರಾಷ್ಟ್ರಗಳು ಭಾಗವಹಿಸಿದ್ದವು, ಇದೇ ರೀತಿಯಾಗಿ ರಾಷ್ಟ್ರ, ರಾಜ್ಯ ಮತ್ತು ಸ್ಥಳೀಯ ಮಟ್ಟದ ಸಭೆ, ಸಮ್ಮೇಳನಗಳಾಗಿ, ಇವು ಅವರ ಅಭಿವೃದ್ಧಿ ಮತ್ತು ಸ್ಥೈರ್ಯಗಳಿಗೆ ಸ್ಪೂರ್ತಿಯಾಗಿದೆ, ಹಾಗೆಯೇ ಇತ್ತೀಚೆಗೆ ಭಾರತ ಸರ್ಕಾರ ರಾಜ್ಯಸಭೆಯಲ್ಲಿ ಮಹಿಳಾ ಮೀಸಲು ವಿಧೇಯಕ ಮಂಡಿಸಿ ಯಶಸ್ಸು ಸಾಧಿಸಿರುವುದು ಒಂದು ವಿಶೇಷ ಕೂಡ.

ಇಂದು ಮಹಿಳೆಯರು ಜೀವನದ ನಾನಾ ರಂಗಗಳಲ್ಲಿ ದುಮುಕಿ

ಪುರುಷರೊಡನೆ ಸಮಾನತೆ ಸಾಧಿಸುತ್ತಿದ್ದಾರೆ. ಅಷ್ಟೇ ಅಲ್ಲ, ಕೆಲ ರಂಗಗಳಲ್ಲಿ ಪುರುಷರಿಗಿಂತ ಹೆಚ್ಚು ಸಮರ್ಥವಾಗಿ ಕೆಲಸಗಳನ್ನು ನಿಭಾಯಿಸಿ ತಮಗೊಂದು ಹೆಸರನ್ನು ಗಳಿಸಿಕೊಂಡಿದ್ದಾರೆ. ಈಗ ಕೆಲವೇ ವರ್ಷಗಳ ಮೊದಲು ಪತ್ರಿಕೋದ್ಯಮ ರಂಗದಲ್ಲಿ ಪುರುಷರ ಏಕಾಧಿಪತ್ಯ ನೆಲೆಸಿತ್ತು. ಭಾರತಕ್ಕೆ ಸ್ವಾತಂತ್ರ್ಯ ಸಿಕ್ಕ ಸಂದರ್ಭದಲ್ಲಿ ಮಹಿಳೆಯರು ಪತ್ರಿಕೋದ್ಯಮಕ್ಕೆ ಕಾಲಿಟ್ಟಾಗ ಅವರೊಡನೆ ಕೆಲಸ ಮಾಡುತ್ತಿದ್ದ ಪುರುಷ ಪತ್ರಿಕೋದ್ಯಮಿಗಳಿಗೂ ಪತ್ರಿಕೆಗಳನ್ನು ನಡೆಸುತ್ತಿದ್ದ ಮಾಲೀಕರಿಗೂ ಹೆಣ್ಣು ಮಕ್ಕಳು ಈ ಕ್ಷೇತ್ರದಲ್ಲಿ ಸಫಲತೆ ಸಾಧಿಸಬಲ್ಲರೆಂದು ನಂಬಿಕೆ ಇರಲಿಲ್ಲ.

ಇಂದು ಮಹಿಳೆಯರು ಅನೇಕ ಪತ್ರಿಕೆಗಳ ಸಂಪಾದಕ ರಾಗಿದ್ದರಲ್ಲದೆ ಸುದ್ದಿ ಸಂಸ್ಥೆಗಳು ದೂರದರ್ಶನ, ಆಕಾಶವಾಣಿ, ಸಾರ್ವಜನಿಕ ಸಂಪರ್ಕ ಹಾಗೂ ಅನೇಕ ವ್ಯವಹಾರ ಸಂಸ್ಥೆಗಳಲ್ಲಿ ಪತ್ರಿಕೋದ್ಯಮಕ್ಕೆ ಕೂಡಿಕೊಂಡಿರುವಂತಹ ಸ್ಥಾನಗಳಲ್ಲಿ ಹೊಣೆಗಾರಿಕೆ ಹೊತ್ತು ದುಡಿಯುತ್ತಿದ್ದಾರೆ. ಅನೇಕ ಮಹಿಳೆಯರು ಪತ್ರಿಕೋದ್ಯಮಿಗಳಾಗಿ, ಬಾತ್ಮೀದಾರರಾಗಿ, ವಿಶೇಷ ಬಾತ್ಮೀದಾರರಾಗಿ, ಮುಖ್ಯ ಭಾತ್ಮೀದಾರರಾಗಿ ಕಾರ್ಯ ನಿರ್ವಹಿಸುತ್ತಿದ್ದಾರೆ.

ವಿಶ್ವಸಂಸ್ಥೆಯ ವರದಿಯ ಪ್ರಕಾರ ಮುಂದುವರಿದ ಅನೇಕ ರಾಷ್ಟ್ರಗಳಲ್ಲಿ ಶೇ. 60 ರಷ್ಟು ಸುದ್ದಿ ಸಂಪಾದಕರಾಗಿ, ವಾರ್ತೆಗಳನ್ನು ಓದುವುದರಲ್ಲಿ, ಸಂದರ್ಶನ ನಡೆಸುವುದರಲ್ಲಿ ಮಹಿಳೆಯರು ಪ್ರಧಾನ ಪಾತ್ರ ವಹಿಸುತ್ತಿದ್ದಾರೆ. ಬಿ.ಬಿ.ಸಿ. ಯಲ್ಲಿ 1995 ರಿಂದ 1999ರ ಅವಧಿಯಲ್ಲಿ ಮಹಿಳೆಯರ ಹುದ್ದೆಗಳನ್ನು ಶೇ. 19 ರಿಂದ 29 ರಷ್ಟು ಏರಿಸಲಾಗಿದೆ. ಇರಾನ್‌ನಲ್ಲಿ ಬಹುತೇಕ ಪತ್ರಿಕೆಗಳಿಗೆ ಮಾರ್ಗದರ್ಶನ ನಡಲು ಸರ್ಕಾರವು ಮಹಿಳೆಯರನ್ನು ನೇಮಕ ಮಾಡಿದೆ.

