3.1 Introduction

Communication plays an important role in the development of a nation. Communication gives power to those who can handle it. The politician, the decision maker, the administrator or a professional communicator or the student acquires this power. Communication is also knowledge and those who have no means to access to these means of information or the information have lesser knowledge and therefore have less influence or power in the society. Communication reflects the condition of society and is influenced by the same. The communication and its development have led to a deepening of national and ethnic consciousness. A policy based on such understanding would enable the government to maintain contact with the people, be able to understand and govern them.69

The mass media are the instrument in promoting community participation and reflection of public opinion. The selection of media should whether sophisticated or simple should always take into account the desired content, audience and users and should take place after these decisions have been made. Communication media can be an

69 Arvind Singhal and Everett M Rogers, 2001 ‘India’s communication revolution’ – from Bullock carts to cyber-marts”-. Sage publications, New-Delhi. Pp 30-33
effective instrument to help the nation improve awareness of its social, political and other objectives.\textsuperscript{70}

The new communication technologies such as satellites, cable television, wireless telephones, the internet, and computers are bringing about noticeable changes in Indian society.\textsuperscript{71} Communication technology includes the hardware equipment, organizational structures, and social values by which individuals collect, process, and exchange information. The new media have certain characteristics which are both interpersonal and mass media communication, yet are different in many other respects. Interpersonal communication consists of a face to face exchange between two or more individuals. The message flow from one to a few individuals, feedback is immediate and usually plentiful, and the messages are often relatively high in socio-emotional content. In contrast, mass media communication includes all those means of transmitting messages such as radio, television, newspaper, and film that enables a source of one or a few individuals to reach a large audience. Some type of hardware equipment is always involved in mass communication, feedback is limited and delayed, and the messages are often relatively low in socio-emotional content. Evening news broadcast on Doordarshan the Indian national network television, is an example of mass communication.\textsuperscript{72}

Going back to the history of the world, after the World War II there were many countries which had received independence from the colonial powers. These countries needed to develop. As they were on the road to development, they needed to spread various kinds of awareness amongst the citizens to follow the track that the authorities

\textsuperscript{70} Ibid
\textsuperscript{72} Arvind Singhal and Everett M Rogers, \textit{Op.cit.} P30
in charge were laying down. Development had to take place developing countries, to do so mean increasing agriculture production, industrialization, urbanization, improved housing, better health and higher education. Like many countries also India has to follow the path of development. The question was what route India was going to take towards development. We had great leaders who led us through the hard time of fighting for our independence from the British Crown but there was a dilemma faced by the country when it came to following a path to development. Our leaders had split ideas about the path to follow. This has slowed down the pace of development and caused our leaders to take two roads to development. Clearly, Nehru's ideas about how the state should be developed differed from those of Gandhi. Nehru believed in employing different aspects of Western democracy into the Indian state, while Gandhi supported a more collectivist state. While this central difference is quite clear, when one looks more closely at Nehru's ideas about the duties of the state, it becomes evident that Nehru did indeed support some of the basic ideas about the state as Gandhi. So, these two completely different ideas were merged into the development of India and it contributed to the slow pace of development for India on various field.

The Genesis of Media in Indian soil:

"Newspaper history in India is inextricably tangled with political history," wrote A. E. Charlton. James Augustus Hicky was the founder of India's first newspaper, the Calcutta General Advertiser also known as Hicky's Bengal Gazette, in 1780. Following this, newspaper came into existence in Calcutta and Madras: the Calcutta Gazette, the Bengal Journal, the Oriental Magazine, the Madras Courier and the Indian

Gazette. While the India Gazette enjoyed governmental patronage including free postal circulation and advertisements, Hicky's Bengal Gazette earned the rulers' wrath due to its criticism of the government. In November 1780 its circulation was halted by government decree. Hicky protested against this arbitrary harassment without avail, and was imprisoned. The Bengal Gazette and the India Gazette were followed by the Calcutta Gazette which subsequently became the government's "medium for making its general orders".

The Bombay Herald, The Statesmen in Calcutta and the Madras Mail and The Hindu, along with many other rivals in Madras represented the metropolitan voice of India and its people. While Statesman voiced the English rulers' voice, The Hindu became the beacon of patriotism in the South. The Hindu was founded in Madras as a counter to the Madras Mail.

Patriotic movements grew in proportion with the colonial ruthlessness, and a vehicle of information dissemination became a tool for freedom struggle. In the struggle for freedom, journalists in the twentieth century performed a dual role as professionals and nationalists. Indeed many national leaders, from Gandhi to Vajpayee, were journalists as well. Calcutta, Madras, Bombay and Delhi were four main centers of urban renaissance which nourished news in India. It was only during and after the seventies, especially after Indira Gandhi's defeat in 1977, that regional language newspapers became widespread.

There were nationalist echoes from other linguistic regional provinces. Bengal, Gujarat, Tamil, Kerela, Punjab and Uttar Pradesh produced dailies in regional languages. Hindi and Urdu were largely instrumental in voicing the viewpoints and aspirations of both Hindus and Muslims of the Northern provinces. As communalism and religious
intolerance increased before and after partition, Urdu remained primarily the language of Muslims, as Pakistan chose this language as its lingua franca. After partition, the cause of Urdu and its newspapers, suffered a setback as Hindu reactionaries began to recognize the association of Urdu with Islam and Pakistan.  

The Indian national press was undisputedly the backbone of the freedom struggle for independence from colonial rule. Its historical importance and prestige it enjoyed in the society are linked to the awareness and creation of public opinion. The modern press marked its beginning only after the advent of European Civilization in India. Portuguese were the first Europeans who introduced printing press in India. The Christian missionaries of Bengal deserve the credit of introducing printing press primarily for publishing missionary leaflets etc. Today, over the last 250 years, the press has come to occupy an undisputed position as the fourth and the strongest pillar of modern India. Though the press in India started as a European institution the native Indians did not take long to realize its potential in socio-political communication. The print media, and for that matter Media as a whole owes its origin, and growth not to the government but to the individuals who had in them the courage to lead the nation. The trials and tribulation they had to encounter at the hands of foreign powers could not prevent the press from growing and becoming an instrument for fight against subjugation and to bring wide range of social and economic reforms which speak galore of their resolute determination and inherent strength.

The later years of 19th century unfolded a glorious chapter of Indian newspapers which reveals the newspapers consistently Reporting on challenges ahead of the nation Instead of reporting societal events of the Britishers and feudal Indian society, the

74 See [http://www.pressreference.com/Gu-Ku/India.html](http://www.pressreference.com/Gu-Ku/India.html) accessed on 4th July 2012
newspapers focused on news and write-ups on diverse social and political concerns and problems and the country saw the birth of a different kind of journalism, a dedicated journalism which stood for social reforms and public welfare, and creating opinion on issues like education, child marriage, widow marriage and sati.

The press gradually became the most powerful weapon for freedom movement under the leadership of towering personalities like Tilak, Gokhale, Gandhiji and others who stood for progressive journalism and liberal notions and believed in the strength of the press to mould public opinion, to shape the destiny of the nation and safeguard the rights and civil liberties of its citizens. The strong belief of our freedom fighters that ‘pen is mightier than sword’ and the power of their pen can challenge the political establishment directed the Indian journalism with a sense of purpose that never weakened and holds ground till date.

Even now media in India has strong popular support and the liberty which it enjoys today is founded on such popular support of the civil society. National political struggle and advocacy of social reforms and emancipation in the years before independence contributed to the creation of the core strength of the press in free India. This included independent functioning, resistance to state oppression and censorship, firm commitment to free speech and expression and its role as the leader and path finder of the society and protector of fundamental rights. Indian democracy has grown from strength to strength and made wide range of reforms for surging India in the sixty years of independence encountering struggles, war and insurgencies. The press has not only mirrored the march of this journey of democracy but gave valuable insights and suggestions at every step.
3.2 From Agrarian based industry to growth of Communication industry

It is already known that right after independence, the road to development was not a clear path but since India was in a state of poverty, the reconstruction of economy had to be tilted towards the need of the majority of the population. Since, the majority of the population resided in the rural villages and therefore, the first step to be taken was to improve the economy of the rural India. Most of the work and the occupation of the Indians were farming and so, the leaders of India started framing policies for the upliftment and the policies benefitting the rural India.

