



CHAPTER-V

**Implication of commercialization
and commodification of press
and media on the welfare society**

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Information and Communication Technology (ICTs) allow users to participate in a rapidly changing world in which work and other activities are increasingly transformed by access to varied and developing technologies. ICT tools can be used to find, explore, analyze, exchange and present information responsibly and without discrimination. ICT can be employed to give users quick access to ideas and experiences from a wide range of people, communities and cultures.¹ Commercialization of media is the commercial promotion of goods, services, companies and ideas, usually performed by an identified sponsor, and performed through a variety of media. Marketers see advertising as part of an overall promotional strategy. Other components of the promotional mix include publicity, public relations, personal selling, and sales promotion. And advertisements are the representatives of their brand and producers which work for promotion of the product just like a salesman. As we see the advertisements, we may also be able to “see through” them to broader social and cultural realities. We can note three contexts for these documents.

First of all, they are selling tools and reflect the business needs of the corporations that pay for them. Posing the questions about purposes and methods will give us insights into the role of advertising in business.

Second, advertisements are cultural indicators, though distorted ones.

Finally, bear in mind that ads emerge from a professional culture of the advertising industry and suggest the aspirations and anxieties of the men who create them.

As for as history of Advertisement and commercialization is concern it evolved during late 17th century when the most common form of advertising was by word of mouth. Wall or rock painting for commercial advertising is another manifestation of an ancient media

¹ http://en.wikipedia.org/wiki/Information_and_communication_technologies, visited on 5th April2010

advertising form, which is present to this day in many parts of Asia, Africa, and South America. For instance, the tradition of wall paintings can be traced back to Indian rock-art a painting that goes back to 4000 BC. As printing developed in the 15th and 16th century, advertising expanded to include handbills. In the 17th century advertisements started to appear in weekly newspapers in England². The ways of advertisements changed with the time so that the presentation as previous advertisements was informative types with the information regarding product only and nothing more than that. But with the time ways of presentation of advertisements get changed. When we say ways of advertisements then we can see various methods as print media, voice promotions through radio and visuals by way of hoardings, billboards and street advertisements, also through TV commercials with the time. There are various new ways came with Internet and nowadays some persons are using their body for advertisements to fulfill their needs and for getting name and fame by way like this the advertisement industry is going through spontaneous change.

The late 1980s and early 1990s saw the introduction of cable television that's Pioneering the concept of the music video, ushered in a new type of advertising: the consumer tunes in for the advertisement, rather than it being a byproduct or afterthought. As cable (and later satellite) television became increasingly prevalent, "specialty" channels began to emerge, and eventually entire channels, such Home Shopping Network and Shop TV, devoted to advertising merchandise, where again the consumer tuned in for the advertisement.

Today, innovations as "guerrilla" promotions, which involve unusual approaches such as staged encounters in public places, giveaways of products such as cars that are covered with brand messages, and interactive advertising where the viewer can respond to become part of the advertising message. This reflects an increasing trend of interactive and "embedded" ads, such as via product placement, having consumers vote through text messages, and various innovations utilizing social networking sites.

And nowadays a trend is emerging that of ads on the body parts, as one student used his forehead for ad to fill his college fee and some pregnant women used their stomach for

² J Natarajan,History of Indian Journalism,jain book pub.2003p.25

advertisement of infant meal's advertisement. So there are lot of developments occurred in promotion of product in the market and they are now entering directly to the society, home, family, mind and heart of the person.

Basic analytic concepts: Advertisers always concentrate on the targeted audience and analyze their advertisements on various ground and find the answer that they are fulfilling the need of the targeted consumer or not. Hence they go for certain definite concepts and make the advertisement according to that. **Presupposition and relevance:** Advertisements are always on the prior assumptions and also see the relevance of any advertisement and test it on the basis of certain criteria, like trends in society or the product is meeting with the needs of the consumer at the present time or not so advertisers can make an ad according to the present day scenario. As when Bisleri was entering the Indian market for the first time, they directly related their name with clarity because they know no body will come automatically to buy water, since till that time the sale of packaged drinking of water was like finding life on Mars.

Organization within advertisements: Since a criterion is decided for the components of advertisements so as for the institutions used in the advertisement and one cannot use unnecessary institution and organizations in an ad because in that condition people cannot correlate the ad with the reality.

Names used in advertising: Names are also playing an important role in promotion of any product because there are many products in the market and person want that one with which he can feel himself in ease, so according to the place and people to whom we are concerned are the deciding factors during the use of names in any aid. e.g. the new ad of Cadbury is totally targeting the rural part of India hence they are using Amitabh Bachchan with miss Palanpur who is a Cow in place of a girl.

Media and the internet are agents of globalization; both generate the sense of a closer world, one that can be previewed by clicking on the appropriate link. Increasingly throughout the 1990s to the present, the internet has facilitated transactions between suppliers. Media is not only a mirror of the society but also an instrument of political, economical, cultural, social change. Its main aim is to spread noble ideas of the people and the expression, thought, perception, feelings and other aspects .It must expose social evils and help the eradication of discrimination, inequality, race, colour, gender and other

sources of violence. This is the period of Information Explosion and this age is considered as the Age of Information³ this growing trend has made the involvement of youth, men, women and children in shaping their life patterns as well as providing a better outlook of socialization pattern. Communities globally are becoming quickly linked through communications and commerce.

5.1 Commodificationis of media

Commodification is the process of transforming things valued for their use in to marketable products that are valued for what they can bring in exchange. This can be seen, for example, in the process of turning a story that friends enjoy in to a film or a novel to be sold in the marketplace. Commodification is the transformation of goods and services, as well as ideas or other entities that normally may not be considered goods.³How does the human act of communication become a product produced for a profit? Spatialization is the process of overcoming the constraints of geographical space with, among other things, mass media and communication technologies. For example, television over comes distance by bringing images of world event to every part of the globe and companies increasingly use computer communication to organize business on a worldwide basis.

In the United States, we recognize a commodity as something that is in demand; as a product that is desired; as a good that is mass-produced and can often times be purchased. This understanding of a commodity does not seem to raise any sort of ethical or moral issues at first glance; however, when we realize that our broad definition surprisingly includes the human body – due to the fact we live in a time where pornography and advertising are far too prevalent – I believe we are forced to question not only our understanding of the concept, but more importantly the role this commodification of the human body plays in reiterating gender stereotypes and gender inequality.

5.2 Emerging aspects of Commercialize Media

The strength and importance of media in a democracy is well recognized. Article 19(1)(a) of the Indian Constitution, which gives freedom of speech and expression includes within its ambit, freedom of press. The existence of a free, independent and powerful media is the cornerstone of a democracy, especially of a highly mixed society

³ Karl Polanyi , "The Self-Regulating Market", Economics as a Social Science, 2nd edn, 2004,p.40

like India. Media is not only a medium to express once feelings, opinions and views, but it is also responsible and instrumental for building opinions and views on various topics of regional, national and international agenda. The pivotal role of the media is its ability to mobilize the thinking process of millions. But in today's highly commercialized market, the press is losing its main focus. ⁴Newspapers came to India during the colonial period serving as an instrument for colonising and proselytising on one hand and the struggle for independence on the other hand. This heritage of publishing not for money but to advocate social transformation was carried over into postcolonial India. The first Prime Minister of independent India, Jawaharlal Nehru argued that the press should work hand in hand with the political avant-garde to advance the nation in the making. According to his views, news papers had the power to shape society and he saw them as an instrument apt for spreading modernity and reconfiguring social identities pertaining to class, gender, caste, occupation and religion. For at least 40 years the ideology of a 'progressive' press provided the blueprint for defining and understanding journalistic tasks. Even without direct political control, it promoted an excessive closeness between the government and the press.