ಭಾರತದ ಪ್ರಸಾರ ಮಾಧ್ಯಮಗಳಲ್ಲಿ ಕೂಡ ಹೆಚ್ಚಿನ ಸಂಖ್ಯೆ ಯಲ್ಲಿ ಮಹಿಳೆಯರು ದುಡಿಯುತ್ತಿದ್ದಾರೆ ಎಂಬುದು ಅಂಕಿ-ಅಂಶಗಳಿಂದ ತಿಳಿದುಬಂದಿದೆ. ಕರ್ನಾಟಕದಲ್ಲಿಯೂ ಸಹ ಪ್ರಸಾರ ಮಾಧ್ಯಮಗಳಲ್ಲಿ ಮಹಿಳೆಯರು ರೇಡಿಯೋ, ದೂರದರ್ಶನ,

\* ಕೃಷ್ಣ: ಸಂಶೋಧನಾ ವಿದ್ಯಾರ್ಥಿ, ಸಂವಹನ ವಿಭಾಗ, ಸೆಂಟ್ರಲ್ ಕಾಲೇಜ್ ಕ್ಯಾಂಪಸ್, ಪ್ರಸನ್ನ ಕುಮಾರ್ ಬ್ಲಾಕ್, ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ, ಬೆಂಗಳೂರು.

ಪತ್ರಿಕೆಗಳಲ್ಲಿ ವರದಿಗಾರರಾಗಿ, ಸಹ ಸಂಪಾದಕರಾಗಿ, ನಿರೂಪಕಿಯರಾಗಿ, ಸುದ್ದಿ ಸಂಪಾದಕರಾಗಿ, ಸಂದರ್ಶಕರಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತಿರುವುದು ನಮಗೆ ತಿಳಿದಿದೆ.

### ಸಮಾಜದಲ್ಲಿ ಮಹಿಳೆಯರ ಪಾತ್ರ

ಎಲ್ಲಾ ಕ್ಷೇತ್ರಗಳಂತೆ ಸಮಾನತೆ ಹಾಗೂ ಸಮಾನ ಅವಕಾಶ ಹಕ್ಕುಗಳಿಗಾಗಿ ಹೋರಾಡಿದಂತೆಯೇ ಮಹಿಳೆಯರಿಗೆ ಪತ್ರಿಕಾ ಪ್ರಪಂಚದಲ್ಲಿ ಪಾದರ್ಪಣೆ ಮಾಡಲು ಸಹ ಹಲವು ವರ್ಷಗಳೇ ಬೇಕಾದವು. ಸಮಾನ ಅರ್ಹತೆ ಹಾಗೂ ಸಮಾನ ಶಿಕ್ಷಣವಿದ್ದರೂ ಮಹಿಳೆಯರನ್ನು ತಮ್ಮ ಕಛೇರಿಗಳಲ್ಲಿ ಸೇರಿಸಿಕೊಳ್ಳಲು ಸಂಪಾದಕರು ಹಾಗೂ ಮಾಲೀಕರು ಒಪ್ಪುತ್ತಿರಲಿಲ್ಲ.

ಮಹಿಳೆಯರು ಕಡಿಮೆ ಸಂಬಳಕ್ಕೆ ದೊರಕುತ್ತಾರೆಂಬ ಕಾರಣ ದಿಂದ ವಿಶೇಷ ಸುದ್ದಿಗಳನ್ನು ದೊರಕಿಸಿಕೊಡುವ ಕೆಲವು ಮಹಿಳೆಯರನ್ನು ದೊಡ್ಡ ಹೆಸರಿಲ್ಲದ ಕೆಲವು ಸಣ್ಣ ಪತ್ರಿಕೆಗಳು ನೇಮಿಸಿಕೊಳ್ಳಲಾರಂಭಿಸಿದವು, ಆದರೆ ಅವರಿಗೆ ಜವಾಬ್ದಾರಿಯುತವಾದ ಕೆಲಸಗಳನ್ನು ಸಂಪಾದಕರು ಕೊಡುತ್ತಿರಲಿಲ್ಲ. ಸಾಮಾನ್ಯ ಸಮಾರಂಭಗಳು, ತ್ರಿಮಂತ ಕುಟುಂಬಗಳ ಮದುವೆ, ಮಹಿಳೆಯರ ಚಹಾಕೂಟಗಳಂಥ ವರದಿಗಳನ್ನು ಮಾತ್ರ ಅವರಿಗೆ ಕೊಡಲಾಗುತ್ತಿತ್ತು. ಇದರಿಂದಾಗಿ ಅರ್ಹ ಪತ್ರಕರ್ತೆಯರ ಅಭಿಮಾನಕ್ಕೆ ಏಟು ಬಿದ್ದಂತಾಗುತ್ತಿತ್ತು. ಇಂತಹ ಪರಿಸ್ಥಿತಿ ಇದ್ದ ಕಾಲದಲ್ಲಿಯೂ ಹಲವು ಮಹಿಳೆಯರು ಉನ್ನತಮಟ್ಟದ ಪತ್ರಕರ್ತೆಯರೆಂದು ಹೆಸರುಗಳಿಸಿದರು. ಇಂದಿನ ಪತ್ರಿಕೋದ್ಯೋಗಿ ಮಹಿಳೆಯರಿಗೆ ಈ ಪ್ರಪಂಚದ ಹೆಚ್ಚಾಗಿಲನ್ನು ತೆರೆದರು. ಇಂತಹ ಮಹಿಳೆಯರಲ್ಲಿ ಅಮೇರಿಕದ ಹಿಂದಿನ ಅಧ್ಯಕ್ಷ ದಿ. ಫ್ರ್ಯಾಂಕ್‌ಲಿನ್ ರೂಸ್‌ವೆಲ್ಡ್ ಅವರ ಪತ್ನಿ **ತ್ರಿಮತಿ ಎಲಿನೋರ್ ರೂಸ್‌ವೆಲ್ಡ್** ಅವರೂ ಒಬ್ಬರಾಗಿದ್ದಾರೆ. ಅವರು ಸ್ವತಃ ಪತ್ರಕರ್ತೆಯಾಗಿದ್ದು ಪತ್ರಿಕಾ ಕಛೇರಿಗಳಲ್ಲಿ ಮಹಿಳೆಯರನ್ನು ನೇಮಿಸಿಕೊಳ್ಳುವುದಕ್ಕಾಗಿ ವಿಶೇಷ ಆಸಕ್ತಿ ವಹಿಸಿದರು.

