

# INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT



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# **INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT**

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The International Journal of Communication Development is a new journal devoted to the analysis of communication, mass media and development in a global context in both Indian and international perspective. Authors are encouraged to submit high quality, original works which have not appeared, nor are under consideration, in other journals.

The International Journal of Communication Development examines the way in which similarities and differences open up scope for discussion, research and application in the field of communication, mass media and development. This journal seeks innovative articles, utilizing critical and empirical approaches regarding global communication including, but not limited to, systems, structures, processes, practices and cultures. These articles could deal with content, as well as its production, consumption and effects, all of which are situated within inter- and transnational, cross-cultural, inter-disciplinary and especially comparative perspectives.

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A question which pops up in my mind every time I sit down to write the editorial, is that, have we as authors been able to incorporate the correct form of technical writing in our research papers. Where have we been, where we're going... and are we there yet?

Though first time authors have been well supported by IJCD keeping in mind one of our Primary objectives, to create a young community of researchers but informed research practice is very essential for quality of research. Many papers are have not adhered to this and have to be returned. This is a pity, because their good ideas may go unappreciated. Following simple guidelines can dramatically improve the quality of your papers.

Writing well means presenting your argument and evidence in a clear, logical, and creative way. The writing style must be formal and serious. Tables, graphs or other illustrations should be included if they support your overall thesis.

IJCD offers a forum for the exchange of academic research in media and mass communication as a whole, conducted by practitioners and teachers globally.

The journal aims to encourage media researchers from different countries, to write good research papers in the correct format. It is my request that please adhere to the technical writing style and try to incorporate a lot of data and subsequently its analyses to make your study authentic.

A Successful Research Paper is a SMART one which is a good way to remember the fundamentals of research paper writing. It should be Specific, Measurable, Attainable, Realistic and within a Timeframe.

It is utterly fascinating to continue searching for answers. As researchers I think our job is much the same as of journalists, only the beat has changed. We do not write for magazines now , we write on them. And what could be more exciting than that?

**Dr. Durgesh Tripathi**  
Editor, IJCD

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## PORTRAYAL OF WOMEN IN SATYAJIT RAY'S FILMS

*With special reference to Aporajito and Charulata*

**Prof. G. P. Pandey, Dean, Deptt. of Mass Communication, Assam Central University, Silchar**

**Ms. Sandipa, Research Scholar Assam University, Silchar.**

### Abstract

*The present study attempts to explore the transition of traditional women characters towards modernity or how modern they are in Satyajit Ray's films or are they oscillating between the tradition and modern. Many scholars have found Nehruvian aspirations and visions for a modern India in Satyajit Ray's early films made up to 1964. Further both these men have one thing in common, the aspirations for fusion of east and west. So, the researcher has chosen APORAJITO and CHARULATA to examine Satyajit Ray's vision of transition of 19th century women from tradition to modernity.*

### Statement of the Problem

Satyajit Ray's filmmaking career began when India was emerging as a new post-colonial independent country under the leadership of first Prime minister Pt. Jawaharlal Nehru. Nehru envisaged India as a progressive, secular and as an industrial democracy. He has firm faith in inclusiveness. To him India's modernity lay in its dynamic fusion of past and present and its ability to assimilate highly divergent traditions and ideologies while remaining single and unified nation. Ray's notion of culture almost coincides with that of Nehru. His notions of culture as hybrid with diverse historical and social components retain their separateness while forming an integrated whole. In an interview he admired Nehru "*liberalism...a certain awareness of western values and fusion of eastern and western values*" The films during the life time of Pt. Nehru are the films made up to 1964, endorse Nehru's nation building vision and aspiration. In these films Ray upholds a vision for modern India. Ray seeks to uphold the values of education in (*Aporajito*), the family as a social unit in (*Pather Panchali*), emancipation of women in *Charulata* and *Mahanagar*. On the other hand he critiques progressive modernity. In *Jalsaghar* Ray critiques feudalism and in *Devi* critiques orthodoxy and superstition. Satyajit Ray's negotiation with modern is to be discussed taking six of his major films made between 1955 and 1970. These are – *Pather Panchali*, *Aporajito*, *Apur Sansar*, *Charulata*, *Aranyer Din Ratri* and *Pratidwandi*. The first four films were made during Nehru era. The last two of the list were made in the political turbulent seventies. While observing the films made by Satyajit during Nehruvian era Suranjan Ganguly enquires "*Some of the questions that Ray's films possess are: Is it always possible to distinguish the modern from the traditional or are they just two sides of the same coin? Does the modern simply embody the contradictory nature of the contemporary Indian experience? Or is the modern all about becoming the modern – always in the making – at best, a form or acute self-consciousness?*"