The publication business was implicated heavily between 1975 and 1977 when Indira Gandhi imposed censorship that lasted for 15 months. Retrospectively this intervention marks a watershed in Indian publishing. The years following the declaration of the State of Emergency saw the beginning of a steep and continuing rise in circulation figures and a profound transmutation of news ideologies, turned to commercial interests. The factors advancing these changes were political and social as well as economic. Harassment during the emergency as well as the new popularity of the Hindu nationalist movement heightened political awareness and left people craving information. Growing literacy and increased purchasing power of consumers further boosted circulation figures. Most importantly economic transformation triggered radical revisions in business culture. The 1980s saw the State of Emergency was imposed by Indira Gandhi between 1975 and 1977, thus suspending civil liberties and allowing her to rule by decree. During this period the freedom for political mobilization was heavily impacted and many oppositional activists imprisoned. First movement away from a state regulated economy. A dramatic 'u-turn' occurred between 1991 and 1996 when a set of radical economic reforms turned India into a place that wholeheartedly embraced market economy. The reforms led to swift economic

⁴ <http://usmemoirs.blogspot.in/2008/09/commercialization-of-journalism-in.html>, visited on 15, march 2014

growth and rapid globalization. As a corollary the print business experienced sky rocketing revenue from private advertisements. Companies enhanced the quality of newspapers through the import of advanced technology for printing and distribution and adopted new aggressive forms of marketing. In the emerging neo-liberal environment, money-making began to supersede political propaganda for news-making.

There is a fundamental thematic re orientation with newspapers moving away from their strong focus on politics, to include more and more news about the culture, industry ,consumer goods, the media, business, education and health. These themes are covered in an ever growing number of supplements that prove to be extremely popular with readers and advertisers. The introduction of new themes is paralleled by new writing styles. Soft news and creative writing are encouraged and rewarded. This has implications for political reporting, which remains the prime subject of debate in the main pages. Like everything else, politics needs to be sold to the reader. It should introduce matters of the state in an interesting, engaging and reader friendly way. Such instructions motivate journalists to experiment with the ways they portrait leaders, moving away from a mere citation culture to produce articles that use the narration of context to draw attention to political dynamics.

A new brand of journalism has developed which I call ‘enterprising journalism’. Sometimes, good news will literally walk through the front door. But, more often than not, the best stories require a lot of research and digging. Some call this muckraking. Others call it investigative journalism. Regardless of what you want to call it, the proper term is “enterprise journalism.”⁵

This means to create something to have a story. You make things readable and sellable, though the content is minimal. There is also the practice of going around at random asking everyone what he has to say on a current issue. This is not news. It is a means to fill the pages. What is needed instead are pieces full of information content, organized in a logical way and reaching a logical conclusion.⁶ However, what appears to some as a decline in ‘fact finding’ and the invention of random sensations is for others an acknowledgement of the ‘perceptivity’ of news, which allows journalists and companies consciously to define their goals. Guided by the idea that the publication of news is

⁵ <https://bfranklinjournalism.wordpress.com/2011/03/23/citizen-journalism-101-enterprise-journalism/> visited on 24 may 2014

⁶ Journalist, Times of India 14.2.2000

creative invention, the selection of articles is not informed by notions of ‘completeness’ but determined by images of what might interest the reader and what serves the company’s policies. Adopting new themes and styles does not necessarily mean to give up the idea that newspapers should be informative and critical. Take, for example, the opinion of a journalist who works in a features section of the Times of India called the Lucknow Times: Lucknow Times is a supplement to the newspaper because it is supposed to be different than the paper. It might talk about the same things, but it does so in a different way: reader-friendly language, upbeat, pointing at the beauty of life instead of just talking about the negative side . Of course the instruction from the head office in Delhi is that it should be light and easy, but we do try to go deep and also tackle serious issues, but in a reader-friendly way. It is not so much a question of what you write but how you write.

Here the journalist is seen as a creative agent, who is experimenting with language in order to convey information. The reporter becomes a writer in his own right. This is recognized also by the increasing use of by-lines in the English-language press. By crediting authors, report erase moved on from a position as conduits to being recognized as individuals who make a difference. Under the aegis of a commercialized press the freedom and the pressure to produce unexpected perspectives can be turned against politicians who today have little bearing on the financial operations of the news company. The management does not encourage critical debate. However, it is much more likely to accept it when it does not infringe on its financial dealings with advertisers. Hence, political debate finds a new arena, following the need to translate the notion of infotainment into a writing practice that satisfies journalists’ desire to offer political and social analysis while also complying with policies designed to maximise profit, beyond dumping down This interpretation that sees journalists as active agents and authors of political reflection –admits the adversaries of a profit driven publishing business – stands in contrast to a tendency in media analysis to dismiss infotainment as the sellout of serious political debate. Negative evaluation of news making in the information age has gained strength since the late 1990swhen the effects of political decisions to progressively privatize media – especially in Europe – became apparent. Scholars observe a process of Americanization, dubbed also as tabloidization that significantly impacts on the political process .The spectacle have replaced serious political debate. The audience’s are addressed as consumers instead of citizen’s .At times the demonizing of private media is mixed with nostalgia for the (lost) benefits of the public broadcasting system.

Commercialisation is the sell-out of the public-service ethos of journalism .which is idealized in the Habermasian senses an area for interest free deliberations produced by the public for the public. Yet, there is also acknowledgement of the deficits of public broadcasting. They are illustrated in the demands for more social responsibility, inclusiveness and transparency in state managed television as a platform for quality reporting and public education. Infotainment is identified as a major force driving the sell-out of serious information. It diverts the attention of the masses from ‘real’ political issues narcotizing them through soft stories and spectacle. Unlike most other studies, which focus mostly on western news media, has attempted a broader global perspective. He believes that the global proliferation of infotainment promoted by media moguls – foremost the Murdoch Empire – has serious political consequences. Feel-good journalism is a deceitful influence diverting attention from the inequalities of the neo-liberal order. Infotainment is an instrument of neo-liberal imperialism attempting global dominance. Thus conceptualizes localization as a top down movement through which a core ideology (originating from the West) is transferred into a vernacular medium. The argument echoes the debate of global ‘culture synchronization’. Champions of this position have diagnosed a flattening out of cultural diversity through the continuing spread of western ideologies, commodities and technologies. It has been described in a theory of media imperialism that identifies the USA as the main exporter of media products, exercising pressure on local economies to adapt to the ‘dominant’ model

It reemerges in more recent works on the Anglo-Saxon media nexus against this argument stand a vast number of empirical studies detailing processes of cultural diversification through the re-appropriation of global influences in local contexts, as part of what could be called the ‘globalization’ debate. Scholars from cultural studies and media anthropology have depicted the multi-directional processes of reinterpretation realized through local appropriations of globally available media products fundamental critique and revision of this concept is formulated by Boyd-Barrett Thus is aware of this position. He takes note of recent debates about the persistence of cultural diversity and the equivocal nature of infotainment However, the summary of more positive studies on infotainment remains a short interlude that bears no connection to the overall thesis that the global spread of infotainment promotes a ‘false global “feel good” factor’ .The Indian case study in particular treats local culture as a vessel appropriated by the Murdoch

Empire to spread its influence while disguising the colonizing impetus of the expansion. My aim is not to rekindle the homogenization versus diversification debate.