Focus on Agrarian development in India:

Since the days of the first five year plan the focus has been on Agriculture. The main thrust was on intensive agriculture. A new Intensive Agricultural District Program (IADP) was launched in the closing years of the Second Plan (1960). The expressed objective of the program was to concentrate resources and efforts in specially endowed areas with adequate production potential in terms of assured water and infrastructure facilities. This is to achieve a quick break-through in production. The program was expanded in 1964 under the name of Intensive Agricultural Area Program (IAAP) to cover more of the well-endowed areas.\(^7\)

Agriculture plays an important role in the process of economic development of less developed countries like India. Besides providing food to the nation, it also releases labor, contributes to the market of industrial goods, it also provides savings and earn foreign exchange. At the time of independence, agriculture was the main source of income and occupation as mentioned earlier. Agriculture and allied activities contributed to about 50% of the India’s national income. Around 72%\(^7\)

\(^{7}\)See \url{http://base.d-p-h.info/en/fiches/dph/fiche-dph-7934.html} accessed on 5\textsuperscript{th} July -2012.
of the population was engaged in the agriculture. India’s economy was backward and agriculture based economy at the time of independence.

Even today about 60% of workforce is still engaged in agriculture in spite of this, it is to be noted that growth of other sectors depends on the performance of agriculture to a considerable extent. Because of this reasons agriculture continues to be the dominant sector in the Indian economy. Since independence India has made a much progress in agriculture. Indian agriculture, which grew at the rate of about 1 percent per annum during the fifty years before Independence, has grown at the rate of about 2.6 percent per annum in the post-independence era. Expansion of area was the main source of growth in the period of fifties and sixties after that the contribution of increased land area under agricultural production has declined over time and increase in productivity became the main source of growth in agricultural production. Another important facet of progress in agriculture is its success in eradicating of its dependence on imported food grains. Indian agriculture has progressed not only in output and yield terms but the structural changes have also contributed. All these developments in Indian agriculture are contributed by a series of steps initiated by Indian Government on land reforms, inauguration of Agricultural Price Commission with objective to ensure remunerative prices to producers, new agricultural strategy.

Investment in research

76 In order to achieve the goal of self sufficiency in agriculture, new agricultural strategy has been initiated in 1966-67. The fundamental of this strategy is the application of science and technology for increasing yield per hectare. This strategy, known as New Agricultural Strategy or Green Revolution, is based on the extension of high yielding varieties responsive to heavy doses of fertilizers and the package of improved practices in selected areas with assured rainfall or irrigation facilities. The programs included under the new strategy are: (1) the high yielding varieties program, (2) multiple cropping program, (3) integrated development of dry areas, (4) plant protection measures, (5) increased use of fertilizers, and (6) new irrigation concept.
and extension services, provision of credit facilities, and improving rural infrastructure are some of these steps.

Notwithstanding these progresses, the situation of agriculture turned adverse during post-WTO period and this covered all the sub sectors of agriculture. The growth rates in output of all crops decelerated from 2.93 percent to 1.57 percent. The livestock declined from 4.21 percent to 3.40 percent. The fisheries declined from 7.48 percent to 3.25 percent. Only, forestry witnessed a sharp increase from 0.09 percent to 1.82 percent.77

Both dominant nature of agriculture and decelerating growth trend in agriculture attracts attention of policymakers, researchers and economists. The main cause of failure of all development policy for agriculture is that there is not availability of any separate development strategy for Indian agriculture.78 This is due to the fact that we had not available necessary data to study the characteristics of Indian agriculture. But presently we have come a long way from Independence and now we have long-terms data pertaining to Indian agriculture.

Development of Communication:

India is a developing country with lot of achievement in all the fields including that of science and technology, agriculture and industry. Development communication is also such tool of development that it is highly necessary for a developing country like us. It has therefore been increasingly recognized that people’s active participation is an essential component of sustainable improvement in the living conditions of people is doomed to failure unless the intended

77 Ibid
78 Agriculture production is a biological process, agriculture is diminishing returns activity because land is ultimately a fixed factor of production and the demand for agricultural commodities is income inelastic. These characteristics make different to agriculture from other sector. Therefore, a separate policy for agricultural development is a must.
beneficiaries are actively involved in the process. Unless people participate in all phases of an intervention, from problem identification to research and implementation of solutions, the likelihood that sustainable change will occur is very slim. Development communication is at the very heart of the challenge: it is the process by which the people become leading actors in their own development. Development communication enables people to go from being recipients of external developments interventions to generation of their own development. 79

The concept of development communication arose within the framework of the contribution that communication and the media made to development in the countries of the third world. Development communications are organized efforts to use communication processes and media to bring social and economic improvements, generally in developing countries. Also with World War II came dozens of new, very poor countries, left by their former colonial overseers with little infrastructure, education or political stability. It was widely accepted that mass media could bring education, essential skills, social unity and a desire to modernize.

Tracing its history, we have to go back to communities who listened to rural radio broadcasts in the 1940s, the Indian school of development communication. 80 One distinguishing element of those early programs was that they focused on the use of indigenous languages – Marathi, Gujarat and Kannada. India’s earliest organized experiment was held in the 1960s, sponsored by Bretton Woods-school institution. Educational institution that played an important part in the effort include the University of Poona, the Centre for the study of

80 Ibid
Developing Societies, Delhi University, the Christian Institute for the study of Religion and Society and the University of Kerala.

As for the Indian Government, in the 1950s and 1960s it launched a massive industrialization program of building steel mills, hydro-electric dams and other heavy industry. Only decades later, beginning with the policies instituted by Prime Minister Rajiv Gandhi in the late 1980s, did the government begin to adopt the informatization of the Indian society as a more effective route to development. The trend toward the informatization strategy of development in India during the 1990s was accompanied by a fundamental shift from the Nehruvian socialist-style policy to a free-market policy in which India opened its border to foreign investment and foreign consumer products: Reebok, T.G.I. Friday, Pierre Cardin, KFC etc. In 1991, with India facing a severe balance-of-payment crisis Dr. Manmohan Singh proposed to throw out India’s economic policy that has stood since independence.\(^8\) Gone were licenses and controls, government owned key industries, and protection against the invasion of foreign businesses.

The New Economic Policy ushered in an era of Informatization and mass media became an important institution. A great potential exists in India to practice “compassionate capitalism” whereby information technology and business prowess are consciously directed to improve the productivity of poor people. The 20\(^{th}\) century has witnessed a lot of change and impact in the communication technology. It is an important moment because the focus of the communication technology is on social development, rural development which is also concern with urban development. It has two very important roles to play, which is transformation role through which it seeks social change

\(^8\) Dr. Manmohan Singh was the Finance Minister and the architect of India’s New Economic Policy (NEP).
in the direction of higher quality of life and social justice. In the second place, it plays the socialization role through which it strives to maintain some of the established values of society that are consonant with development. This way development communication creates an enhancing atmosphere for exchange of ideas that produce balance in both social and economic development.\[82\]

### 3.3 Conceptualizing Indian Media

India was faced with the challenge of bringing about an equitable and regionally-balance distribution of wealth and development with very limited resources since independence. Though the growing explosion of population was becoming more of a problem for development in India, yet, it possessed a large pool of trained manpower in science and technology which is the reason development communication in India is still very highly relevant. Our experience with means of communication after independence proves how important communication is in the field of development.

Initially, two decades after independence communication was utilized in the field of development. There was a vision of development which wanted to follow the pattern of “modernization” which was centred on mass media and relied both on a communication model based on persuasion and information transmission, it involved the transmission of information to farmers by a resource person. A social system with traditional norms, as the Indian social system, is characterized by a less developed and less complex technology. The agriculture is of a subsistence type. The housing facilities are very poor and the health hazards are very high. From the 1940s to the 60s the communication approach to development included three areas (i) Communication effects approach (ii) diffusion of innovations approach

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\[82\] Vineet Kaul, *Op.Cit*
and (iii) Mass media and modernization approach. \(^{83}\) In the Communication effects approach it conceptualized the impact of mass media as direct, powerful and uniform on individuals living in the modern industrialized societies called ‘mass societies’. Secondly, there was the second view that the information and communication can be transferred to fields such as agriculture extension, health; education etc. Diffusions of innovations approach has important theoretical links with effects research. The mass media and modernization has summarized the development process as urbanization which leads to increased literacy which in turn affects mass media exposure resulting in greater economic and political participation.\(^{84}\)

Communication theories such as the ‘diffusion of innovations’, the ‘two-step flow’ or the ‘extension’ approaches are quite congruent with other modernization theories. According to the diffusion theory, this perspective implies ‘that the role of communication was (1) to transfer technological innovations from development agencies to their client, and (2) to create an appetite for change through raising a ‘climate for modernization among the members of the public’.