**“ಯಾವ ಮನೆಯಲ್ಲಿ ಹೆಣ್ಣು ಪೂಜಿಸಲ್ಪಡುತ್ತಾಳೆಯೋ ಆ ಮನೆ ದೇವಾಲಯವಾಗಿರುತ್ತದೆ”** ಎಂದು ಹೇಳಲಾಗುತ್ತದೆ. “ಹೆಣ್ಣಿಗೆ ಬಾಲ್ಯದಲ್ಲಿ ತಂದೆ, ಯೌವನದಲ್ಲಿ ಪತಿ, ಮುಪ್ಪಿನಲ್ಲಿ ಮಗ ನೋಡಿಕೊಳ್ಳಬೇಕು, ಆಕೆಗೆ ಸ್ವತಂತ್ರ ವ್ಯಕ್ತಿತ್ವ ಮತ್ತು ಸ್ವಾತಂತ್ರ್ಯವನ್ನು ಆತ ನೀಡಲಿಲ್ಲ. ಅಂದಿನ ಸಮಾಜದ ಕಾರಣ ಏನೇ ಇದ್ದರೂ ಅಂದಿನಿಂದಲೂ ಮಹಿಳೆ ಕುಟುಂಬದಲ್ಲಿ ಎರಡನೇ ದರ್ಜೆಯವಳಾಗಿ ಪುರುಷ ನಿರ್ಮಿತ ಸಮಾಜದಲ್ಲಿ ಭೋಗದ ವಸ್ತುವಾದಳು. ಸೀತೆ, ಸಾವಿತ್ರಿಯರ ಆದರ್ಶಗಳನ್ನು ಆಕೆಯ ಮೇಲೆ ಹೇರಲಾಯಿತು. ಆದರೆ ಸೀತೆ, ಸಾವಿತ್ರಿಯರಿಗೆ ದೊರೆತ ಶಿಕ್ಷಣ ಅಥವಾ ಸ್ವಾತಂತ್ರ್ಯ ಮಾತ್ರ ಇವರಿಗೆ ಸಿಗಲಿಲ್ಲ. ಅಜ್ಞಾನವೇ ಸ್ತ್ರೀಯರ ಅವನತಿಗೆ ಕಾರಣ ವಾಯಿತು.

ಭಾರತದ ಸ್ವಾತಂತ್ರ್ಯ ಚಳವಳಿಯ ಜೊತೆಯಾಗಿಯೇ ಮಹಿಳೆಯರಿಗೆ ಶಿಕ್ಷಣ ನೀಡುವ ಕಾರ್ಯವು ಆರಂಭವಾಯಿತು.

ರಾಜಾರಾಂ ಮೋಹನ್‌ರಾಯ್, ಈಶ್ವರ್‌ಚಂದ್ರ ವಿದ್ಯಾಸಾಗರ, ಕೇಶವಚಂದ್ರ ಸೇನ್, ಬಾಬೂ ಕಿಶೋರ್, ಮೋಹನ್ ಗಂಗೂಲಿ, ಶಶಿಕುಮಾರ್ ಫೋರ್ಡ್, ಅರವಿಂದ ಫೋರ್ಡ್, ಮಹರ್ಷಿ ದೇವೆಂದ್ರ ನಾಥ್ ಠಾಕೂರ್ ಮುಂತಾದ ಸಮಾಜ ಸುಧಾರಕರು ಹಾಗೂ ರಾಷ್ಟ್ರೀಯ ಮುಖಂಡರು ಪ್ರಾರಂಭಿಸಿದ ಪತ್ರಿಕೆಗಳು ಹಾಗೂ ಪತ್ರಿಕಾ ಲೇಖನಗಳು, ಅವರ ಭಾಷಣಗಳು ಪರದೆಯಲ್ಲಿದ್ದ ಸುಶಿಕ್ಷಿತ ಮಹಿಳೆಯರಿಗೆ ಹೊರಗೆ ಬರಲು ಅವಕಾಶ ನೀಡಿದವು.