The impact of commercialization has been a matter of considerable debate and many different claims have been made in different contexts. According to many media sources, the past experience and state of mind of the person subjected to advertising may determine the impact that advertising has. Children under the age of four may be unable to distinguish advertising from other television programs; hence there are different advertisements for various age grouped peoples.

The same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as AIDS, political ideology, energy conservation, religious recruitment, and deforestation. Persons in need are advertising themselves for getting help e.g. advertisements for blood or body organs for the poor or needy.

Negative Effects:

As there are some positive effects of ads similarly some negative effects are also there, certain products use a specific form of advertising known as "Custom publishing". This form of advertising is usually targeted at a specific segment of society, but may also "draw" the attention of others e.g. the ads of Alcohol, Cosmetics, Gambling, Tobacco etc. these ads are made only for the elder ones but since TV is a common thing in houses so these can also be noticed by children and anybody can assess the results.

This is a fundamental principal long established that the freedom of speech and of the press which is secured by the Constitution does not confer on absolute right to seek or publish without responsibility ever one may choose. In India media is always misused by political parties for the purpose of misrepresentation many politicians particularly in south India Where they have started private channel either on their name or on their relatives. Jaya TV, Surya TV etc are good examples. Advertisements of India Shining, spiritualistic image making of political leaders are very common practice over Indian media. There are at least three major media traditions in modern India – that of a diverse, pluralistic and relatively independent press; of the manipulated-misused, state-controlled radio and television; and that of many autonomous, small media outfits of various subaltern groups

and their organizations. These traditions are so diverse, their histories, functions and roles in society and politics so divergent, and the rules of the game pertaining to the radically different that any attempt to speak in a generalized way of the 'media' in India today and locating it in 'democracy' appears far-fetched. The face of Indian media has been fast changing with the growth of the Internet, the phenomenal rise of satellite and cable networks, the continuing growth of regional press, despite various challenges and the blurring of lines between news and entertainment, But there is a sort of 'crises in the present media due to processes of commercialization, mercerization and commoditization. This has led some to present a pessimistic view of the media, to emphasize the ascendancy of 'infotainment' over 'serious' reportage and analysis of politics. It is also often remarked that the quality of 'serious' political journalism is steadily declining, with a dilution substantive political content to the detriment of the democratic process. An opposite view asserts not that there is too little serious politics in the media, but too much. This is seen as a kind of information overload that bores audiences and diminishes public interest. Still others have argued that media is an elitist bourgeois construct, reflecting essentially bourgeois interests and values and conditions of existence and can thus never serve the genuine interests of the people as a whole.⁷ Despite its Democratic façade, it is said that the media remains exclusive, and people as a whole feel no real involvement in a process which appears to give them power but in reality does not. There was also a fresh context, shaped by the rising politics of communal mobilization.⁸.

Human Rights of Women and Media

The 1995 Fourth World Conference on Women in Beijing, China propelled international concern and action on the role of media in perpetuating women's subordination as well its importance in advancing women's rights. The Beijing Platform for Action (BPFA) gave an overview of problems and issues surrounding women and the media and spelled out specific strategies for governments, media organizations, non-government organizations and other civil society actors. It called for: women's increased participation in and access

⁷ Naveen Kumar Mishra, *Governmental Threats for Media Freedom: Comparative Study of Asian Countries*

⁸ A significant study by Arvind Rajagopal, *Politics after Television: Religious Nationalism and the Reshaping of the Indian Public* (Cambridge University Press) shows how at one level the national television created a single visual regime, right across the country, for the first time. At another level, the Congress party wanted to seize this advantage. However, by playing the Hindu card, it was the Hindu Right that succeeded in changing the terms of political debate, of authoritarian populism, more suited to the brave new world of economic liberalization.

to media and new information and communication technologies (ICTs); b) promotion of a balanced and non-stereotyped representation of women in the media.⁹

More than four years later, Women Watch, an initiative of the United Nations to assess progress and obstacles on BPFA held an online-discussion. The discussion concluded that there have been few improvements in media portrayal of women both in advertising and news coverage. Women still scarcely occupy decision-making positions in media organizations. Technological developments have made women's images in media more complex and contributed to unattainable social expectations surrounding women's beauty and abilities. However, it also noted that women and media monitoring groups have made some contributions in promoting positive images and role of women in media¹⁰.

In relation to the World Summit on the Information Society (WSIS) that will be held in Geneva in December 2003 and in Tunis in 2005, the Commission recommended the integration of gender perspectives in all aspects of the Summit. It recognized the need to address inequalities that prevent women from gaining equal access to opportunities and benefits in media and the emerging knowledge and information society. One way to do this is to ensure the participation of women, gender equality experts and women information and communication technologies experts in the WSIS.

The media promotes and reflects the current mainstream culture's standards for body shape or size and importance of beauty. The media reflect images of thinness and link this image to other symbols of prestige, happiness, love and success for women. Barbie®, a mannequin and a supermodel, doesn't have the correct proportions to be an actual person. If a woman actually had the proportions of an average mannequin she wouldn't be healthy enough to have her period each month. . In the United States, 90 percent of all girls ages 3-11 have a Barbie® doll, an early role model with a figure that is unattainable in real life.

In the United States, an analysis of the evening news programs in 2002 showed an

⁹ Carolina Rodriguez Bello , Women and media , WHRnet ,Wednesday, 01 October 2003 00:00

¹⁰In the 47th Session of the UN Commission on the Status of Women in March 2003 affirmed the importance of women's access to and participation in the media and ICTs to women's empowerment. The CSW called on governments, United Nations bodies, international financial institutions and civil society to continue mainstreaming gender perspectives and ensuring women's full participation in national policies, legislation, programmes, and regulatory and technical instruments in all areas of communications. The session also looked into the growing sexual exploitation of women through the traditional media and through new technologies and called for more research on the impact of media and ICTs on women and girls.

average percentage of 14 percent female protagonists, compared to 86 percent males. National Security Advisor Condoleezza Rice led the top 10 with 45 appearances, followed by Senator Hillary Clinton (27) and the First Lady, Laura Bush (20). On women working within media.¹¹ In the 1995 report by Margaret Gallagher for UNESCO, women are not a significant part of the media workforce. In Asia women are 21 percent of the total media workforce. In Latin America they are 25 percent. In Southern Africa they are 27 percent. In Western Europe and the United States they are 35 percent. Worldwide, women are 79 percent of all part-time workers in the news media.¹² According to the Gallagher report, in Japan, women are only 8 percent of media employees; in India and Malawi, they are 12 percent; and in Argentina and Mozambique, women are 16 percent of the media workforce. In Africa, women are 8 percent of broadcasting managers and 14 percent of managers in the print media. In Latin America, the figures are 21 percent for broadcasting and 16 percent for print.