Though there was a high expectation for the media’s role towards development benefits in the third world, in the 1970s it became clear that the socio-economic scenario had diminished the promise of development communication. But after that, the stress was on (i) equity in distribution of information and other benefits of development (ii) active participation of people at the grassroots (iii) independence of local communities to tailor development projects to their own objectives and (iv) integration of the old and new ideas, the traditional and modern systems suited to the needs of a community.\(^{85}\)

\(^{83}\) Ibid pp-11-14
\(^{84}\) Ibid
\(^{85}\) Ibid
3.4 The Indian Media and its functions:

Indian society has been the kind which uses media as a means of portraying social issues. The complex social system with different castes, classes, creeds and tribes in our country with inadequacy of mass media to reach almost 70% of people who reside in villages, puts over 3.5 millions of people under illiterate category who suspect anything in terms of modernity. Rural development is viewed as overall development of rural areas in social, economic, political and cultural dimensions where agriculture plays the most important role as the livelihood of majority is dependent on agriculture. Rural development is also considered as national development and it is very much true in case of developing and underdeveloped countries as rural population outnumber the urban population. The importance of communication in mobilizing people and seeking their willing participation in the development of a country is well recognized form of reaching people, communicating with them and equipping them with new skills. It is a verified fact that the development and communication of infrastructure has been enormously expanded and the resultant communication and development process being complementary to each other take the country forward.

The most significant development in the context of globalization is information and the communication technology (ICT) influx. It converted the world into a global village. In the democratic country like India marked by the diversity of languages and culture greater value is attached to ICT for the development of rural sector. India’s forward movement on the informatization road is reflected in the recent expansion of information technology. Between 1950 and 2000, the combined reach of all mass media (including print, radio, television, and film) increased from 15 percent of the Indian population to an impressive 65 percent. However, 35 percent of India’s present
population of one billion, some 350 million people, is still untouched by India’s communication revolution.

3.4.1 The press in India:

Before the independence, newspapers and magazines were started to support the freedom struggle. This scenario continued during the whole of independence period, primarily preoccupied in bringing out political issues to the forth. But with the growth of newspaper and the use of newspaper as an instrument for bringing forth political issues, the newspapers of the time greatly condemned the acts and policies of the government. In short, the newspaper became the instruments to reveal the bare nature of the oppressive British Government of India. The adverse comments of the newspapers against the government led it to follow a repressive policy and enacted the Newspapers (Incite to Offences) Act, 1908. The Newspaper Act, of 1908 laid down several principles, terms and condition. According to the terms and condition, of the Newspapers Act, 1908, the magistrates were empowered to confiscate printing press, property connected thereto of newspapers, which published objectionable materials serving as incitement to murder or acts of violence. The Local government was authorized to terminate any declaration made by the printer and publisher of the newspaper, which had been found offender under the Press and Registration of Books Act of 1867. The newspapers editors and the printers were given the option to appeal to the High Court within fifteen days of the order of the penalty.

The post independence period saw a change. In fact Indian Press was becoming more and more commercial and competitive in approach, sharply deviating from its idealistic approach of the pre-independence era. Especially the early 90s was remarkable in the field of Indian media. It has, been observed that during those years economic

and financial policy issues were getting due importance, primarily, because of the economic liberalization that took place. A broad spectrum including entertainment, culture, sports found place. The press has been captured by huge business motives; largely depending on revenues from the advertisements.\textsuperscript{87}

The function of the press is to act as the watchdog of the public interest. It is to secure the freedom of expression of the press from any authority but in order to legitimize this claim, the press has to be responsible and follow certain sense of responsibility. The Press must, therefore, scrupulously adhere to accepted norms of journalistic ethics and maintain high standards of professional conduct. When the press or the journalism does not follow certain norms or is not professional in its activities, it needs to be checked and kept in its place. Now there was an intervention from the state in this regard can be thought as destruction of the freedom of press. Therefore, the best way is to let the peers of the profession, assisted by a few discerning laymen to regulate it through a properly structured representative impartial machinery. This led to the formation of the Press Council. Such mechanism was a necessity which was felt necessary all over the world. The first ever Press Council was set up in Sweden in 1916 known as the Court of Honor for the Press.\textsuperscript{88} The idea gained quick acceptance in other Scandinavian countries, and later in other parts of Europe, Canada, Asia, Australia and New Zealand. Today, the Press Councils or similar other media bodies are in place in more than four dozen nations.

Mahatma Gandhi being an eminent journalist in his own right was supportive for the formation of such council and he even said,

\textsuperscript{87} Ibid
\textsuperscript{88} http://presscouncil.nic.in/OldWebsite/history.htm access on 15th July 2012.
“The sole aim of journalist should be service. The newspaper press is a great power, but just as unchained torrent of water submerges the whole country side and devastates crops, even so an uncontrolled pen serves but to destroy. If the control is from without, it proves more poisonous than want of control. It can be profitable only when exercised from within.”

Pandit Jawaharlal Nehru also while defending Press freedom, warning of the danger of its irresponsible exercise quoted that:

“If there is no responsibility and no obligation attached to it, freedom gradually withers away. This is true of a nation’s freedom and it applies as much to the Press as to any other group, organization or individual.”

The First Press Commission (1954) came across in some section of the Press, instances of yellow journalism of one type or another, scurrilous writing-often directed against communities or groups, sensationalism, bias in presentation of news and lack of responsibility in comment, indecency and vulgarity and personal attacks on individuals. The Commission, however, pointed out that the well-established newspapers had, on the whole maintained a high standard of journalism. The Commission recommended the setting up of a Press Council. Among the objectives visualized for the Council were: "to safeguard the freedom of the press", "to ensure on the part of the Press the maintenance of High standards of public taste and to foster due sense of both the rights and responsibilities of citizenship" and "to encourage the growth of sense of responsibility and public service among all those engaged in the profession of journalism." The Commission recommended the establishment of the Council on a statutory basis on the ground that the Council should have legal authority to make inquiries as otherwise each member, as well as the Council as a whole, would be subject to the threat of legal action from

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89 Ibid
90 Ibid
those whom it sought to punish by exposure. The Commission said that the Council should consist of men who would command general confidence and respect of the profession and should have 25 members excluding the Chairman. The Chairman was to be a person who was or had been a Judge of the High Court and was to be nominated by the Chief Justice of India. The Press Council of India was first constituted on 4th July 1966 as an autonomous, statutory, quasi-judicial body.

India publishes more daily newspapers than any other country in Asia covering a range of languages and cultural diversity that is unparallel in the world. In 2000 there were over 27,000 newspapers and periodicals in India published in 93 languages some 5000 dailies are read by over 100 million readers in 14 languages but in a nation with a high rate of illiteracy the effects of this newspapers and periodicals are limited to an elite audience.

Indian newspapers are owned mainly by individuals or by private firms and in this sense are relatively free from government control. A Magazine boom occurred in India in the late 1970s. As newly founded news magazines like India Today capitalized on Indian reader’s unfulfilled needs for news and other information during the emergency years of 1975-1977 where press freedom was revoked. This boom occurred because of improvement in printing technology and the sale of commercial advertising specially colour advertisement, which greatly enhanced the attractiveness of magazine. Detailed, investigative news coverage by magazines provided an attractive alternative to most newspaper coverage. In the late 1980s and 1990s, Indian newspapers also underwent a facelift in order to keep up with magazines and with the rise of television which represent a major competitor for advertising revenues. Stolid political coverage has been scaled down and colourful features on lifestyle, business, and entertainment had been added. During the 1990s many publishing
groups, such as leaving media private limited (publishers of India Today, Time and Newsweek in the US) and Bennett Coleman (publishers of another leading news medium The Times of India) moved into the production of Television program and launch internet portals, gaining a wider audience as compared to the print media.\(^{91}\)

### 3.4.2 Radio:

Radio broadcasting began in India during the British colonial Era in 1923. When India gained independence there were only 6 radio stations in India which is located in metropolitan cities in India. By 2000 broadcast of All India Radio (now part of India’s Prasar Bharati Corporation) programs were heard in 110 million household (2/3 of India’s all households) in 24 languages and 146 dialects. After a slow start in the late 1990s, Fm radio is coming of age in the new millennium. India has unique advantage under Indian conditions. Unlike the press, Radio gets through to the illiterate population. Compared to television or film, Radio is relatively cheaper per person reached. Also, Radio broadcast can be localized to each community, so as to cover local news events and thus, appeal to local audiences. However, Radio only involves a sense of hearing and cannot convey visual messages. In India, at the turn of the century Radio was the most effective channel for reaching the vast audiences or villager and urban poor.\(^ {92}\)

According to the official records, radio broadcasting in India began on July 23, 1927, when the Indian Broadcasting Company, IBC, inaugurated its first radio station 7BY in Bombay. As time went by, 7BY became the more familiar VUB and the Indian Broadcasting Company was taken over by AIR, All India Radio. During the World

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\(^{91}\) [http://presscouncil.nic.in/OldWebsite/history.htm](http://presscouncil.nic.in/OldWebsite/history.htm) access on 15th July 2012.