### ಸುದ್ದಿ ಮನೆಯಲ್ಲಿ ಮಹಿಳೆ “ಅಂದು”

**“ಹೆಣ್ಣು ಮಕ್ಕಳು ಬೀದಿಗಳಿರುವುದೇ ಅಪರಾಧ ಎನ್ನುತ್ತಿದ್ದ ಕಾಲವಿತ್ತು, ಆದರೆ ಈಗ ಕಾಲ ಬದಲಾಗಿದೆ. ಪುರುಷ ಪ್ರಧಾನ ವಾಗಿದ್ದ ಪತ್ರಿಕಾಕ್ಷೇತ್ರ ಮಹಿಳೆಯರಿಗೆ ಮುಕ್ತವಾಗಿ ತೆರೆದುಕೊಂಡಿದೆ”**

ಸುಮಾರು ಐವತ್ತು ವರ್ಷಗಳ ಹಿಂದಿನ ಮಾತು. ಸುದ್ದಿ ಮನೆಯಲ್ಲಿ ಹೆಂಗಸರಾಗಲಿ, ಹುಡುಗಿಯರಾಗಲಿ ಇರಲೇ ಇಲ್ಲ. ರಿಪೋರ್ಟಿಂಗ್ ಮತ್ತು ಡೆಸ್ಕಿನಲೆಲ್ಲ ಗಂಡಸರೇ. ಸುದ್ದಿಮನೆಯಲ್ಲೇನಾದರೂ ಹೆಂಗಸರೆಂಬವರು ಇದ್ದರೆ ಅವರು ರಿಸೆಪ್ಷನಿಸ್ಟ್‌ಗಳು ಹಾಗೂ ಟೆಲಿಫೋನ್ ಆಪರೇಟರ್‌ಗಳು. ಆಗ ಟೆಲಿವಿಷನ್ ಸ್ಕೂಡಿಯೋ ಮತ್ತು ಪತ್ರಿಕಾ ಕಛೇರಿ ಹಾಗೂ ಪತ್ರಿಕಾಲಯಗಳಲ್ಲಿ ಅಂಥ ಸ್ಥಿತಿಯಿತ್ತು. ಸುದ್ದಿಮನೆಯಲ್ಲಿ ಮಹಿಳೆಯರಿಗೆ ಪ್ರತ್ಯೇಕ ಶೌಚಾಲಯಗಳೂ ಇರುತ್ತಿರಲಿಲ್ಲ. ಸಂಪಾದಕೀಯ ವಿಭಾಗದಲ್ಲಿ ಒಬ್ಬಬ್ಬರು ಇದ್ದರೆ ಅವರು ಟೆಲಿಫೋನ್ ಆಪರೇಟರುಗಳಿಂದ ಕೀಲಿ ತೆಗೆದುಕೊಂಡು ಹೋಗಬೇಕಾಗುತ್ತಿತ್ತು. ಮಹಿಳೆಯರಿಗೆ ಹೆರಿಗೆ ರಜಾ ಕೊಡುತ್ತಿರಲಿಲ್ಲ. ಪತ್ರಿಕಾ ಕಛೇರಿಯ ನಿಯಮದಲ್ಲಿ ಹೆರಿಗೆ ರಜಾ ಎಂಬುದೇ ಇರುತ್ತಿರಲಿಲ್ಲ.

ದಿಲ್ಲಿಯ ‘ದಿ ಸ್ಟೇಟ್ಸ್‌ಮನ್’ ತನ್ನ ಸುದ್ದಿಮನೆಯೊಳಗೆ ಮಹಿಳೆಯರನ್ನು ಸೇರಿಸಿಕೊಂಡ ಮೊದಲ ಪತ್ರಿಕೆ. 1949ರಲ್ಲಿ ರಾಜ್ ಚಾವ್ಲಾ ಉಪಸಂಪದಕಿಯಾಗಿ ಸೇರಿದಳು. ಹುಡುಗಿಯರಿಗೆ ಸುದ್ದಿಮನೆಯಲ್ಲೇನು ಕೆಲಸ ಎಂಬ ಅಭಿಪ್ರಾಯ ದಟ್ಟವಾಗಿದ್ದ ಕಾಲದಲ್ಲಿ ಈ ಭಾವನೆಯನ್ನು ಹೊಡೆದುಹಾಕಿ ಮಹಿಳೆಯರು ತಮ್ಮ ಪ್ರಾಬಲ್ಯವನ್ನು ಹಾಗೂ ಪ್ರಾಮುಖ್ಯವನ್ನು ಮೆರೆದಿದ್ದಾರೆ. ರೇಡಿಯೋ ಹಾಗೂ ಬ್ರಾಡ್‌ಕಾಸ್ಟಿಂಗ್ ಕುರಿತು ಬರೆಯುವ ರಾಮಿಭಾಬ್ರಾ, ಪ್ರಚಲಿತ ವಿಷಯಗಳ ಬಗ್ಗೆ ಶಾಂತಾ ರಂಗಾಚಾರಿ, ಮಹಿಳೆ ಮತ್ತು ಕಾನೂನು ವಿಷಯ ಕುರಿತು ಶಹನಾಜ್ ಅಂಕೀಲೇಸರಿಯ ಗ್ರಾಹಕರ ವಿಷಯಗಳ ಬಗ್ಗೆ ಪುಷ್ಪಾ ಗಿರಿಮಾಜಿ, ಪರಿಸರದ ಕುರಿತು ಸುನೀತಾ ನಾರಾಯಣ್, ಮಕ್ಕಳ ಹಕ್ಕಿನ ಬಗ್ಗೆ ಶೀಲಾಬರಸೆ, ರಾಜಕೀಯ ವಿದ್ಯಮಾನಗಳ ಬಗ್ಗೆ ನೀರಜಾ ಚೌದರಿ ಮುಂತಾದವರು ಈಗಾಗಲೇ ತಮ್ಮ ಛಾಪನ್ನು ಮೂಡಿಸಿದ್ದಾರೆ.

ಮಹಿಳೆಯರು ಸುದ್ದಿಮನೆಗೆ ಬರುವುದು ಅಚ್ಚರಿಯ ಸಂಗತಿಗಳಾಗಿದ್ದ ಸಂದರ್ಭದಲ್ಲಿ (1950) ಇಳಾಸೇನ್ ‘ಹಿಂದೂಸ್ತಾನ್



ಟೈಮ್ಸ್' ಪತ್ರಿಕೆಯ ಲಂಡನ್ ವರದಿಗಾರ್ತಿಯಾಗಿ ನೇಮಕವಾಗಿದ್ದು ಗಮನಾರ್ಹ ಬಹುಶಃ ಇಳಾ ಭಾರತದ ಮೊದಲ ವಿದೇಶಿ ವರದಿಗಾರ್ತಿ.