Woman and commercialization of media

While coming to the role of women in media it's narrow. Women contribute half of the total population in our country 35% contribute in media and anchoring them daily. Women are gradually providing this worth and making an indelible mark in the media world sweeping out in various roles they as reporters, writers, news analyzers in print and broadcast media, anchoring, compeering programmers and effective discussions. 20% of our country population are youths they are fully mobilized by media ,but coming to women they do not know how women are shown the representation of her in media is wrongly shown as sexual objects, glamour dolls, skimpily dressed, villains and shown violent which may lead the society to intimate relationships as well as make gaze over media . Media targets women, in advertising specifically as consumers of world.¹³

In this context television is massively projected as an effective role of depicting and distorting women in the fold of commoditization of her body parts which is the biggest violation of human rights which is a growing trend. Women are portrayed as a

¹¹ worldwide statistics by the International Women's Media Foundation, 2001 (IWMF) available on www.iwfm.org, visited on 15 may 2014

¹² An Unfinished Story: Gender Patterns in Media Employment, Paris: UNESCO, 1995

¹³ <https://ericanicolebullington.wordpress.com/2011/08/18/commercialization-of-women-in-media-evolving-with-the-times/>, visited on 12 April, 2013

'commodity' in the media.¹⁴The importance of media has gone to an wider extend of providing basic information , knowledge, reality, socialization, shaping the perception of the individual as well as gains a way leading the country towards its up gradation as a whole. Women and media play a vital role now days. Media which influences all sets of people through Newspaper, Television, Films, and others had provided a wider social change. But does not had changed the pattern of women no it has not she is considered as an object sexual harassment, glamour doll, oppressed, depicted and distorted one. She has been portrayed daily in the media as commoditized object of advertising her body to sell the products of all MNC¹⁵ and local companies. It could also say one of the marketing trends of female bodies of male gaze. Media treating women is narrow. On films as well as in the press and the broadcasting media women are typically under-represented and cannot go further than the confines of home and family. These are all considered a factorial form of media where she is treated as an inferior sex and inferior status where she is not socially, economically and culturally portrayed. It has portrayed stereotypical sensational images of women accompanying the body of politic in the media. Due to various efforts of Feminists they are coming forward to make the issues come out of from them and struggle for their freedom.

Commodification of women in Advertisements

Advertisement is one of the prominent roles in the television most of the television channels run out of advertisements only. It plays huge target of attacking and struggling. Why women are used in advertisement? Women goal is to attract on man. So her body is executed as an advertisement where male gaze would be there and the product would be sold out easier. In India 75% of women in television are commoditized in advertisement where she plays a glamorous, skimpily dressed, sexual objects, sexy dolls, etc. Whereas men are shown for advertising cars, business, jobs, laptops companies (Acer, HCL, Sony) and job websites like Monster.com, Times job.com. For advertising large bind of fashionable jewels, which shows the symbol of Indian of marriage? Some advertisements like cooking in the kitchen related with Vim Bars, Maggi, Sunflower oil, etc. LIC, Bajaj alliance insurance which project women as alone for safety policies when husband is not there you have an insurance it shows women cannot be without men and for her security she needs it. Like serials, advertisements depict women in a glamorous manner. Being fair

¹⁴ <http://www.thehindu.com/news/national/stop-commodification-of-women-nirmala-tells-media/article6625133.ece> ,visited on 03 May 2015

¹⁵ Multi National Corporations

is now a days claimed by various unfair women where, Fair and Lovely, Fair Ever focus women should be fair then only they could get a handsome guy. Many of the innocent girls seeing these advertisements get cheated daily. Million of vulnerable girls spend more time to beautify themselves. Advertising frequently commodifies women body into eroticized zone like hair, face, leg and breast which shows the exploiting of women sexuality. Women and their bodies sell all items of food, clothing, cars, computers, inner garments. Men products like cigarettes, liquor, and briefs women models are used as glamour dolls. Women used as glamour girls before the camera which make the males gaze over thousand of teen ages are stacked to it .This is also a part of television which involve young youth of boys and girls to make videos and music albums which are now days very popular. The most popular songs of the olden decades are remained by mindless and heartless people by nostalgic melodies giving vulgar and violent twists for the youth now days. The music videos where women who involve in it are shown as bare and half naked bodies to attract men with a role purpose of selling it. So, whenever a video is released its subscription and the dealership go high. The music industry has such an impact on youth by making women as a sexual object in touching her privacy as well as making out a tantalizing choreography which is a low level degradation of sexual abuse. These kinds of music albums would just mislead the youth to have intimate relationships and indulge in casual sex. Most of these albums make women skimpily dressed and make them turn and twist their body to make males gaze and cover the audience to hold their seats.

When youth see these types of videos separately they involve in sexual abuses. Melody Queen Asha Bhonsle has said Remixing old melodies and then making women dance atrociously, ruins the aesthetics of the music and the dance Women portrayal in film media. It could be said without women there is no cinema at all. From the early beginning of cinema she is own as on centre part of attraction. Most of women shown in India films are depicted as gently, heartless, ruthless, subservient, often women are used a village girl or a city dweller. Women in cinema start with an object of love and ends in marriage. All films which as shown are oriented with her and she is used as a colourful splash to the storyline. From the 1980 this trend is ongoing and showing women as glamorous from Madhu Balla to Rani Mukarjee, Simran to Shrya, Amal to Dimple Kapadia, Aishwarya to Katrina kaif where they are all used as sexual objects in India cinema who are expressing their lips and wiggle their hips to the audience.

Human Rights perspective on women in media

As for as human rights is concern Various laws has been enacted by our parliament and commissions has been formed even though it has formulated various laws and acts .According to human rights perspective it is considered as a sexual abuse where women are not given their rights to execute their freedom ,liberty, expression and other forms. As well as the media focuses mostly on various issues and not considering women as a counterpart at all. Only few channels focus on women and that to on religious, horoscopes, cookery, fashion and beautification. Some of the daily also focus women as cover page photos and articles where she is abusely dressed to attract their subscribers they also focus the teenagers to get stickked to it .But it does not say all channels are alike many channels focus on women issues, problems faced by them which could be expressed in the field of media. Where NHRC¹⁶ makes a major role of receiving complaints regarding women issues as well as the NCW also receives complaints regarding the sexual abuses which take place in media and in other parts of the country where it takes a particular responsibility in filing cases as well as asking reports from the concerned government regarding this Various Acts and reports representing.

Women issues in Media

Portrayal of women in media has been big concern it was during 1975 it was noted by the Committee On the Status Of Women, it stated out certain recommendation in avoiding the portrayal of women should be stopped out. Later during 1986 the indecent Representation of women (prohibition) Act was introduced its main aim is to provide proper regulation of representation of women in media. It prohibits indecent representation of women through advertisements, books, writing, paints, and figures or in any other manner. Section 4 of this Act¹⁷ ; prohibits the sale, hire, production, distribution, circulation, sending by post any book, pamphlet, slide, film, writing, drawing, painting, etc which contains indecent representation of women in any forms.¹⁸.The Prasar Bharathi (Broadcasting Corporation of India) Act 1990 lays down its powers and functions, the need to inform and stimulate the national consciousness in regard to the status and

¹⁶ www.nhrc.nic.in,visited on15 sep. 2014

¹⁷ The indecent Representation of women (prohibition) Act,1986

¹⁸ The National perspective plan for women (1988-2000) explain that the media should project women in unorganized sectors as workers not merely performing duties of mother or daughter. Advertisements displaying women as women as sex symbols and using them for sales promotion should be seriously discouraged. It either felt that it was equality necessary not to convey sex linked division of labor or women predilections with feminine per suit through conventional and traditional stereotypes women programmes should be telecasted at least one hour in a day. Awareness with regard to problems of women in unorganized section is necessary for both men and women. Media and the programmers should be a flexible one.

problem of women, paying special attention to the upliftment of women. Doordarshan plays an important role and a powerful instrument to speed the message of and assist in the overall improvement in the status of women, the government used this facility wisely and well. Beijing platform for action, It was highlighted in Beijing conference that lack of gender issues and can find stereotyping gender can be found in public and private, local, national and international media. Print and electronic media in most confines do not provide a balance picture of woman deserve life and contribution to society in a changing world.