War II, AIR launched an External Services Division and a Monitoring Services as of the British Military Intelligence Wing. Like its model, the BBC, AIR broadcast anti-Nazi and anti-Japanese propaganda (often in local languages) into neighboring Asian countries. Meanwhile, on the Indian soil, the British denied radio access to Indian Nationalist leaders, who were waging a struggle for independence. The British also used AIR to counter the pro-nationalist propaganda of Indian leaders through the press.

When India gained independence in 1947, All India Radio had an infrastructure of six radio stations, located in metropolitan cities. The Indian Government monopolized the radio broadcasting. They did not want to broadcast anything that they considered ‘low-cultured’, mostly news, current affair, drama and music which was not of Indian films was broadcast. The neighbouring of countries of Sri Lanka and Goa (which was under the Portuguese rule) broadcast Indian film music, commercials, and other entertainment fare and many Indians tuned into these Radio Stations. It was only 10 years after independence in 1957 that AIR launched a Vivid Bharati entertainment channel, broadcasting Indian film music and entertainment fare. Commercials were allowed only 10 years later in 1967.93

Radio from its very inception played an important role in development communication; this is mainly due to its advantage of reaching to a large number of people from different sections of the society. Universities and other educational institutes’ especially agricultural universities, through their extension networks and international organizations under the UN umbrella carried the development communication experiment. Community radio is another important medium which is growing in importance especially in rural India. Here, NGOs and educational institutions are given license to set

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93 Ibid
up a local community radio station to broadcast information and messages on developmental aspects. Participation of local community is encouraged. As community radio provides a platform to villager to broadcast local issues, it has the potential to get positive action. Radio Rural Forum: All India Radio has been the forerunner in the process of implementing communication strategy adopted by the government. The Radio Rural Forum experiment of 1956 covered 156 villages. It contained 30 minute duration program two days a week on different issues like agriculture and varied subjects that could promote rural development. Efforts are being constantly made to use radio for social change. Apart from radio rural forum, other continuous efforts are being made to bring in development. Projects were taken up to promote adult literacy in the 1980s. More recently, NGOs have helped broadcast program on women and legal rights etc. Local Service of AIR: On the basis of the Varghese Committee (1978) report which recommended a franchise system for promoting local radio for education and development. Several NGOs use local radio to further their development activities. For instance, Chetana of Kolkata records their program on adult education, in the field using local talents. School Broadcast: Programs for school are broadcast from the metros and other centers of AIR. Many teachers make excellent broadcast through this platform. AIR draws up these programs on the advice of Consultative Panels for School Broadcast.94

The government has a stronghold on the Radio and there was a tremendous growth in the number of radio sets. It could now be heard in various languages and dialects. It operates a three tiered- national, regional and local. It was a very powerful instrument for the government as it reached individuals with less formal education and lower socio-economic status; these individuals are usually the priority

94 Ibid
audience segment for rural development, family planning and public health initiatives.

In 1993, frequency-modulated (FM) radio broadcast were launched in India on an AIR channel to serve a half-dozen metro-cities. Several private companies like Times FM and Radio I began broadcasting FM radio programs, mostly geared to urban youth. FM programs include music, talk shows and telephone cal-ins. In Delhi alone, top-rated FM broadcasts garner audiences of three to four million listeners. Program like Balance harabar (balance always), which used popular music and Hinglish (Hindi-English) talk show format to engage the youth audience. It was sponsored by population services international (PSI) and provided information on AIDS and STDs, encouraging listeners to ask questions through letters and telephone calls.

In 1998, in an ad hoc move, the Indian government cancelled all private programs on FM radio and the programs immediately went off air. In 1999, the government approved the establishment of 150 private FM radio stations in 40 Indian cities, and in principle allowed non-governmental organizations, educational institutions and citizens’ group to establish community radio station. In 2000, AIR’s FM network covered just 17 percent of India’s geographical area and 21 percent of India’s population. So, a tremendous potential exists for the expansion of FM radio services in India. As with the television, AIR’s monopoly in radio services was gradually being broken. But as compared to the television the government still has a strong hold on radio broadcasting.95

95 Ibid
3.4.3 The Broadcasting Television:

Television in India was introduced in 1959, on an experimental basis. Its very inception was with the aim to see what TV could achieve in community development and formal education. From this we can very well understand the importance of television for development communication. Today, after 60 years of Indian television, we see that broadcasters still broadcast programs with an eye on social responsibility, serials that incorporate socially relevant themes, interactive talk shows and open forums with government representatives responding to audience queries are popular programs. In 1967, Delhi Television centre launched Krishi Darshan Program at the request of Dr. Bikram Sarabhai and Prof M.S. Swaminathan. The object of this program was popularisation of modern method in agriculture through the television. TV has been used as an aid to satellite communication technology to effectively bring in development. Satellite communications technology offers unique capability of being able to reach out to very large numbers spread over large distances even in the most remote corners of the country. In India, India Space Research Organization (ISRO) has continuously pursued the utilization of space technology for education and development. This has been done through different projects like Educational TV (ETV), SITE, Kheda project and Country wide classroom (CWC) project. Over a period of last 30 years, these programmes have been designed to cater to the country's need for education, training, and general awareness among the rural poor. Among them few efforts shall be discussed in the following categories. These are:

Satellite Instructional Television Experiment (SITE, 1975-76): This one year project was primarily undertaken to develop special development programmes through the satellite communication to six rural clusters, which included a total of 2330 villages of 20 districts.
spread over six states—Andhra Pradesh, Karnataka, Orissa, Madhya Pradesh, Rajasthan and Gujarat. Its objectives were:

1. Improve the rural primary education.
2. Provide training to teachers.
3. Improve agriculture, health, hygiene, and nutritional practices and
4. Contribute to family planning and national integration.

The success of SITE can be judged from the fact that, after the completion of the project evaluation studies showed that exposure to developmental messages through television had contributed to the widening of horizon of the villagers. Kheda Communication Project (KCP, (1975-89): SITE demonstrated that the centralization, inherent in the technology of direct broadcasting, was a limitation, hence the idea of limited rebroadcast was conceived, giving birth to the KCP. This project was launched in 1975. 607 community television sets have been installed in 443 villages of Kheda district of Gujarat.96

Doordarshan and space application centre produces program for one hour every day. The programs mainly concentrate on and discussed the problem of the poorer classes. Evaluation of ‘Kheda project’ revealed that women in particular gained knowledge from TV viewing. The serials generated self-confidence, realization of equality etc.

Educational Television (ETV): Education is a vital instrument of social transformation and important input in development effort. The Indian National Satellite (INSAT) is being used to provide Educational TV (ETV), services for primary school children in six states. University Grants Commission (UGC) is using this for its countrywide classroom program on higher education (college sector). INSAT is also used by the Indira Gandhi National Open University (IGNOU) for distance

96 Arvind Singhal and Everett.M.Rogers op. cit pp 84-93
education programs and Doordarshan for Science Channel programs. To meet the needs of development ISRO has taken up the Tele-Education by launching EDUSAT, a satellite totally dedicated to the nation’s need for education. EDUSAT strengthens education efforts by augmenting curriculum based teaching, providing effective teachers’ training, and community participation. The networks are capable of facilitating live lectures/power point presentations with student interaction, web based learning, interactive training, virtual laboratory, video conferencing, data/video broadcast, database access for reference material/library/recorded lectures etc., on line examination and admissions, distribution of administrative information, etc.

Television began in India in 1959 as an educational project supported by United Nations Educational, Scientific and Cultural Organization (UNESCO), and grew very slowly during the 1960s. Like radio broadcasting, television in India was based on BBC model of a public broadcasting system, rather than American-Style private, commercial networks. The big leap toward expansion of audience occurred in the mid-1970s with the Satellite Instructional Television Experiment (SITE), which broadcast to 2400 villages in six Indian states.  

Prime Minister Indira Gandhi, who had previously been the Minister of Information and Broadcasting, supported the expansion of satellite based television in India. Under her patronage, color television was introduced for the 1982 Asian Games, the communication satellite INSAT was launched in 1983 in order to expand the public’s excess to television signals. Mrs. Gandhi viewed television as an important tool

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97 The American Satellite ATS-6 transmitted educational programs for the development of rural India, and helped Indian Technologies gain television broadcasting expertise prior to launching their national satellite INSAT, eight years later.
for development in rural India, although her critics contended that her real aim was to create a propaganda tool for political objectives.

The mid 1980s saw the rising popularity of television serials (Hum Log for example) which triggered an increase in the number of television set purchased, and created a need for changes in the nature of television programming (as most of Doordarshan programs were perceived as boring and educational). Thus, a niche market for alternative entertainment fare was created a small time cable television entrepreneur fulfilled this need for the urban public in India.