### ಸುದ್ದಿ ಮನೆಯಲ್ಲಿ ಮಹಿಳೆ ಬೆಳೆದುಬಂದದ್ದು

ಇದೇ ಸಂದರ್ಭದಲ್ಲಿ ಕಮಲಾ ಮಂಡೇಕರ್, ಕ್ಲಾರಾ ಮಂಡೋನ್ಯಾ, ಮನೋರಮಾ ಕಟ್ಟು, ಅಬಹ್ ಕಾರಂಜಿಯಾ ಮುಂತಾದವರು ಮುಂಬಯಿಯ ಬೇರೆ-ಬೇರೆ ಪತ್ರಿಕೆಗಳಲ್ಲಿ ಸುದ್ದಿಮನೆಯಲ್ಲಿ ಹೆಸರು ಮಾಡಿದ್ದರು. ಹಿಂದಿನ ಶತಮಾನದ ಎಪ್ಪತ್ತು, ಎಂಭತ್ತರ ದಶಕದಲ್ಲಿ ನಂದಿನಿ ಮೆಹತಾ, ಮಧು ಜೈನ್, ತಬಲೀನ್ ಸಿಂಗ್, ಪ್ರಮೀಳಾ ಕಲಹನ್, ದೇಶದ ಮುಖ್ಯವಾಹಿನಿ ಇಂಗ್ಲೀಷ್ ಪತ್ರಿಕೆಗಳ ಸುದ್ದಿಮನೆಯಲ್ಲಿ ಸಾಕಷ್ಟು ಜನಪ್ರಿಯತೆ ಪಡೆದ ವರದಿಗಾರ್ತಿಯರು. ರಾಯಿಟರ್ಸ್ ಸುದ್ದಿ ಸಂಸ್ಥೆಯ ಆಯ್ದ ನುಡಿಚಿತ್ರಗಳ ಸಂಕಲನದಲ್ಲಿ 1950ರ ಅಸ್ಸಾಂ ಪ್ರವಾಹದಲ್ಲಿ ಸಿಲುಕಿದ ಹುಲಿಮರಿಯೊಂದನ್ನು ರಕ್ಷಿಸಿದ ಗ್ರಾಮಸ್ಥರು ಅದನ್ನು ಪೊಲೀಸ್ ಠಾಣೆಗೆ ತಂದೊಪ್ಪಿಸಿದ ಮಾನವ ಆಸಕ್ತಿ ವರದಿಯನ್ನು ಯಥಾವತ್ತಾಗಿ ಪ್ರಕಟಿಸಿದ್ದಾರೆ. 'ಅರುಣಾ ಮುಖರ್ಜಿ' ಬರೆದ ಈ ವರದಿ ಜಗತ್ತಿನ ಅನೇಕ ಪತ್ರಿಕೆಗಳ ಮುಖಪುಟದಲ್ಲಿ ಪ್ರಕಟವಾಗಿತ್ತು.

ವರದಿಗಾರ್ತಿಯರು ಯುದ್ಧಭೂಮಿಗೆ ಹೋಗಿ ವರದಿ ಮಾಡಿದ್ದಾರಾ? ಖಂಡಿತವಾಗಿಯೂ ಹೌದು. ಎನ್.ಡಿ. ಟಿ.ವಿ.ಯ ವರದಿಗಾರ್ತಿ ಬರ್ಬಾದತ್ ಅವರು ಕಾರ್ಗಿಲ್ ಯುದ್ಧಭೂಮಿಯ ಮಧ್ಯದಲ್ಲಿ ನಿಂತು ಬಾಂಬ್‌ಗಳು ಧಾರೆಯಾಗುತ್ತಿದ್ದಾಗ ಹತ್ತಿರದಲ್ಲೇ ನಿಂತು ವರದಿ ಮಾಡಿದ್ದನ್ನು ನಾವು ಟಿ.ವಿ.ಯಲ್ಲಿ ನೋಡಿದ್ದೇವೆ. ಹಾಗೆಯೇ ಇಂಥಹ ಸಾಹಸವನ್ನು 'ಹಿಂದೂಸ್ತಾನ್ ಟೈಮ್ಸ್' ವರದಿಗಾರ್ತಿ ಪ್ರಭಾದತ್ 1965 ರ ಭಾರತ-ಪಾಕಿಸ್ತಾನ ಯುದ್ಧದಲ್ಲಿಯೇ ವರದಿ ಮಾಡಿದ್ದರು. ಯುದ್ಧ ವರದಿಗೆ ಹೋಗಲು ಗಂಡಸರೇ ಹಿಂಜರಿಯುತ್ತಿದ್ದ ಕಾಲದಲ್ಲಿ ಪ್ರಭಾದತ್ ಅಂಥ ಸಾಹಸಕ್ಕೆ ಮುಂದಾದರು. ಪತ್ರಿಕೆಯ ಸಂಪಾದಕರ ಮುಂದೆ ತನ್ನನ್ನು ಯುದ್ಧ ವರದಿಗೆ ಕಳುಹಿಸುವಂತೆ ವಿನಂತಿಸಿಕೊಂಡಾಗ ಅವರು ಸಮ್ಮತಿ ನೀಡಲಿಲ್ಲ. ಆದರೆ ಪ್ರಭಾದತ್ ತನ್ನ ಪಾಡಿಗೆ ಯುದ್ಧಭೂಮಿಗೆ ಹೋಗಿ ಪ್ರತಿದಿನ ವರದಿ ಕಳುಹಿಸಲಾರಂಭಿಸಿದಳು. ಆಕೆ ಕಳಿಸಿದ ವರದಿಗಳು ಎಷ್ಟು ಚೆನ್ನಾಗಿದ್ದವೆಂದರೆ ಪ್ರತಿದಿನ ಆಕೆಯ ವರದಿ ಮುಖಪುಟದಲ್ಲಿ ಕಂಗೊಳಿಸಿದವು.