### Methodology

To carry out the proposed study a comprehensive analysis of the content and narrative of the cinematic works of Satyajit Ray - *APORAJITO* and *CHARULATA* semiotic tools such as dialogue, cinematography, characterizations and music have been employed.

### Sarbojaya in Aporajito

The film begins with Apu's family getting settled in Benares. His priest father Hariharo dies after a short illness. In his absence; it becomes the responsibility of Sarbojaya the mother of Apu to earn money for the family. She starts working as a cook. A relative invites them to return to their ancestral village Mansapota.

Apu asks his mother to send him to a school. Apu studies diligently and receives a scholarship to go to Kolkata. Sarbojaya does not want to let her son leave. Finally she gives in and Apu leaves for Kolkata. Apu starts working at a printing press after college. Sarbojaya expects his visits, but Apu manages to visit only a few times and feels himself out of place in Mansapota. Sarbojaya becomes seriously ill, but does not disclose her illness to Apu. When Apu finally comes to know about her poor health, he comes to village and finds that his mother has already died. A relative requests him to stay back there and to work as a priest. Apu rejects the idea. He returns to Kolkata and performs the last rites for his mother there. After the death of Hariharo when Sarbojaya took up the job of a cook she termed it a *chakri* and not as *jhi* (maid servant). This shows that Satyajit is trying to usher in new believes in contrast to the 19th century believes and awareness, pushing it to a new era where profession will be termed as Chakri (job). Here, Sarbojaya is his medium of expression for the film maker and is ahead of her time.

Sarbojaya finds Apu is losing interest in his study and gradually becoming the helping hand of her master. He is acquiring bad habits in this atmosphere. Thus she decides to leave the job and takes Apu away to Monosapota where Apu will no longer be a servant. To her, at that point, in the context of survival, priesthood is preferable to be a servant. Though Apu does not like the profession of priest and get admitted to school. She, in face of poverty, does not disallow Apu from perusing study. It is not just the love or affection for Apu, or the giving up to the pressure from the son. It is her silent ascent to the changing time. When Apu decides to go to Kolkata for college education, initially she tries to resist. In this sequence, when angry Apu gets out of the house and Sarbojaya is standing on the threshold looks at the globe laying on the floor and goes out to looking for Apu. In next two shots, in first one she concedes his going to Kolkata and on the second shot she brings out petty saving saved for years. In this sequence Satyajit Ray hints her progressive outlook through the motif of globe lying near the lantern and she is on the threshold of the door. Later in the film when she fell sick she does not inform Apu about her illness. Because, she does not want to affect his study. During those days, it was hard to find a mother, who will not inform her son about her illness. Therefore, Sarbojaya is ahead of her time.

One can easily discern that Ray wanted to translate his idea and aspiration of modern India through Sarbojaya and Apu. This film aspires for education. Both Sarbojaya and Apu aspire for a new life. In this film Satyajit Ray forsakes the traditional Indian professions having roots in *Varnasharm*. The traditional profession of priesthood ends in both's life with the departure of Apu for Kolkata. Throughout the film Satyajit Ray connects the traditional world with the bigger world and universe, meaning progress, through various motifs – rail, globe and the reference of *Kalpurus Nakhshatra*. In addition to these the shots of science laboratory clearly indicate the transition from tradition to modern.