With the growth of new economic policies in the 1990s and the accompanying invasions of the Indian market and American and other foreign companies, private television and Globalization, India rose as a new global ‘Media Capital’. The television history which we have discussed has transformed the Nehruvian state. The private television revolution in the 1990 could not have occurred without an important development on the ground coupled with direct broadcast satellites (DBS). An entirely new industry of cable television operators arose in India.

Cable television began in Maharashtra and Gujarat in the mid 1980s through the efforts of private entrepreneurs who wired apartment buildings and changed a monthly subscription fee to transmit films and serials via a central video playing unit. Cable services took off in popularity throughout India in 1991-92 with the availability of foreign satellite channels. Only the Government controlled television system Doordarshan, however, was allowed to broadcast from Indian soil. A private, Hong Kong based television network STAR TV began beaming BBC and other news programs into India via satellite in 1991, at the time of Gulf War. A vast cadre of cable television operators purchased satellite dishes and wired apartment building or urban neighborhood. Because the private networks were up linking their
By 2000 more than 40 private television networks were broadcasting in India, including private networks like Zee TV, STAR TV, Sony, CNN, BBC and many more. The programming consisted of western entertainment imports or Indian produced serials, game shows, talk shows and news and current affairs. These private television programs have greatly multiplied the choices available to Indian audiences. The private television networks in India encourage commercialization and consumerism through the advertisements they carry and through the products that the actors and actresses in the entertainment programs, especially imported western programs, wear and consume. The privatization of Indian television in the decade of 1990s and 2000s acted to westernize Indian society in several important ways, an inevitable consequence of living in a global village.\textsuperscript{98}

\textbf{Consumerism:}

It is the orientation of individual towards the purchasing of products and services. This growth of private television network benefitted from and contributed to the growth of Indian economic policy (NEP). Especially the openness towards American and other foreign companies which was initiated by the then Finance Minister Dr. Manmohan Singh. Companies like Nike, Puma, Kentucky Fried Chicken, Mc Donalds sold their products in India and advertised on Indian television channels and other media gaining more consumers. This resulted in the rise of private cable and satellite networks, the New Economic policy, and the availability of foreign products and services which encourages consumerism on the part of the Indian people.

\textsuperscript{98}Arvind Singhal and Everett.M.Rogers op.cit pp 93-94
Conservative Nationalism:

This rapid spread of cable television in India has positioned India to capitalize on the revolution in digital communication services. The convergence of computers, mass media and telecommunication have allowed the local cable operators to offer internet, telephony, video conferencing, home-shopping and other interactive media services through a family home television set. Cable television in India has become the giant handle which is capable of propelling the nation along its development path. Favourable government policies and new accompanying “mindsets” among media operators and audiences have played a major role in the rapid expansion of India’s digital communication infrastructure.99

3.4.5 Telecommunications:

The telephone service in India was one of the worst in the world. The telephone service was considered a luxury and accorded a low priority by the government policy makers. This perspective was replaced beginning in the mid 1980s, with a view that telecom services are essential for business, industry and economic development. The revolution in telecommunication services began under the leadership of the then Prime Minister Rajiv Gandhi and Satyen “Sam” Pitroda, a US return and expatriate Indian. The telecommunication revolution gathered further momentum during the 1990s, spurred by the sweeping economic reforms of the Narasimha Rao government. While the pace of communication reform has been slow and the government run Department of Telecommunication is reluctant to part with its monopoly status, private sector investment in telecommunication is increasing. Telephone density in 2000 had risen steeply to one telephone for 34 people, still low for a nation pursuing an

informatization path to development. Telephone services reached out to India’s villages and market towns, aided by establishment of digital automatic exchanges and some 650,000 public call offices, which are to be found everywhere.\textsuperscript{100}

But today, India has the fastest growing telecom network in the world with its high population and development potential. Airtel, Vodafone, Idea, Reliance, Tata Docomo, BSNL, Aircel, Tata Indicom, MTNL, and Loop Mobile are the major operators in India. However, rural India still lacks strong infrastructure. India's public sector telecom company BSNL is the 7th largest telecom company in world.

The total number of telephones in the country stands at 960.9 million, while the overall tele-density has increased to 79.28% as of May 31, 2012 and the total numbers of mobile phone subscribers have reached 929.37 million as of May 2012. The mobile tele-density has increased to 76.68% in May 2012. In the wireless segment, 8.35 million subscribers were added in May 2012. The wire line segment subscriber base stood at 31.53 million.\textsuperscript{101}

Indian telecom operators added a staggering 227.27 million wireless subscribers in the 12 months between Mar 2010 and Mar 2011 averaging at 18.94 million subscribers every month. To put this into perspective, China which currently possesses the world's largest telecommunications network added 119.2 million wireless subscribers during the same period (March 2010 - March 2011) - averaging 9.93 million subscribers every month (a little over half the number India was adding every month). So, while India might currently be second to China in the TOTAL number of mobile subscribers, India has been

\textsuperscript{100} The IT centre represented a turning point in the rise Bangalore as a technopolies, and for India’s software export.

\textsuperscript{101} As seen on \url{http://en.wikipedia.org/wiki/Telecommunications_statistics_in_India} accessed on 12 july 2013.
adding nearly twice as many subscribers EVERY month until March 2011. Mobile tele-density increased by almost 18.4 percentage points from Mar 2010 and Mar 2011 (49.60% to 67.98%) while wireline subscriber numbers fell by a modest 2.2 million. This frenetic pace of monthly subscriber additions means that the Indian mobile subscriber base has shown a year on year growth of 43.23%. According to recent reports, India was purported to overtake China to become the world's largest mobile telecommunications market by the year 2013. It was also predicted that by 2013, the tele-density will shoot up to 75% and the total mobile subscriber base would be a colossal 1.159 billion.  

The changing demographic profile of India has also played an important role in subscriber growth. The changed profile is characterized by a large young population, a rapidly increasing middle class with growing disposable income, urbanization, increasing literacy levels and higher adaptability to technology. These new features have multiplied the need to be connected always and to own a wireless phone and therefore, in present times mobiles are perceived as a utility rather than a luxury.

Liberalization of the telecom industry has fuelled intense competition, especially in the cellular segment. The ever-increasing competition has led to high growth of subscribers and has put pressure on tariffs, which have seen a sharp drop over the years. When the cellular phones were introduced, call rates were at a peak of Rs 16 per minute and there were charges for incoming calls too. Today, however, incoming calls are no longer charged and outgoing calls are charged at less than a rupee per minute. Thus, the tariff war has come a long way indeed. Increased competition and the subsequent tariff war have acted as a major catalyst for attracting more subscribers. Apart from these major growth drivers, an improved network coverage, entry

Ibid
of CDMA (Code division multiple access) players, growth of value-added services (VAS), advancement in technology, and growing data services have also driven the growth of the industry.

The telecom industry in India has experienced exponential growth over the past few years and has been an important contributor to economic growth; however, the cut-throat competition and intense tariff wars have had a negative impact on the revenue of players. Despite the challenges, the Indian telecom industry will thrive because of the immense potential in terms of new users. India is one of the most-attractive telecom markets because it is still one of the lowest penetrated markets. The government is keen on developing rural telecom infrastructure and is also set to roll out next generation or 3G services in the country. Operators are on an expanding and are investing heavily on telecom infrastructure. Foreign telecom companies are acquiring considerable stakes in Indian companies. Burgeoning middle class and increasing spending power, the government’s thrust on increasing rural telecom coverage; favorable investment climate and positive reforms will ensure that India’s high potential is indeed realized.

3.4.6 The Internet:

Tracing the origin of computer communication to the Advanced Research Project Agency Network (ARPANET) established in 1969, computer network had evolved into the internet by 1989, when the total number of user began to explode worldwide. Compared to other communication channels like postal mail or long distance telephone calls, email via the internet is quicker, cheaper, and better in other ways. The early 1990s saw a very rapid rate of adoption of the internet, including the World Wide Web, especially after the development of MOSAIC a software technology that made the internet much more user
friendly. One reason that the internet was adopted so rapidly was the wide spread prior adoption of personal computer. This spread of the internet in the 1990s meant that computers were increasingly used for communication, rather than as number crunchers a radical change from the early function of main frame computers.

Most communication on the internet is in the English language, and here India has a huge advantage over many other nations. India has a larger number of English speakers than does England. The combination of English language ability and the huge number of computer software professional in India has boosted India into a leading position worldwide in computer software development and in remote-processing services.

Internet adoption continues to grow in India. According to the Internet and Mobile association of India (IAMAI) the low cost of broadband has helped increase Internet usage. E-commerce and high demand for .in domain registrations are also factors for the increase in online users. The ".in" domain registrations surpassed 150,000.

Broadband policy and other initiatives by the IT and Telecom Ministry encourage increased adoption. A monthly broadband subscription costs as little as 199 rupees (US $4.50). A second factor is the IT Telecom Ministry initiative to make computers available for purchase under 10,000 rupees (US $226). In addition to working with hardware manufacturers to remove the financial barrier for households in India, the organization continues to push development of language fonts to remove language and localization of content issues.