### ಕನ್ನಡ ಸುದ್ದಿ ವಾಹಿನಿಗಳ ಸಂಕ್ಷಿಪ್ತವಾದ ಒಂದು ನೋಟ

ಜೂನ್ 22ರ 2006ರಲ್ಲಿ ಪ್ರಾರಂಭವಾದ 'ಟಿವಿ9' ಕನ್ನಡ ಸುದ್ದಿ ವಾಹಿನಿ "ಉತ್ತಮ ಸಮಾಜಕ್ಕಾಗಿ" ಎನ್ನುವ ಟ್ಯಾಗ್‌ಲೈನ್ ನೊಂದಿಗೆ ಕನ್ನಡದ ದೇಶದ ನಂ. 1 ಸುದ್ದಿ ವಾಹಿನಿ ಎಂಬ ಪಟ್ಟಕ್ಕೇರಿದ್ದು ಕರ್ನಾಟಕದಲ್ಲಿ ಅದು ಮನೆ ಮಾತಾಗಿದೆ. ಯಾವುದೇ

ವಾಹಿನಿಯಲ್ಲಿ ಸುದ್ದಿ ಬಂದರು ಅದನ್ನು ಕೆಲ ಜನರು ಟಿವಿ9ನಲ್ಲಿ ಬಂತ ಎಂದು ಕೇಳುವ ಸ್ಥಿತಿಗೆ ತಲುಪಿದೆ. ಇದು ಹಿಡ್ಡನ್ ಕ್ಯಾಮರಾ ದಿಂದ ರಾಜ್ಯದಲ್ಲಿ ನಡೆಯುತ್ತಿರುವ ಭ್ರಷ್ಟಾಚಾರ, ಲಂಚಗುಳಿತನ, ಕ್ರೀಡೆ, ರಾಜಕೀಯ, ಜನಸಾಮಾನ್ಯರ ದೈನಂದಿನ ಸಮಸ್ಯೆಗಳು, ಸರ್ಕಾರದ ಯೋಜನೆಗಳಲ್ಲಿ ನಡೆದಿರುವ ಅವ್ಯವಹಾರ ಮುಂತಾದ ಪ್ರಚಲಿತ ಸುದ್ದಿ ಕುರಿತಂತೆ ಸುದ್ದಿಯು ಮಾಸುಹೋಗುವ ಮುಂಚೆಯೇ ಜನರಿಗೆ ತಲುಪಿಸುವ ಕೆಲಸ ಮಾಡುತ್ತಿದೆ ಕೆಲವು ವಿಶೇಷ ಸಂದರ್ಭದಲ್ಲಿ ಸ್ಥಳದಿಂದಲೇ ನೇರ ಪ್ರಸಾರ ಮಾಡಿ ಜನರ ಮನ ಮುಟ್ಟುವಂತೆ ಮಾಡುತ್ತದೆ. ಈ ಎಲ್ಲವುಗಳಿಂದ ಟಿವಿ9 ಜನಸಾಮಾನ್ಯರ ಮನದ ಮಾತಾಗಿ ಮನೆಮನೆಗೂ ಲಗ್ಗೆ ಹಾಕುವಲ್ಲಿ ಯಶಸ್ಸನ್ನು ಸಾಧಿಸುತ್ತಿದೆ.

ಇನ್ನೂ ಮಾರ್ಚ್ 31ರ 2008ರಲ್ಲಿ ಪ್ರಾರಂಭವಾದ 'ಸುವರ್ಣ ನ್ಯೂಸ್ 24x7' ಸುದ್ದಿ ವಾಹಿನಿ ಕೂಡ "ನೇರ ದಿಟ್ಟ ನಿರಂತರ" ಎಂಬ ಟ್ಯಾಗ್‌ಲೈನ್‌ನೊಂದಿಗೆ ಕನ್ನಡದ ಸುದ್ದಿ ವಾಹಿನಿಗಳ ಪಟ್ಟಿಯಲ್ಲಿ ಎರಡನೆ ಸ್ಥಾನದಲ್ಲಿದೆ ಎನ್ನಬಹುದು. ಇದು ಕೂಡ ಟಿವಿ9 (ಮೇಲೆ ತಿಳಿಸಿದ) ನಂತರೇ ನಿರಂತರ ಸುದ್ದಿಯನ್ನು ಜನಸಾಮಾನ್ಯರಿಗೆ ಮುಟ್ಟಿಸುವ ಸೇವೆಯಿಂದ ಭ್ರಷ್ಟಾಚಾರದ ವಿರುದ್ಧ ಸಮರ ಸಾರುತ್ತಿವೆ. ಇದರಲ್ಲಿ ಮುಖ್ಯಸ್ಥರನ್ನು ಬದಲಾಯಿಸಿ ಬೇರೆ ಬೇರೆ ವಾಹಿನಿಗಳಿಂದ ನುರಿತ/ ಅನುಭವಿ ಸಿಬ್ಬಂದಿಗಳನ್ನು ಕರೆತಂದು ನ್ಯೂಸ್ ಫೇಮ್‌ನ್ನು ಬದಲಾಯಿಸಿ ವಾಹಿನಿಯನ್ನು ಪ್ರಗತಿಯತ್ತ ಸಾಗಿಸುವ ಪ್ರಯತ್ನ ನಡೆಯುತ್ತಿದೆ. ಆದರೂ ಟಿಆರ್‌ಪಿಯಲ್ಲಿ ಮಾತ್ರ ಟಿವಿ9 ಮುಂದಿದೆ ಎನ್ನಬಹುದು, ಹಾಗೂ "ಉದಯ ವಾರ್ತೆಗಳು" ಅಗಸ್ಟ್ 5ರ 2003ರಲ್ಲಿ ಪ್ರಾರಂಭವಾದ ಕನ್ನಡದ ಮೊದಲನೆ ಸುದ್ದಿ ವಾಹಿನಿಯಾಗಿ ಪ್ರಾರಂಭವಾದರೂ ಮೊದಲನೇ ಸ್ಥಾನದಲ್ಲಿ ನಿಲ್ಲಲೂ ಆಗುತ್ತಿಲ್ಲ. ಇದು ಬೆಳಿಗ್ಗೆ 6.00 ಗಂಟೆಯಿಂದ ಮಧ್ಯರಾತ್ರಿ 12.00 ಗಂಟೆಯ ವರೆಗೂ ಪ್ರಚಲಿತ ಸುದ್ದಿಗಳನ್ನು ನೀಡುತ್ತಿದ್ದು ಇದು ಆರಕ್ಕೆ ಎರಲಿಲ್ಲ ಮತ್ತು ಮೂರಕ್ಕೆ ಇಳಿಯಲಿಲ್ಲ ಎನ್ನುವಂತಿದ್ದು ಇತರೇ ಸುದ್ದಿ ವಾಹಿನಿ ಗಳಂತೆ ಸುದ್ದಿಗಳನ್ನು ನೀಡುತ್ತಿದೆ.