The Global Media Monitoring Project (GMMP)

It is the representation of women and men in mass-media. On 16 February 2005, hundreds of women and men in 76 countries around the world participated in the third GMMP, 13000 news items on TV, radio and in magazines were monitored various professionals in media where involved in this. To India it electronic media organizations across English and regional electronic media was monitored. The report submitted on 2005 stated out that the survey which was taken in 76 countries from 1995 till now 17% of news devoted to women and marginally during 2000 it became 18% , between 2000-2005 it has increased from 18% to 21%. The overall representation of women is low participation is due to the news which are linked with perceptions of women status in the society as a whole¹⁹. Women view is not considered was important as men. In India 35% of anchors are women its compared with 21% of overall countries specifically in television its 14% to 17% of women in news are projected as women shown in news does not have specified occupation that women in education and Government employees. Only 5% have gender challenging, stereotypes and 91% do not highlight either gender equality or in equality.

National Commission for Women

National Commission for women has suggested modifications in the Act and elaborates upon ways to strength the in it and make it workable so that the objectives can be achieved. The NCW recommended that section 2 (b) of the act be modified to read as Derogatory representation of women means the depiction in any manner of the figure of a women, has form of body or any part thereof in such a way as to have the effect of being derogatory to, or denigrating, women and is also likely to deprive, corrupt or endanger. This definition says depiction of women in, any manner of her body or any part thereof

¹⁹ The galobal media monitoring project,2006

would amount to indecent or derogatory representation if it has the tendency to make women as a sexual object. The tendency to present a woman as a sexual commodity for man pleasure or to glorify women subordination to man as an attribute to womanhood or the effect of being indecent or being derogatory, to order igniting a women or it is likely, to deprave, corrupt or injure public morality or morals. The latest reports of NCW has accomplished that women who are abused in media are now days increasing a lot.²⁰

To understand the role which the media should be playing in India we have to first understand the historical context. India is presently passing through a transitional period in its history, transition from feudal agricultural society to modern industrial society. This is a very painful and agonizing period in history. The old feudal society is being uprooted and torn apart, but the new, modern, industrial society has not yet been entirely established. Old values are crumbling, everything is in turmoil. We may recollect the line in Shakespeare's play Macbeth: "Fair is foul and foul is fair".²¹ What was regarded good earlier e.g. the caste system is regarded bad today (at least by the enlightened section of society), and what was regarded bad earlier, e.g. love marriage, is acceptable today (at least to the modern minded persons). One is reminded of Firaq Gorakhpuri's Urdu couplet:

"Har zarre par ek qaifiyat-e-neemshabi hai

Ai saaqi-e- dauraan yeh gunahon ki ghadi hai"

In a marvel of condensation this sher (couplet) reflects the transitional age. Zarra means particle, qaifiyat means condition, e means of, neem means half, and shab means night. So the first line in the couplet literally means "Every particle is in a condition of half night". Urdu poetry is often to be understood figuratively, not literally. So this line really means that (in the transitional age) everything is in flux, neither night nor day, neither the old order nor the new. Also, in the middle of the night if we get up we are dazed, in a state of mental confusion, and so are people in a transitional age. Justice Markandey Katju, Chairman, Press Council of India, argues that the media has a very important role to play

²⁰www.ncw.nic.in,visited on25 April 2015

²¹ Justice Markandey Katju, (former Judge, Supreme Court of India), Chairman, Press Council of India ,The Role the Media should be playing in India,The Hindu,New Delhi,2011

in helping the country make the transition from an old feudal society to a modern industrial one quickly, and without much pain.

In the second line, *saaqi* is the girl who fills the wine cup, but she is also the person to whom one can confide the innermost thoughts in one's mind. The poet is imagining a girl, to whom he is describing the features of the transitional era. 'Yeh gunahon ki ghadi hai', i.e. it is the time of sin. In this transitional age it is a 'gunahon ki ghadi' from both points of view. From the point of view of people of the old, feudal order it is a sin to marry according to your choice, and particularly outside one's caste or religion, it is a sin to give education to women, it is a sin to treat everyone as equal. At the same time, from the point of view of modern minded people the caste system is a sin, denying education to girls is a sin, and love marriage is quite acceptable. Thus old and new ideas are battling with each other in the transitional age. It is the duty of all patriotic people, including the media, to help our society get over this transition period quickly and with less pain. The media has a very important role to play in this transition period, as it deals with ideas, not commodities. So by its very nature the media cannot be like an ordinary business. If we study the history of Europe when it was passing through its transition period, i.e. from the 16th to the 19th Centuries, we find that this was a terrible period in Europe, full of turbulence, turmoil, revolutions, wars, chaos, social churning and intellectual ferment. It was only after passing through this fire that modern society emerged in Europe. India is presently going through this fire. We are passing through a very painful period in our history. Historically, the print media emerged in Europe as an organ of the people against feudal oppression. At that time the established organs were all in the hands of the feudal despotic authorities (the king, aristocrats, etc). Hence the people had to create new organs which could represent them. That is why the print media became known as the fourth estate. In Europe and America it represented the voice of the future, as contrasted to the established feudal organs which wanted to preserve the status quo. The media thus played an important role in transforming feudal Europe to modern Europe.

In the Age of Enlightenment in Europe the print media represented the voice of reason. Voltaire attacked religious bigotry and superstitions, and Rousseau attacked feudal despotism. Diderot said that "Man will be free when the last king is strangled with the entrails of the last priest". Thomas Paine proclaimed the Rights of Man, and Junius (whose

real name we still do not know) attacked the despotic George III and his ministers.²² Louis XVI, while in the Temple prison saw books by Voltaire and Rousseau in the prison library and said that these two persons have destroyed France. In fact what they had destroyed was not France but the feudal order. In the 19th Century the famous writer Emile Zola in his article 'J' Accuse' accused the French Government of falsely imprisoning Captain Dreyfus in Devil's Island only because he was a Jew. In my opinion the Indian media should be playing a role similar to the progressive role played by the media in Europe during the transitional period in Europe. In other words, the Indian media should help our country get over the transition period and become a modern industrial state. This it can do by attacking backward, feudal ideas and practices e.g. casteism, communalism and superstitions, and promoting modern scientific and rational ideas. But is it doing so? In my opinion a large section of the Indian media (particularly the electronic media) does not serve the interest of the people, in fact some of it is positively anti-people.

There are three major defects in the Indian media which I would like to highlight.