### **Charu in Charulata**

Based on a novella by Rabindranath Tagore the film is set in Kolkata, around 1880. India is under the British rule and Bengal Renaissance is at its peak. Bhupati, an upper class Bengali intellectual with a keen interest in politics and in the freedom movement, edits and publishes a newspaper. His childless wife Charu is interested in arts, literature and poetry. She is alone though Bhupati loves her yet he cannot give her company as he is busy with his upcoming newspaper. Bhupati invites Charu's elder brother Umapada to live with them and help him in running him the press. His wife Manda is also invited to live with them to give company to lonely Charu. Manda with her silly and crude ways is no company for the sensitive and intelligent Charulata. Bhupati's young cousin Amal comes to live with them, Bhupati asks him to encourage Charu's writing skill. He provides her with much needed intellectual companionship and attention. An

intimate relationship develops between Charu and Amal. Meanwhile Umapada embezzles the funds supporting the paper and destroys Bhupati's hopes for his enterprise. Now, all he has left is the trust he has placed in Charulata and Amal. On the other hand Amal realizes that Charulata is in love with him but is reluctant to reciprocate due to the guilt involved. Afraid of being the another source of betray he leaves the house without informing anybody.

This character of Charu has been depicted by Satyajit Ray as his vehicle of aspiration for a changing time of history, nineteenth century on the threshold of twentieth century. Ray's aspiration embodied in the character of Charulata is so subtle that it requires a very meticulous and careful reading. It is the first Indian film which tries to formulate a feminist standpoint. Throughout the film, film filmmaker's POINT OF VIEW coincides with that of Charu and converged in a single point.

Charu is intelligent, connoisseur of arts and literature, she is romantic, she is serious and creative. Taking these outlines Satyajit explores Charu and builds her in the backdrop of Bengal's Renaissance. She is not conservative like the nineteenth century housewife of western educated well off urban families. In contrast to Charu, Ray depicts another character – Manda who is happy with the status quo of women in family and not into any intellectual or creative pursuits, although the history is on transit. The transition of time does not make any impact on her. On the other hand Charu, as Chidananda Das Gupta describes (in *sight and sound*) "whose *inner seismograph catches the vibration waves reaching from outside into her seclusion*".

The film opens with wordless visual descriptions of Charu's loneliness and boredom. This sequence continues for almost seven minutes and the filmmaker creates a feel that her life is one long routine of endless repetitions. Slowly and with exceptional subtlety Satyajit unfolds Charu's solitude and boredom showing her spending long afternoon lounging in bed, doing embroidery, flipping through the pages of books unmindfully and looking out of the window blinds through a pair of opera glasses to the world outside. But she is restless – like a clock – just after the credit title the clock strikes 4 0' clock - she orders the servant to serve evening tea for the master, her husband. Ray writes the preamble of the film and of the changing time which he elaborates later on many occasions. But the clock tower and clock in the room remain invisible except in one occasion.

Against the condition of the women of well to do families of last part of nineteenth century Bengal one finds that Charu is different. She is not the prototype of the malady of time like Manda. Manda personifies the malady of time where the women are fully dependent on their husbands. They are illiterate, crude and narcissist, no dealing with outside world, lolls in bed, pass time by playing cards .But they could not conceptualize boredom and accept as normal. Studying the opening sequence and as the film progress it is observed that her boredom, though paradoxical, provokes her in thinking, feeling and induced her for self-expression. Her solitude perhaps helps her imagine and dream a life different from that which she lives on. On many occasions, the filmmaker suggests that her solitude helps her to discover and commune with her life, outside the male-defined universe.