### ಸುದ್ದಿ ಮನೆಯಲ್ಲಿ ಮಹಿಳೆ 'ಇಂದು'

ಕನ್ನಡ ಸುದ್ದಿ ವಾಹಿನಿಗಳಲ್ಲಿ ನಾವು ಹೆಚ್ಚಾಗಿ ಮಹಿಳಾ ಪತ್ರಕರ್ತರನ್ನು ಕಾಣಬಹುದಾಗಿದೆ. ವರದಿ ನಿರೂಪಣೆ, ವಾರ್ತಾ ಸಂಪಾದಕರು, ಸಂದರ್ಶನ ಡೆಸ್ಕ್, ಟೆಲಿಫೋನ್ ಆಪರೇಟರ್, ಡಿ.ಟಿ.ಪಿ. ಆಪರೇಟರ್, ಆನ್‌ಲೈನ್ ವಿಭಾಗದಲ್ಲಿ, ತಾಂತ್ರಿಕ, ಸ್ವಾಗತ, ಮಾನವ ಸಂಪನ್ಮೂಲ, ವಾಣಿಜ್ಯ ಹೀಗೆ ಪ್ರತಿಯೊಂದು ವಿಭಾಗ ಮತ್ತು ಹಂತಗಳಲ್ಲಿಯೂ ಹೆಚ್ಚಾಗಿ ಮಹಿಳೆಯರೇ ಕಂಗೊಳಿಸುತ್ತಾ ಪುರುಷ ಉದ್ಯೋಗಿಗಳನ್ನು ಹಿಮ್ಮೆಟ್ಟಿಸಿದ್ದಾರೆ ಎಂದು ಹೇಳಬಹುದು.

ಇದಕ್ಕೆ ತಕ್ಕ ನಿದರ್ಶನವೆಂದರೆ ನಾವು ಕಂಡ ಕ್ರೂರ ಕೃತ್ಯಗಳೇ ಸಾಕ್ಷಿ. ನಾವು ಕಳೆದ ಸಾಲಿನಲ್ಲಿ ದೇಶಾದ್ಯಂತ ಬೆಚ್ಚಿಬೀಳಿಸಿದಂತಹ

ಭಯೋತ್ಪಾದಕ ದಾಳಿಗಳನ್ನು ನಾವು ಸುದ್ದಿವಾಹಿನಿಯಲ್ಲಿ ನೋಡಿದಾಗ ಅಂತಹ ವರದಿಗಳನ್ನು ಕನ್ನಡವೇ ಅಲ್ಲದೆ ಇಂಗ್ಲೀಷ್ ಹಾಗೂ ಇತರೇ ಭಾಷಾ ವಾಹಿನಿಗಳಲ್ಲಿಯೂ ಮಹಿಳೆಯರೇ ವರದಿ ಮಾಡಿದ್ದನ್ನು ನಾವು ಕಂಡಿದ್ದೇವೆ. ಇಷ್ಟೇ ಅಲ್ಲದೇ ಪ್ರಚಲಿತ ಸುದ್ದಿ, ಮಾನವ ಆಸಕ್ತಿ ಸುದ್ದಿ, ರಾಜಕೀಯ ಸುದ್ದಿಯನ್ನು ಸಹ ವರದಿಗಾರಿಯರೇ ಹೆಚ್ಚಾಗಿ ವರದಿ ಮಾಡುತ್ತಾರೆ. ಇನ್ನೂ ನಿರೂಪಣೆಯಲ್ಲಿ ಇವರಿಗೆ ಸರಿಸಾಟಿ ಇಲ್ಲವೆಂಬಂತೆ ಕಾರ್ಯಕ್ರಮಗಳನ್ನು ಸೋಗಸಾಗಿ ನಿರೂಪಿಸುತ್ತಾರೆ. ಹೀಗೆ ಸುದ್ದಿ ವಾಹಿನಿಗಳಲ್ಲಿ ಯಾವುದೇ ಲಿಂಗ ತಾರತಮ್ಯವಿಲ್ಲದೇ ಹಗಲು-ರಾತ್ರಿಯೆನ್ನದೆ ಮಹಿಳೆಯರು ಪುರುಷರ ಸರಿಸಮಾನ ದುಡಿಯುವಲ್ಲಿ ದಿಟ್ಟತನವನ್ನು ತೋರುತ್ತಿದ್ದಾರೆ.