According to IAMAI, a trade association representing the online content and advertising, e-commerce and mobile content and advertising industry, Indians go online for a number of activities including e-mail and IM (98 percent); job search (51 percent); banking
(32 percent); bill payment (18 percent); stock trading (15 percent); and matrimonial search (15 percent).\textsuperscript{103}

**An Update Survey of Internet usage in India**

According to a release dated September 19, 2006, the Internet and Mobile Association of India (IAMAI) and IMRB International, Internet users in India have reached 37 million in the month of September 2006, up from 33 million in March 2006. During the same period the number of "active users" has risen from 21.1 Million in March 2006 to 25 Million in September 2006. "Active User" is an internationally accepted and widely used category to define users who have used the internet at least one in the last 30 days.

The numbers are a result of the largest "offline" survey so far carried out in India to estimate the "ever user" and "active user" categories. The primary survey for the study was conducted in early 2006 amongst 16,500 households covering 65,000 individuals across 26 major metros and small towns in India, with additional coverage of 10,000 business and 250 cyber café owners. The survey did not include rural areas. Integrated Wireless Solutions (IWS) considers that the number of Internet users in India is now 100,000,000 to give credit to surveys and field work performed till December 31, 2010.\textsuperscript{104}

If 50 million is taken as a measure of the number of users need to make a technology a success, the automobile industry took about 30 years and the television 20 years. But it is a different story all together for the internet which has taken only 5 years and it is well doubling the number in less than two years.

\textsuperscript{103} Arvind Singhal and Everett Rogers *Op.Cit* pp 212-250
3.5 The growth of Information and Communication Technology and E-Governance:

The capacity of technology change in particular ICT to transform and reshape our economy, culture and society in such a short period of time is unquestionable. Technology–enabled reforms have particularly assumed importance under current regimes of neo-liberal governance. The 19th century saw the easier and faster communication of goods. The 20th century saw cheaper and easier communication and transportation of people and the 21st century is governed by a faster means of communicating ideas. The Indian IT journey to greater heights was bonded by private industries and IT professionals who wanted to be amongst the best in the world. The IT professionals of India play an important role and shaped the future of the IT industry are as follows:

- IT software and services export
- IT-enabled services
- Domestic IT market
- Telecom infrastructure
- Venture capital

Though this is a contrast to the Nehruvian model of development, it led to growth in the public sector–led investment and growth. In a perspective of history, it is a wave of innovations associated with the Industrial Revolution of the late 20th century, which opened up access fuels which was not known previously and became an indefinite source of energy, on the railway boom which opened a new
world. Similarly, IT has opened access to an elastic supply of information.\textsuperscript{105}

While information technology is an engine of the current Indian growth story, the real challenge lies in translating it to a vision in order to use it as a tool for raising the living standard of the common man and enriching their lives. This is where the application of ICTs come in and the embrace its role in the Government through e-governance. Clearly, the role of the ICT is the provision of government and local public services is greatly valuable and has the potential capacity to enormously simplify the life of the citizen across a wide arc of the daily interface with government: from paying bills, to processing taxes, passports, using land records, accessing information, available services and so on.\textsuperscript{106} But unfortunately the progress of e-governance in our country is hampered because of the lack of adequate financial resources, appreciation about the benefit by all concerned including politicians and the bureaucracy. The information of e-governance lies in the provision of information and services. It will enable the government to devote more time to the less-privileged citizens who do not have access to the Net. The Ministry of information Technology is taking major steps in creating awareness amongst the masses. The significant parameters of e-governance initiatives are:

- Improve government’s own functioning
- Provide better service to the citizen in a transparent manner
- Potential priorities for e-governance pilot projects

\textsuperscript{105} Neha Khanna ‘Science and technology Policy: IT and social Change’(Art), ‘Contemporary India’, Neera Chandhoke and Praveen Priyadarshini(Ed), Pearson, Noida,(2009)

• Local ‘external drivers are to be used on a priority basis. This would mean targeting three sectors 1) Independent media 2) Local NGOs and 3) public libraries, community centres, post offices and other access points, which provide information to citizens.

• Priority to be given to building data and management-information system and then moving on to the institutional links and finally to the intermediated citizens-related projects

Through e-Governance and growth of ICT there is an increase in the response of the government by providing support to the democratic values of equality and liberty to its citizens on the one hand and empower the state by using the technology to jam, block and filter information, on the other hand. There is also a vision of democracy embedded within the scope of development. It has strengthened democracy with stronger and newer forms of financial, legal and regulatory systems. Governments now maintain their own websites which give information about everything that the client may want to know regarding services, books, employment and advertisements. These websites are accessible 24 hours 7days of the week. It delivers a range of services to the citizens ranging from online submission of forms, applications and requests for registrations to licenses, permits, certificates and representations to any government department along with provision to register complaints and grievances online. The online availability of information nationwide aims to provide to citizens services, government to business-digital-procurement processes and development of government –to-government connectivity promises to yield significant benefits. E-Government was a major part of the Eleventh five year plan which continues even on the Twelfth Plan as well.
But there are some challenges that are faced by the E-Governance which includes the accessibility of the IT which as a result created the digital divide. Providing access to IT related facilities to everyone has been a major challenge. Secondly, another issue is that to access the IT, one has to be able to read and write and with high level of illiteracy, large sections of the society are unable to have access to it. Thirdly, this area lacks appreciation at different levels. The initial excitement regarding the use of IT and e-governance has been replaced by the awareness of its cumbersome process of policy making. Lastly, there are many structural problem in making government information accessible and this is already creating a situation where technology influences choices that are already facing constraint specially for the rural inhabitants.

However, diffusion of information and communication technologies has impacted on the nature of work, creating new work cultures and ethos. It should also aim at expanding democratic processes with the help of information technology available to the poor section of society.\(^{107}\)

**3.6 Media and women participation in India:**

Communication is extremely important for women’s development and mass media play a significant role. It is to be noted that growth of women’s education and their entry into employment has contributed to the growth of media. In all spheres of life whether for controlling population growth, spread of literacy or improving quality of life for vast masses, women have a crucial role to play. However, women can be expected to play this role when they become conscious of their strength and are not deliberately marginalized by male domination. In this context, media has an important role to play to

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\(^{107}\) Neha Khanna ‘Science and technology Policy: IT and social Change’(Art) op.cit pp 98-103
create awakening in women to achieve their potential as the prime movers of change in society. In today’s world, print and electronic media play a vital role in effectively conveying message that needs to be conveyed. Whether it is print media or electronic media we have seen women taking a lead role in its development.

We can even name women who have played an important role in the growth of Media. Usha Bhasin, a career Indian Broadcasting Service official, was responsible for launching Entertainment-education serials on AIR in the late 1980 and pioneered the concept of long-running entertainment-education radio serials such as Dehleez, Tinka Tinka Sukh and Yeh Kahan Aa Gaye Hum. We can also cite the name of Barkha Dutt as one of the most influential women in media today. She is an Indian television journalist and columnist. She is currently the group editor with NDTV. She gained prominence for her reportage of the Kargil war. She has won many national and international awards, including the Padma Shri, India's fourth highest civilian honor. She writes a column for the Hindustan times called "Third Eye". But very often inspite of the instrumental role that they play in the media, women have faced many issues which will be mentioned below. On 30th of January 2013, there was a special programme on NDTV where she interviewed Hillary Clinton as she was the leaving secretary of State in the U.S Government. In this program she had gathered young men and women who had questions about various issues to be asked to Mrs. Clinton.108

3.6.1 Portrayal of women by the Media

By and large the media scene in India is that, the media does not address serious issues about exploitation and unequal treatment to women in different spheres but is keen in reporting sex related

108 As observed on television NDTV.
incidents by way of sensationalizing news of atrocities on women. Instead of highlighting the exploitation of woman they end up becoming one of the reasons in increase of violence as their coverage more often than not tend to glorify the crime against women. It is true that media has brought to light, as never before, certain misdemeanours against women but in a very subtle manner it also perpetuated the stereotyped image of woman as a householder and an inconsequential entity in the traditional value system. Generally, women’s problems never figure on the front page of a newspaper unless it is a gruesome murder or a case of rape. Newspapers even on women’s page do not usually address relevant issues for women empowerment but reporting is mostly concerned with beauty tips recipes, fashion syndrome etc.

It is unfortunate that there is lack of sensitivity among the newspapers in general to women and their problems. A Study conducted by the Media Advocacy Group, viz. “Violence against Women: Media Coverage and Representation”. The Media Advocacy Group made the following recommendations on reporting violence against the women.¹⁰⁹

(i) Media needs to take an extended, broader view of crimes against women. It has to be instrumental in conducting a social audit on factors responsible for increasing crimes, particularly against women and children, including indifferent investigative procedures, miscarriage of justice, and growing social impunity of the perpetrators of crime.