The media often diverts the attention of the people from the real issues to non issues. The real issues in India are socio-economic, the terrible poverty in which 80% of our people are living, the massive unemployment, the price rise, lack of medical care, education, and backward social practices like honour killing and caste oppression and religious fundamentalism etc. Instead of devoting most of its coverage to these issues the media focuses on non issues like film stars and their lives, fashion parades, pop music, disco dancing, astrology, cricket, reality shows, etc.

There can be no objection to the media providing entertainment to the people, provided this is not overdone. But if 90% of its coverage is related to entertainment, and only 10% to the real issues facing the nation (mentioned above) then there is something seriously wrong with the media. The whole question is of proportion. In the Indian media the sense of proportion has gone crazy. Entertainment got 9 times the coverage that health, education, labour, agriculture and environment together got. Does a hungry or unemployed man want entertainment or food and a job? To give an example, I switched on the T.V. yesterday and what did I see? Lady Gaga has come to India, Kareena Kapoor standing next to her statue in Madame Tussand's, tourism award being given to a business

²² Will Durant's 'The Story of Civilization: Rousseau and Revolution'.p234

house, Formula one car race etc. etc. What has all this to do with the problems of the people?

Many channels show cricket day in and day out. Cricket is really the opium of the Indian masses. The Roman Emperors used to say “If you cannot give the people bread give them circuses”. This is precisely the approach of the Indian establishment, duly supported by our media. Keep the people involved in cricket so that they forget their social and economic plight. What is important is not poverty or unemployment or price rise or farmers suicides or lack of housing or healthcare or education, what is important is whether India has beaten New Zealand (or better still Pakistan) in a cricket match, or whether Tendulkar or Yuvraj Singh have scored a century. The Indian media so much hyped up the cricket match at Mohali between India and Pakistan that it became a veritable Mahabharat War!

Enormous space is given by our media to business, and very little to social sectors like health and education. Most media correspondents attend the film stars, fashion parades, pop music, etc. and very few attend to the lives and problems of workers, farmers, students, sex workers, etc. Where then do these millions of displaced peasants go? They go to cities where they became domestic servants, street hawkers, or even criminals. It is estimated that there are 1 to 2 lac adolescent girls from Jharkhand working as maids in Delhi. Prostitution is rampant in all cities, due to abject poverty.

In the field of health care, it may be pointed out that the number of quacks in every city in India is several times the number of regular doctors. This is because the poor people cannot afford going to a regular doctor. In rural areas the condition is worse. The government doctors posted to primary health centre usually come for a day or two each month, and run their private nursing homes in the cities the rest of the time.

In ‘Shining’ India, the child malnutrition figures are the worst in the world. According to U.N. data, the percentage of underweight children below the age of 5 years in the poorest countries in the world is 25 per cent in Guinea Bissau, 27 per cent in Sierra Leone, 38 per cent in Ethiopia, and 47 per cent in India. The average family in India is consuming 100 kilograms of food grains less than it did 10 years ago.²³

²³ see P. Sainath’s article ‘Slumdogs and Millionaires, available at www.Thehindu.com, visited on,23 June 2012

The media often divides the people: Whenever a bomb blast takes place anywhere in India (whether in Bombay or Bangalore or Delhi or anywhere) within a few hours most T.V. channels starts showing that an e-mail or SMS has been received from Indian Mujahideen or Jaish-e-Muhammad or Harkat-ul-Jihad-e-Islam claiming responsibility. The name will always be a Muslim name. Now an e-mail or SMS can be sent by any mischievous person who wants communal hatred. Why should they be shown on T.V. screens, and next day in print (the T.V. news at night often sets the agenda for the print media news next morning)? The subtle message being sent by showing this is that all Muslims are terrorists or bomb throwers. In this way the entire Muslim community in India is demonized, when the truth is that 99 per cent people of all communities are good, whether they are Hindus or Muslims or Sikhs or Christians, and of whatever caste, region or language.

To remedy this defect in the media I have done two things (1) I propose to have regular meetings with the media (including electronic media) every two months or so. These will not be regular meetings of the entire Press Council, but informal get-togethers where we will discuss issues relating to the media and try to resolve them in the democratic way, that is, by discussion, consultation and dialogue. I believe 90% problems can be resolved in this way (2) in extreme cases, where a section of the media proves incorrigible despite trying the democratic method mentioned above; harsher measures may be required.²⁴.

It may be objected that this is interfering with the freedom of the media. There is no freedom which is absolute. All freedoms are subject to reasonable restrictions, and are also coupled with responsibilities. In a democracy everyone is accountable to the people, and so is the media.

5.3 Privatization of Media

Commercialism is also increasingly making inroads into the traditionally serious and staid Indian press, which is copying US-style sensational journalism, with its emphasis on entertainment-oriented news agendas. The managerial approach to running editorial operations, most acutely seen in the Times of India, is symptomatic of how commercialism is affecting Indian newspapers. Justice P.B. Sawant, Chairman of the Press

²⁴ In this connection I (Justice M. Katju) have written to the Prime Minister requesting him to amend the Press Council Act by bringing the electronic media also under the purview of the Press Council (which may be renamed the Media Council) and by giving it more teeth e.g. power to suspend government advertisements, or in extreme cases even the licence of the media houses for some time. As Goswami Tulsidas said 'Bin bhaya hot na preet' This, however, will be resorted to only in extreme cases and after the democratic method has failed.

Council of India, admitted: ‘The true role of the press is relegated to the background and the press has become the handmaid of the proprietors, advertisers and the lobbying interests — whether political, economic or other, including foreign interests’. The growing commodification of information can adversely affect the public service dimension of the media. The egalitarian potential of the mass media remains hugely unexplored in India, home to the world’s largest number of poor people. Apparently, the government is still committed to a socially relevant agenda for its electronic media. There has been a five-fold increase in the number of transmitters in the past decade — from 200 in 1987 to 1,000 in 1997 (Doordarshan,1997: 4) and national broadcasters, the government says, must concentrate on ‘priority areas of national concern’ like ‘eradication of illiteracy, environmental protection, healthcare, agriculture and rural .

5.4 Commercialization of Media

“A process by which media structures and contents come to reflect the profit seeking goals of media industries and are governed by market considerations”²⁵ The Importance of the Study The need for public service broadcasting has never been greater. The proliferation of channels has fuelled many wants and fulfilled some needs, but has left gaps which should be filled by a public service broadcaster. This is because commercial television broadcasting conducted by privately owned satellite channels target the relatively affluent urban market as they can only air their programmes through a cable operator. Similarly the private radio stations would target the up market, more than urban radio listener. The private channel must primarily deliver an audience, rather than being a vehicle for delivering new ideas, information and education to its viewers and listeners of the basic objectives of the public broadcasting system should be to strengthen the democratic process by providing information, promoting debate and discussion on all vital issues and providing a platform for interaction between the common man and policy maker. Market forces cannot be expected to take care of these objectives. This reinforces the need for a public service broadcaster which would take care of these objectives and also promote a common national outlook by providing shared experiences. In addition, such a broadcasting system is also expected to promote and foster a diverse culture of the country. What is commercial

²⁵ Jolly, Vijay K.(1997) :Commercializing New Technologies: Getting from Mind to Market;Harvard Business School Press, 2009.

broadcasting? Commercial broadcasting is the practice of broadcasting for profit. This is normally achieved by interrupting normal programming to air advertisements, also commonly called 'commercials' in this context. This is the dominant type of broadcasting in the United States and other countries such as most of Latin America²⁶. It is also common elsewhere, but usually exists alongside public broadcasting where programming is largely funded by government or public donations. In an hour of broadcast time on a commercial broadcast outlet, typically ten to twenty minutes are devoted to advertising. Advertisers pay a certain amount of money to air their commercials, usually based upon the popularity or ratings of a station network. This effectively makes commercial broadcasters more answerable to advertisers than the public, which is a major criticism of commercial radio and television.