In the opening sequence, the compositions, camera movements and Charu's movements all together create a subtext. In one layer, the sequence describes her loneliness, and boredom. The second layer is the subtext of the sequence which suggests that Charu does not like boredom. This is evident from her vigorous and confident and purposeful movements within frames and out from the frame, her presence in frames, her coming to living room looking for a book from the cupboard - in all these shots one observes not so much of

Charu but of the moving figure of Charu within space. After the exit from her living room even in long shots her face is not seen prominently but her confident and purposeful walk and finally crossing the limit of the space defined for her - the space defined for the women of the time, to the drawing room – to pick a book from the cupboard. This is not possible for Manda or her counterparts in the last part of nineteenth century. In this sequence one comes to the conclusion that Charu is on move to explore a space for her in the changing time. Charu moves from one widow to another with her opera glass and sees people on move. Ray suggests her restlessness and the moving world outside the window.

The opening seven to eight minutes of the films describes the dialectic between her inertness and vigorous mobility in the space. This suggest that she seeks to reconcile her two facets of personality. In this sequence, on the balcony, she is standing on the threshold of her room and the husband comes looking for something and crosses over her without any single gaze, and comes back. But Charu gazes his movement and finally through opera glass looks at him, his going out and the distance between them. Looking glass, though as property, occupies a significant place in the film. Bhupati wears spectacles, in a shost in the press Amal takes up a magnifying glass. In case of Bhupati and Amal the glass are not for long distance use but for close distance use whereas the use of opera glass by Charu is meant for long distance use. Thus Satyajit, in one sense, suggests Charu is looking beyond her confinement or limitation. She tries to foresee the course of history on move. This explanation seems to be justified as in this film Satyajit critiques the shortsightedness of the young educated Bengali men in general and the shortsightedness of Bhupati and Amal in particular. This opera glass becomes a means for Charu's voyeurism as well. From frist sequence to the swing scene she uses the opera glass for gazing at men, barring a single shot where she looks at a mother-son duo. Another significant property in the space is a bed, which denotes and defines her sexual or maternal space. But this important space fails to contain her for long. There is not a single shot showing her sleeping rather she uses this space for his embroidery and writing or reading. The other important property is a clock almost set in a doorway. In opening sequence the clock strikes 4 O'clock and Charu orders the servant to serve tea for her husband Bhupathi. This signifies her awareness about time and the changing time. The references of clock and time come repetitively although on screen the clock is visible only once. Amol calling her as *Nabina* and Manda as *Prachina*, Ray suggests that Manda is a typical woman of the time, against her Charu is on move, inquisitive and literate

Charu's love for reading and passion for embroidery has been emphasized by Satyajit times and again in this film. Love for reading suggests her need for intellectual stimulation and embroidery points for her creativity. Her love for reading may also enable her to write herself into persona. Her love for looking through opera glass is also very significant. Looking through Opera glass becomes her "gaze". Neither of the three man - Bhupati or Amal or the servant gaze at her - as there is not a single shot showing her from any of these \men's point of view - barring a shot in swing sequence from Amal's perspective and in the last sequence before the freeze from Bhupati's perspective. Reading, writing and gazing paves a way to intuitively find her way out of the male labyrinth of her time. All these shape her most transgressed act - falling in lover outside marriage. The woman in her remains invisible to the men around her – husband Bhupati and Amol. But she makes them feel her presence in a new space which always is the domain of men – her writing, her gaze, her voyeurism, and her incestuous desires for Amol. All these have been describe either in an understated manner or hinted through suggestion. The cinematic expressions of Satyajit Ray are always very subtle and understated so he depicted Charu' defining her in new space without any rapture to the tradition. Charu's suggestion to her husband to bring out a Bengali daily to be edited by her is undoubtedly a progressive outlook. In Final analysis of Charu's character defines herself as a conscious individual when

the society is on the threshold of new century of awakening. Therefore, Charu is a modern woman but negotiate with modernity within the traditional setup without any rapture to it.