### ಸುದ್ದಿ ವಾಹಿನಿಗಳಲ್ಲಿ ಕೆಲಸ ನಿರ್ವಹಿಸುವುದು ಸುಲಭದ

**ಮಾತಲ್ಲ** ಅದರಲ್ಲೂ ಭ್ರಷ್ಟಾಚಾರ, ಲಂಚಗುಳಿತನ, ಕಳ್ಳಸಾಗಾಣಿಕೆ, ರಾತ್ರಿ ಕಳ್ಳಸಾಗಾಣಿಕೆ, ರೌಡಿಗಳ ವಿರುದ್ಧ, ಚುನಾವಣಾ ಅಕ್ರಮ, ರಾಜಕೀಯದಲ್ಲಿ ಉನ್ನತ ಹುದ್ದೆಯಲ್ಲಿರುವವರ ವಿರುದ್ಧ, ಭಯೋತ್ಪಾದನೆ, ತನಿಖೆ, ಗಡಿ ಸಮಸ್ಯೆ, ಜಾತಿ ಸಮಸ್ಯೆ, ವೇಶ್ಯಾವಾಟಿಕೆ, ಬಾರ್, ವೈನ್ ಸ್ಟೋರ್, ಬಾಲಕಾರ್ಮಿಕ ಮುಂತಾದವುಗಳ ವಿರುದ್ಧ ಕ್ಯಾಮರಾ ಮತ್ತು ಹಿಡ್ಡನ್ ಕ್ಯಾಮರಾಗಳಲ್ಲಿ ವಿಡಿಯೋ ಚಿತ್ರೀಕರಣ ಮತ್ತು ವರದಿ ಮಾಡುವಾಗ ಅತಿ ಎಚ್ಚರಿಕೆಯಿಂದ ಕಾರ್ಯ ನಿರ್ವಹಿಸ ಬೇಕು, ಇದರಲ್ಲಿ ಸ್ವಲ್ಪ ಹೆಚ್ಚು ಕಡಿಮೆಯಾದರೂ ಪತ್ರಕರ್ತರ ಪ್ರಾಣ ಮತ್ತು ಮಾನ ಹಾಳಾಗುವುದಲ್ಲದೆ ವಾಹಿನಿಗಳ ಕಚೇರಿ, ಸ್ಪೂಡಿಯೋ ಗಳು ಧ್ವಂಸವಾಗುವ ಸಂಭವವೂ ಇರುತ್ತದೆ, ಇಂತಹ ಕಾರ್ಯಗಳನ್ನು ಗಂಡೆದೆ ಇರುವ ಪುರುಷರಿಗೆ ಸವಾಲಾಗಿರುವಾಗ ಇದನ್ನು ಮಹಿಳೆಯರು ನಿರ್ವಹಿಸುತ್ತಿರುವುದು ಒಂದು ರೀತಿಯಲ್ಲಿ ಧೈರ್ಯ ಮತ್ತು ಛಲದ ಸಂಕೇತವಲ್ಲವೇ? ಮಹಿಳಾ ಪತ್ರಕರ್ತೆಯರು ಸುಂದರ ಅಕರ್ಷಣೆ ಮತ್ತು ವಾಕ್ಚಾತುರ್ಯದಿಂದ ಚರ್ಚೆ ಮತ್ತು ಕಾರ್ಯಕ್ರಮ ನಿರೂಪಣೆಯ ರೂಪವನ್ನೇ ಬದಲಾಯಿಸಿದ್ದಾರೆ ಇಂದು.

**ಉಪಸಂಹಾರ :** ಕೆಲ ಸುದ್ದಿಮನೆಗಳಲ್ಲಿ ಪತ್ರಕರ್ತರಿಗಿಂತ ಪತ್ರಕರ್ತೆಯರು ಹೆಚ್ಚಿದ್ದಾರೆ, ಐವತ್ತು ವರ್ಷಗಳಲ್ಲಿ ಸುದ್ದಿಮನೆಯೇ

ಬದಲಾಗಿದೆ, ಅದಕ್ಕೆ ಮಹಿಳೆಯರು ಪ್ರಮುಖ ಕಾರಣ ಎಂಬುದು ಸತ್ಯದ ಸಂಗತಿ. ಭಾರತದಲ್ಲಿ ಭಾರತೀಯ ಪತ್ರಿಕೋದ್ಯಮವು ತುಂಬ ಹಳೆಯ ವೃತ್ತಿಯಾಗಿದೆ. ಭಾರತದಲ್ಲಿ ಮಾಧ್ಯಮವು ವೃತ್ತಿಯಲ್ಲಿ ಹಲವು ಅಧ್ಯಯನಗಳಿಂದ ವೃತ್ತಿಯಾಧಾರಿತವಾಗಿ ಬೆಳೆದುಬಂದಿದೆ. ಪ್ರಸ್ತುತ ವಿಷಯವು ವಿಶೇಷವಾಗಿ ವಿದ್ಯುನ್ಮಾನ ಮಾಧ್ಯಮವಾದ ಟೆಲಿವಿಷನ್‌ನಲ್ಲಿ ಕಾರ್ಯ ನಿರ್ವಹಿಸುವ ಮಹಿಳಾ ಪತ್ರಕರ್ತರ ಬಗ್ಗೆ ಅಧ್ಯಯನದ ಆಸಕ್ತಿಯನ್ನು ತೋರಲಾಗಿದೆ. ವಾಸ್ತವದಲ್ಲಿ ಮಹಿಳಾ ಪತ್ರಕರ್ತರು ಭಾರತದ ಪತ್ರಿಕೋದ್ಯಮದ ಒಂದು ಭಾಗವಲ್ಲದೆ ವಿಶ್ವದಲ್ಲೂ ಅವರ ಪಾತ್ರ ಅಗ್ರಗಣ್ಯ. ಇದು ಅವರ ವೃತ್ತಿಪರ ಸಮಸ್ಯೆಗಳನ್ನು ಅಧ್ಯಯನ ಮತ್ತು ವಿಶ್ಲೇಷಣೆ ಮಾಡಲು ತುಂಬಾ ಉಪಯುಕ್ತವಾಗಿದೆ.

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