Commercial encroachment can also limit the role of the news as a source of information about issues of public importance, one of the key functions of the media in democratic society. Commercial speech in the form of news can have a format similar to other news segments, but the intent differs. However, Habermas distinguishes between advertising and editorial areas of speech. He assigns a subordinate role to the former, arguing that advertising effectiveness rests on the strength and the quality of the latter. As soon as advertising becomes dominant in the news, the quality of the editorial side deteriorates because "its 'promotion' and 'exploitation' goes beyond advertising; it invades the process of 'public opinion' by systematically creating news events or exploiting events that attract attention. This distinction is important for the current study because the dual nature of news media as sources of information for public discourse and as business vehicles to generate profits leads to symbiotic combinations of strategic and communicative actions. Theory of communicative action, public discourse makes democracy possible, and it is created for common understanding and agreement on public issues. But the goal of strategic action is influence, not understanding. Strategic action means obtaining private financial gains from the public sphere. Habermas's theory shows that the use of commercial speech and its framework of strategic action exploit public discourse, with consequent deception of the public. This leads to loss of trust in the media and harms democracy.. This usually involves a TV news story in which a local company is both star and beneficiary: Its name, spokespersons, product brands, or other company-specific

²⁶ Hilmes, Michele (2004). "The Origins of the Commercial Broadcasting System of the United States". *Jahrbuch Medien und Geschichte* p: 73–81

identifiers are shown or discussed on-screen and the company is portrayed in a generally positive context. This category includes all video news releases (VNRs).

Product placement

For a company to get its products onto a news set or into the hands of an on-camera reporter is a coup. Placements have demonstrable persuasive effects” by increasing recognition and the “strength of association” when a person encounters a brand seen on TV.

Stealth Advertising

The Commercialization of Television News Broadcasts in Canada obvious in them and their news value is either limited or non-existent. The stories belonging to the fourth category, news framing of business, by definition might overlap with actual news stories, but all the stories which potentially might belong to this category were analyzed individually in order to determine whether a story was significant news or a staged pseudo-event. Usually, there is a broad agreement in the industry about what counts as commercially influenced material. Puts it: “The litmus test is: Who will benefit from the story—the source or the reader?” However, more stringent and precise academic evaluations—mutually exclusive content analysis categories, in-depth interviews and inter subjective agreement among the news directors on what a business story is—were applied to avoid confusing promotional materials with business stories of general interest. Framing News frames are “conceptual tools which media and individuals rely on to convey, interpret and evaluate information” . The key goal of the news is to convey information of public interest, which is distinct from promoting the financial interests of individual businesses. However, it is also important to explore whether financial interests can be integrated into issues of public interest without explicit intent. Open-ended interviews can probe this question.²⁷

The tools, which were adapted from previous studies, were also used to analyze frames in the newscasts. We checked whether a commercially influenced story was reported in a well- recognized television news format and raised an issue of public interest. Whether leads, source and quote selections, shots, logos, concluding statements and other framing devices emphasized commercial content of a story and finally, whether a report contained

²⁷ Chernov, Gennadiy. (2010). Stealth advertising: The commercialization of television news broadcasts in Canada. *Global Media Journal -- Canadian Edition*, 3(2). 31-48.

mostly neutral or affective, positively biased information and comments about commercial content. Twentieth-century managerialists have created five major forms of manipulative, one-dimensional communication: commercialized mass communication (produced by business elites); Soviet state propaganda (produced by the communist apparatchiks); fascist propaganda (produced by far right corporatist alliances); 'development' communication' (produced by third world Westernized elites); and 'social democratic' communication. The latter has spawned variety of 'political correct nesses' within PSB and educational institutions. The New World Order that emerged in the 1990s appears to be bringing in its wake a shift to a globally commercialized communication network, which represents a particular form of one dimensionality. Whether communicative alternatives to this new closure can or will be built remains to be seen. An alternative model would presumably entail some form of institutionalized dialogue which facilitates a free exchange of ideas (and conflict between contending positions) and a process whereby collective decisions can be made on the basis of alternatives thrown up by the debates and conflicts. The dialogical/dialectical process would also need to be seen as ongoing, that is all decisions need to be seen as temporal, contextually-bound, 'tentative' and open to ongoing challenge and re-evaluation. Hence, the public sphere was the creation of an evolutionary middle-class minority (of urbanized, educated, propertied men). All other social interests were excluded, including plebeians, peasants, and women and, of course, the feudal aristocracy and clergy. It is possible that social dialogues (public spheres) that facilitate an unmanipulated sharing of ideas and the formation of citizen-driven decision-making may be a pipe-dream. Contemporary notions of citizenship involve non-discriminatory access to membership, democratic participation in social decision-making for all members and reciprocal rights and duties that are equal for all members. But this raises a number of problems. First, today's societies are demographically huge, (involving millions of citizens), making it difficult to see how one could organize real, unrestricted dialogical participation (as opposed to pseudo participation). Today's societies have also become extremely complex, involving a plethora of interest groups, ethnicities, creeds, etc. homogeneous populations are increasingly hard to find. This raises a number of issues. For example, if decision-making is by way of majority voting, how is 'difference' accommodated? How are minorities (at best) given a real 'voice'? And how (at worst) are they protected from the tyranny of majoritarianism? How does one create the spaces for 'difference'? How are individual liberties protected against infringements generated by collective decision-making and/or surveillance which has been legitimated by collective decision-making? Global information capitalists will be compelled (by their need to

produce profits and coordinate their global interests) to continually expand the world's digital communication networks.

5.4.1 News Commercialization

UNESCO alluded to the commercialization of news when it wrote: ²⁸The news has become commercial product... important developments in the countryside are pushed aside by unimportant, even trivial news items, concerning urban events and the activities of personalities. News is no longer about reporting timely occurrences or events, it is now about packaged broadcast or reports sponsored or paid for by interested parties. By this practice individuals, communities, private and public organizations, local governments, state governments and ministries, gain access to the mass media during news time for a prescribed fee. News commercialization operates at two levels. At the institutional level: where charges are 'officially' placed for sponsored news programmes.

At the individual journalist level: News commercialization also operates at the level of individual journalists. This occurs when a journalist group of journalists makes monetary demands to cover an event or report the event.