¹⁰⁹ Established in 2008, Media Advocacy Group (MAG) is a not for profit organization which comprises of members especially from the field of media, advocacy and management MAG has been advocating on contextual contemporary issues, particularly related to women, peace and security. It has also been focusing on effective implementation of international instruments and policies, national laws and action plans related to women in the country. http://www.gnwp.org/members/media-advocacy-group-mag accessed on 12th Oct 1012.
(ii) It also has to be instrumental in creating awareness among civil society of the causes and nature of the crime itself, and of the preventive measures.

(iii) When treating these issues, media has to be extremely factual and empirical.

The study also stated that the only regulation that governs a sensitive reporting on this issue is that the rape victim’s name should not be disclosed. Barring this, the study found that everything else is graphically reported. Often the victim’s family name and address is cited, making a mockery in the letter and spirit of the regulation. Though much of this violation and malpractice are committed by a small group of publications, others are spurred on to imitate and keep pace with the sensational trend. The Press Council of India had focused on the issue way back in 1993 when AIDS was treated as an incurable ‘epidemic’. The prime sufferers were the women, being treated as an important cause and carrier of the so-called disease. Much has been done in this area since then and with medical advances, it has become necessary for the media to focus on the issue with not just a proactive but positive approach. Therefore, the Press Council has in consultation with the UNDP and the activists of the field had redrawn the guidelines for media reportage that will find place on the desk of every media person and their coverage of the HIV/AIDS stories hopefully deal the issue with greater sensitivity.

3.6.2 Limited coverage in Media

Newspapers cover women’s problems drawing the attention of Policy makers to issues requiring immediate attention such as the adverse sex ratio, infant and maternal mortality, crime against women and the effects of poverty on women and their families. But this coverage is very limited with the rest of the space occupied by cinema
actresses, models, video jockeys (vee-jays) and the rich women and their hobbies. Many of the women’s magazines are devoted to fashion, glamour, beauty aids, weight reduction, cookery and how to sharpen ‘feminine instincts’ to keep men and their in-laws happy. There are comparatively fewer articles on career opportunities, health awareness, and entrepreneurship, legal aid, counselling services, child care services and financial management. In the television serials women are the central characters, but they are portrayed largely as tormentors or the victims while the men very often take sideline and just seem caught in a web of unfavourable circumstances. Television culture has portrayed a breed of weak, indecisive men ensnared by sexy women when in reality men also play an active role in oppressing women in various ways including subjecting them to physical assault, rape, pushing them into the sex trade and even abandoning them. It is only desirable that serials should be close to reality and give message to the viewers where and how the society is going wrong. This portrayal of women in media has led the National Commission for Women (NCW) to recommend amendment in the Indecent Representation of Women (Prohibition Act), 1986. The NCW wants to include new technologies like MMS and the electronic media and some which were left outside the ambit of the Act like posters and TV serials which perpetuate stereotypes of women. Explaining the reason for including soaps in proposed amendment in the Act, Divorces, and adultery are highlighted frequently in Soaps where characters break the law without repercussion. Negative images or just portraying reality is not enough. In fact, it can often be harmful. It has been observed that sheer duplication of the dark side of life can often lead to apathy and passivity. This can be avoided by depicting the positive images or success stories of women in whatever sphere they happen. There is need to produce programs that talk about income generating schemes for women. Unfortunately, in these kinds of ventures typical “womanly
jobs” like papad-making, sewing, embroidery, pickles making etc. are propagated. Stress should be given on non-traditional skills which can break the myth that women are suited to certain kinds of jobs only. A systematic survey of the existing schemes (Government/non-Government) and presentation of the analysis and changes needed to upgrade the schemes which would make the more purposeful is essential.

The distance between women and media not only deprives the women of their right to information and knowledge but also keeps the women in the dark regarding the blatant misuse of the female and the distortion of the truth. Although the images of women as reflected by the different mass media in the country are not very different, it will be an interesting exercise to study how these images feed and reinforce the stereotypes. The distortion of realities by the media has increased the gap of understanding between the different sections of society. Effective informative communication is one of the most important channels for the growth and development of women in the informal or unorganized sector, as without information regarding services and benefits available through legislation, government schemes, banks and voluntary organizations, women can hardly take advantage of them. Thus the media should take into consideration the following points:

i) The media must project the working women in the unorganized sector as worker and not merely as performing the duties of wife/daughter. They being major earners, they must be projected as producers and not merely consumers.

The media should make deliberate attempts to not only project the problems of women in poverty, but should monitor in such a way that conflicting role models are not depicted, nor derogatory references to their work are made.
ii) To improve content and coverage, coordinated efforts for increased interaction between NGO’s women’s social action group, research organizations, institutes of mass communication, and the media personnel should be developed.110

3.7 The Mass Media: Problems and Impacts.

The pen is mightier than the sword. Some great men have also endorsed this view. Thomas Jefferson said: "Were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter." Napoleon averred: "Three hostile newspapers are more to be feared than a thousand bayonets."

In the year 1939-40, the number of publications registered with the then Indian and Eastern Newspaper Society (IENS) was just 14. This number increased to 132 in 1969-70 and then to 356 in 1963-64. But by 1987-88 it went up to 477, and today it is over 700 publications. There are many more publications not registered with the INS even today. What is indeed significant is that it was after the advent of colour television that the growth curve took a steep upward climb. Of the 693 periodicals registered with the present Indian Newspaper Society (INS) in the year 2000-2001, 398 were dailies, 106 weeklies, 41 fortnightlies, 129 monthlies and 19 others. While Hindi periodicals accounted for 211 and English for 179, the number of publications in other Indian languages also registered a significant increase. In 2000-2001 there were about 55 Marathi publications, 30 in Gujarati, 29 in Malayalam, 28 in Bengali, 27 in Urdu, 16 in Assamese and 13 in Oriya. Compared

110 Address by Mr. Justice G.N. Ray, Chairman, Press Council of India at the inauguration session of National Press Day on November 16, 2008 at Vigyan Bhawan, New Delhi.
to the figures of 1969-70, these increases are remarkable for languages like Assamese and Oriya.

If the growth in the number of publications has been sensational in the years after the advent of colour television, the increase in circulation of periodicals has been even more so. By 2000-2001, the total circulation of the 693 periodicals registered with the INS was 50,735,721. Today, this figure has crossed 56 million. In a country like India, this figure has to be multiplied by 5.5 to arrive at the impressive total readership of around 308 million. There is something else that one needs to take note of. This is the fact that in 1982 there was not a single daily newspaper in the country with a circulation of over a million. Perhaps the only periodical with a circulation exceeding one million was the weekly magazine of *Malayala Manorama* with a circulation of nearly 1.3 million. Today there are at least three daily newspapers (probably more) with a circulation exceeding a million. And there at least two newspapers (*The Hindu* and *Ananda Bazar Patrika*) that are nudging the million mark if they have not already crossed it.

Those who have looked at this scenario of unprecedented growth of newspapers and other periodicals in our country a little more closely cannot help wondering why publishers of newspapers and other periodicals need to worry about their future. If anything, there is every reason to expect that this trend will continue – despite the fact that many observers talk about newspaper circulation figures having reached a plateau. For many of us the plateau is nowhere in sight, though we have noticed that many smaller newspapers with lower circulations are not doing so well because advertisements are drying up while the cost of production is increasing. This is an issue that needs to be examined a little more closely in the interests of newspaper publishers and readers alike. But the point that needs to be made is that this phenomenal increase in newspapers and newspaper readership is
nothing to be surprised at. After all, India has been increasing its population at the rate of over 21 million a year. Out of this number, at least 65 per cent is going to be literate some day. This means an increase in the literate population of the country by 13.65 million every year even if the literacy rate remains static. But there is also a steady increase in the literacy rate of the country. Hence the annual increase in the literate population of the country would be of the order of 15 million. This is what should explain how the number of newspaper buyers has increased from 22 per thousand to about 56 per thousand in a matter of 30 years or so. This is not a development to be sneezed at. And yet, even the psychological explanation for this phenomenon is so utterly simple that one cannot help wondering at the fear psychosis among newspaper publishers about the future of newspapers. It is normal for anyone acquiring a new skill to seize every opportunity of trying out the newfound skill. Literacy too is a skill. Hence, as soon as someone learns to read, there is a natural desire to test the skill. Obviously neo-literate are not likely to buy books to try out their newfound skill. They are going to start with newspapers, move on to magazines and then graduate to books.