5.5 COMMODIFICATION OF MEDIA

History of Commodification in American Journalism news became a commodity in the nineteenth century. Broad social trends of urbanization, immigration, industrialism, and consumerism created a demand for local news in newspapers, rather than for political news from distant capitals²⁹. The steam press made huge circulations possible for the first time and allowed newspapers to take advantage of economies of scale. With a few pace-setting dailies in New York reducing their price from 6 cents to a penny in the 180s, a new mass market was born. This also was a time when the boundaries among books, magazines, and newspapers were quite porous in terms of their content, distribution, and packaging, paving the way for the "commodification of writing and the fluid circulation of text among genres that is characteristic of the media today. The telegraph was another important technological development for journalism. Now news was not only more diverse than ever, but it could be transmitted instantaneously. There was a sense now in which the news never stopped and had to be continually managed, foreshadowing the round-the clock news operations we know today. Unfortunately,

²⁸ <http://www.ec.ubi.pt/ec/03/html/omenugha-oji-news-commercialization.html>, visited on 12 May 2013

²⁹ Sandra Borde, *Journalism as Practice: MacIntyre, Virtue Ethics and the Press*, Routledge New York 2010, p10

traditional news media have lagged behind the innovation trend. For example, the Project for Excellence in Journalism found that 62 percent of Web journalists reported newsroom cuts in 2004—a greater level of cutbacks than any other news media that year. In the United States, we recognize a commodity as something that is in demand; as a product that is desired; as a good that is mass-produced and can often times be purchased. This understanding of a commodity does not seem to raise any sort of ethical or moral issues at first glance; however, when we realize that our broad definition surprisingly includes the human body – due to the fact we live in a time where pornography and advertising are far too prevalent – I believe we are forced to question not only our understanding of the concept, but more importantly the role this commodification of the human body plays in reiterating gender stereotypes and gender inequality. His presumption of media effects is easy to understand. It makes common sense that anything that consumes so much money and time must have some impact on our lives. It has been proven that the portrayals created in vehicles, such as advertising and pornography, directly lead to unhappiness with our bodies. In the recent history of the Greek media, one can observe three phases of development. The first was in the mid-1980s and affected the news paper market. The second came in the late 1980s due to the deregulation of the state broadcasting monopoly, which resulted in the creation of numerous private, national and local television channels and radio stations. In themid-1990s, there was also an expansion in the magazine sector, and a proliferation of new magazines (from 400 to 800). In the 1990s, Greek newspapers faced the biggest challenge in the history: increasing competition from electronic media and the need to harness the publishing tools offered by new technologies. However, the political affiliation of newspapers is always manifest in periods of intense political contention, especially election periods

5.5.1 VIOLENCE COMMODIFICATION

The commodification of violence has occurred for centuries, even millennia. The simple fact is: violence is a highly popular, entertaining and profitable commodity. Normally, however, various formal and informal controls regulate the amount and extremity of such violence that is consumed. With the advent of the Internet, however, this has all changed.³⁰ It is important to note, however, that the concept of the ‘commodification of violence’ is not a new phenomenon but has occurred for thousands of years. Most Ancient

³⁰ Samuel Slater The Commodification of Violence on the Internet: An analysis of 166 websites containing commodified violence Internet Journal of Criminology ©2005 www.internetjournalofcriminology.com

Civilizations had some form/s of commodified violence. Ancient Greek and Roman cultures embraced violent spectator sports such as wrestling and Gladiatorial combat. Initially used for religious meaning and purpose, such games eventually developed to be enjoyed by the masses and frequently had combatants fighting to the death. Indeed, by the 1st Century A.D. the Roman Gladiatorial games have been described as a 'national obsession', with the opening of the Coliseum involving 100 days of entertainment including the slaughter of 11,000 animals and contests between 10,000 gladiators. Public torture and Such as domestic violence, violence associated with anti-social behaviour, rape and murder. This is generally due to the serious literary, artistic, sporting, political or scientific nature of some of it (such as news reporting or boxing), or the fictional or 'non-serious' nature of the rest (such as comedic violence on TV).³¹ Executions of criminals in the Middle-Ages in Britain were considered a public spectacle and were attended and enjoyed by many. This time also saw hunting and prize-fighting develop as popular entertainment and sport, with the remnants of such commodified violence within today's society and culture. This brief historical overview serves to highlight how the commodification of violence is a phenomenon that has existed for centuries. However, it is within the twentieth century that commodified violence became accessible to far more people than ever before. This is due to the development of mass media and Information Communications Technologies (ICTs).

Here, ICTs such as cinematic movies, television, radio, video cassettes and the Internet (along with books and newspapers), make the commodification of violence easier and cheaper, and also distributable to far larger markets and audience. 'Cyber violence' describes the 'violent impact of the cyber activities of another upon an individual or a social or political grouping. Whilst such activities do not have to have a direct physical manifestation, the victim nevertheless feels the violence of the act and can bear long-term psychological scars as a consequence'. However, most writers, and governance approaches, emphasize the need to control 'established' concerns such as abusive images of children, hate and pornography online. They fail to recognize the problems that can be associated with the huge impact the Internet has on retailing materials such as commodified violence, which are generally regarded as more socially and culturally acceptable.

³¹ Internet Journal of Criminology ©2005 www.internetjournalofcriminology.com

5.6 Role of Media

The media promotes superstitions :As I have already mentioned, in this transitional age, the media should help our people to move forward into the modern, scientific age. For this purpose the media should propagate rational and scientific ideas, but instead of doing so a large section of our media propagates superstitions of various kinds. Indian media was often promoting "superstitions" and "other backward ideas" thereby diverting attention from the "real issues", Press Council of India Chairman Justice Markandey Katju on Thursday said the freedom of the media cannot be regarded as "always good".³²

It is true that the intellectual level of the vast majority of Indians is very low; they are steeped in castism, communalism, and superstitions. The question, however, is whether the media should try to lift up the intellectual level of our people by propagating rational and scientific ideas, or whether it should go down to that low level and seek to perpetuate it?

In Europe during the Age of Enlightenment the media (which was only the print medium at that time) sought to uplift the mental level of the people and change their mindset by propagating ideas of liberty, equality and fraternity and rational thinking. Voltaire attacked superstitions, and Dickens criticized the horrible conditions in jails, schools, orphanages, Courts, etc. Should not our media be doing the same?

At one time courageous people like Raja Ram Mohan Roy wrote against sati, child marriage, purdah system etc. (in his newspaper 'Miratul Akhbar' and 'Sambad Kaumudi'). Nikhil Chakraborty wrote about the horrors of the Bengal Famine of 1943. Munshi Premchand and Sharat Chandra Chattopadhyaya wrote against feudal practices and women's oppression. Manto wrote about the horrors of Partition.

But what do we see in the media today?

Many T.V. channels show astrology. Astrology is not to be confused with astronomy. While astronomy is a science, astrology is pure superstition and humbug. Even a little common sense can tell us that there is no rational connection between the movements of the stars and planets, and whether a person will die at the age of 50 years or 80 years, or

³² <http://archive.indianexpress.com/news/media-promotes-superstition-katju/945230/>, visited on 15 May 2012

whether he will be a doctor or engineer or lawyer. No doubt most people in our country believe in astrology, but that is because their mental level is very low. The media should try to bring up that level, rather than to descend to it and perpetuate it. Many channels mention and show the place where a Hindu god was born, where he lived, etc. Is this is not spreading superstitions. I am not saying that there are no good journalists at all in the media. There are many excellent journalists. P. Sainath is one of them, whose name should be written in letters of gold in the history of Indian journalism. Had it not been for his highlighting of the farmers suicides in certain states the story (which was suppressed for several years) may never have been told. But such good journalists are the exceptions. The majority consists of people who do not seem to have the desire to serve the public interest.