3.7.1 Stimulators of crime

It is an accepted fact that people tend to believe anything that appears in print, whereas the spoken word has only an ephemeral effect and is soon forgotten. The printed word can moderate, inflame or calm down public feeling. At the same time, it can cause irreparable damage. There is evidence of flagrant misuse of freedom by what is called the yellow press which specializes in sensational, vague and often scurrilous reports. Not infrequently, such reports become unconscious stimulators of crime. Besides, there is a woeful lack of follow-up reports to undo the damage caused by inaccurate reporting.
The major aim of the media is three-fold: to report news accurately, fairly and quickly, to educate and to entertain. The media is required to exercise its freedom within the ambit of the national ethos and values, the moral consideration being always kept supreme. One important trend which the print media has always to contend with is the tendency to compromise on integrity. In this context, what Jack Anderson said years ago still holds good: "They become the lap dogs of government instead of the watchdogs over government." They wag their tails and seek approval instead of growling at the abuses of power. The reporters who go along with the powerful, and act as explainers and apologists for those who violate the public trust must be considered accessory to the pillage. Like the politicians and the special seekers, these men sell themselves each day, and the chumminess between the power structure and the Press apparatus apparently robs the reporters of integrity." The greatest challenge that the Indian print media faces today is from the electronic media. Satellite television has transformed the world into a global village. During the Gulf war, the CNN, the American cable news giant, was discovered as the only weapon of mass destruction which did an effective job in damaging the credibility of the mass media. In fact, the CNN had played a crucial role in clinching the electoral fortunes of top leaders in the world's most powerful state, the United States.

3.7.2 Trivialization

A new trend noticeable in our own print media these days is a certain amount of "trivialization" in the name of modernization. Modernization is welcome so long as it does not become synonymous with westernization or vulgarization. It is alleged that news of a

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111 Jack Northman Anderson (October 19, 1922 – December 17, 2005) was an American newspaper columnist, syndicated by United Features Syndicate, considered one of the fathers of modern investigative journalism
negative nature alone gets published and due coverage is not given to real problems. We are living in an age of globalization, an age of cyber cafes and multi-nationals, wherein the print media is threatened by unprecedented competition, but the fact remains that, for the ordinary citizen, there can be no substitute for the daily morning newspaper. Some of the leading newspapers are now engaged in devising new ways to meet the new demands of a society in which access of information to the common man has become a statutory right, and no agency, public or private, remains "the closed fraternity" which it once was. It is important, therefore, that while they continue their endeavours to reach for the stars in terms of quality, they remain firmly rooted in the native soil and retain the flavour of "Indianness." For, "emancipation from the bondage of the soil is no freedom for the tree." (Rabindranath Tagore in *Fire Flies*). It is also important that a code of ethics is evolved, written or unwritten, on what could or could not be published and to ensure that the power of the press is harnessed for the general good of the community.\(^\text{112}\)

Media is not only a mirror to show what is happening in the society; it also acts as an instrument of social change. Its job is to inform and educate the society and act as a medium of communication between the various organs of society and masses. Today, the major challenges being faced by the electronic media are credibility, commitment, professionalism and media ethics. Media is not only a mirror to show what all is happening in the society, it also acts as an instrument of social change. Its job is to inform and educate the society and act as a medium of communication between the various organs of the society and masses. Its job is to look into the society in all its

\(^{112}\) Mahmood bin Muhammad, *Print media: challenges ahead*, The Hindu

manifestation with a penetrating eye, reflect noble ideas and expose social evils and help in their eradication. But in recent times despite all of these duties which media has to perform, there is no credibility to what media does.

The stark reality is that media has lost its way and become more of an entertainment package. The media power is increasing day by day, but with this increase it is losing all its credibility. After independence, Indian media grew in stature and hailed over the world as a shining example of free press.

Nowadays, many newspapers and magazines indulge in biased projection and distorted interpretation of news because they think they are serving a cause that is to bring out truth in front of the whole society. There was a time when media was used to pride itself for its objectivity, sobriety and rational approach but now it has come under sharp criticism for its negativism, subjectivity and triviality of news. The selection, projection and interpretation of news are also suspected because of unprofessional and dogmatic reporters and commentators whose main idea is just to increase their readership or tele-rating point (TRP’s) of their channels and newspaper. The entire falsehood spread by media has made media credibility with another blow but hopefully there are still men who go with the concept of objective journalism and dig out facts and come up with truth with all their hard work.113

3.8 Conclusion:

In this Chapter we find that media has come a long way. India is a vast country with a large number of people. It is also much diversified. When it gained independence, the political leaders aimed at

development in every area and have travelled far and wide in search of strategies which will work best for the new independent country. There were different ideologies which were to be considered. As mentioned earlier, Mahatma Gandhi and Jawaharlal Nehru had two different approaches for development of its economy or development of India in general. India eventually, followed the socialist pattern of economy and aimed at the development for community and the society. Therefore communication was not top on their priority list. Since the main means of livelihood of the Indian population was agriculture, so, most of the plan was focused on the development of that sector. Inspite of not receiving attention from the state early on, India eventually became a ground for free flow of information. Indian policy makers also came to realize the importance of media and communication as a tool for socio-economic development. It has become so developed in this area that it opened up many prospects for job in this area within and outside India. With the large number of population it even opened up out sourcing centres for various call centres for Multi National companies.

We find that in a lot of ways media has influenced the country politically and has altered the mindset of the people. In almost every event we find that the media is present to report to us the details of the actual happening live in action. In 2011, an Indian social activist by the name Anna Hazare led a movement to promote rural development, increase government transparency, and investigate and punish official corruption. Anna Hazare started an indefinite hunger strike on 5 April 2011 to exert pressure on the Indian government to enact a stringent anti-corruption law, Lok Pal Bill 2011 as envisaged in the Jan Lok Pal Bill, for the institution of an ombudsman with the power to deal with corruption in public places. The fast led to a nation-wide protests in support. The fast ended on 9 April 2011, a day after the government accepted Hazare's demands. The government issued a gazette notification on the formation of a joint committee, consisting of
government and civil society representatives, to draft the legislation.\textsuperscript{114} His movement and his activities were followed by the media, his every move was monitored and therefore the whole nation was glued to the TV to watch what decision the legislature was going to make regarding his proposal of creating Lok Pal (Legal representation of the people). Anna Hazare gained many supporters and fans at the same time he was also criticized on many levels as well. But it was definitely because of the media that Anna Hazare’s activity gained recognition.

Another incident when media played an important role was in 2012 when a young girl of 23 years was gang-raped in a bus and brutally assaulted in New Delhi, the media came together for the cause. This incident took place on 16\textsuperscript{th} December 2012. After the attack she was taken to a hospital in Safdarjung Hospital, New Delhi where she received multiple surgeries. Since her condition was critical on 26\textsuperscript{th} December she was shifted to Mount Elizabeth Hospital in Singapore, where she succumbed to her injuries on the 29\textsuperscript{th} of December. Social issues such as rape are a very dicey topic and therefore it is very difficult even for the legislature to pass law on how to punish the offenders.\textsuperscript{115} This incident brought to light this issue which has been in the mind of many Indians. This covered the issue of gender violence and how to punish the offenders of such crimes. In this case the media had played an important role in pressurizing the government in taking measures in bringing justice to the cause. Not only does it play an important role in pressurizing the government but also tried its best to change the mindset of the people of the nation.

There has been a tremendous growth in technology which had contributed to the growth of media and the participation of the masses.

\textsuperscript{114} See http://en.wikipedia.org/wiki/Anna_Hazare accessed on 17th Jan 2013
It may be mentioned that mobile phone technology and the internet has encouraged the voicing of one’s opinion and idea. People are now raising their voices through Twitter, Facebook and other social networking, expressing their frustrations against the government and administration. Following news of the case reaching the masses, the huge crowds of protestors taking to the streets provide an indication of the growing strength of the internet and social media in harnessing public support. People have contacted each other and established platforms from which they have campaigned for governmental action, with the intention of ensuring justice for the victim and offering protection for all Indian women.

This outpouring of public outrage was not accidental; it was organized through social media and other messages which brought people – especially Indian youth – together in support of a cause which they feel has become extremely important in their country. All over the world, the impact of media and social media has been witnessed in recent years, with online platforms becoming increasingly powerful mechanisms for mobilizing popular support. India is no exception, and the media coverage of this particularly horrific case and the online response has applied pressure to the authorities to deliver justice as soon as possible. Mindsets have been changed and it seems that people are no longer willing to accept rape and sexual assault as "a simple fact of life." People in India demanding change, and they are harnessing the power of modern media to make their voices heard.116

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116 Shuriah Niazi is a correspondent in Central India covering political, business, religious and social issues. His work has previously appeared on the BBC and in 2006 he won a Sarojini Naidu Award. http://www.dc4mf.org/en/node/3120