### Conclusion

Sarbojaya of *APORAJITO* understands the value of education but she cannot change the circumstances dragging her and Apu into tradition due to poverty. She cannot change anything significant of her time and space. But she never stands on the way of progress rather helps the wheel move forward and responses to the awakening. Sarbojoy herself does not determined her course of life .One the other hand Charu in *CHARULATA* determined her future life even after knowing that her relationship with Amal has been revealed .She does not suffer any crisis of conscience for her relation with Amal. She is awaken and significantly changes the time and her space. So; if Sarbojoy is a bud of aspiration for modern then Charu is full blown aspiration of modernity.

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**AGENDA SETTING ROLE OF THE PRESS ON TELANGANA ISSUE***A Content Analysis of two English Dailie*

**Dr. G. K. Sahu, Asstt. Prof., Dept. of Mass Communication, Aligarh Muslim University, Aligarh**  
**Dr. A. Apparao, Senior Production Associate, Etv News, Ramoji Film City, Hyderabad**

**Abstract**

*The demand for a separate Telengana state is one of the most contentious as well as politically volatile issues the nation is facing ever since Independence. The people belonging to the region have been agitating from time to time and political leaders under different banner keeping the issue burning and gaining political mileage. However, the people of the region have been subjected to suffering because of these developments. They are neither getting a separate state nor getting their due share within the undivided state. The plight of the people of Telengana goes back to pre-Independence days. Under the Nizam's rule majority of the people were oppressed a lot. Keeping in view of the controversy and importance of the issue, the authors made an attempt to assess the news media's agenda, if any, on the contentious Telangana issue. For the purpose of the study two English dailies: the Deccan Chronicle and the Times of India were purposively chosen. The former is regional English daily largely confined to Andhra Pradesh and the latter is the largest circulated English daily in the country. The contents of the newspapers under study were quantitatively measured and then subjected to framing analysis in order to assess their agenda on the issue.*

**Key Words:** Agenda Setting, Framing Analysis, Telengana Issue, News Media, Sakala Janula Samme.

**Introduction**

After Independence, the most important task in the Indian republic was to form the borders of different states. Among the many proposals one of the important proposals was to reorganize the state on the basis of regional languages. The main aim of this was, to make the administration easier and would help replace the caste and religion-based identities with less controversial linguistic identities. In 1948, Dr. B. R. Ambedkar submitted a Memorandum to the Dar Commission for the formation of Maharashtra state with Bombay as its capital for Marathi speaking people. But it was opposed by KM Munshi, a Gujurati leader. The demand for creation of a Telugu-majority state in the parts of the Madras State had started by Potti Sreeramulu during 1952. As a result the Telugu-majority Andhra State was formed in 1953. This sparked of agitations all over the country, with linguistic groups demanding separate statehoods. Keeping in view of the rising demand of separate state and emotions of the people on these lines, the Central Government constituted the States Reorganisation Commission (SRC) in 1953 to recommend the reorganization of state boundaries along the linguistic lines. On the basis of the SRC recommendation the States Reorganisation Act of 1956 was passed. But after demarcation of states on linguistic basis few areas of the states felt they have been neglected and deprived of the facilities and benefits which had been committed at the time of demarcation. This disappointment among the neglected area with time become more profound and it had given birth to a demand for the creation of new states and this collective anger became louder and violent.

At present those areas are demanding for the formation of separate new states are, Bodoland in Assam, Gorkhaland in West Bengal, Purvanchal and Harit Pradesh in Uttar Pradesh, Kosal in Odisha, Mithila in Bihar, Tulu Nadu a prosperous region between Karnataka and Kerala. Vindhya Pradesh a region in Madhya Pradesh and Telangana in Andhra Pradesh. Some of these areas in recent past became regular headline in the media for their demand. Among others, the separate telangana state issue becomes the central topic of

discussion. And the telangana area presently the hot bed for political and violent activities. In recent times every day in all the electronic as well as print media have covered with at least two to three stories on separate telangana statehood demand. To know how much importance given to this issue by the news media, especially the mainstream newspapers of our country, the authors have decided to carry out a study by selecting two prominent English newspapers of the region.

### **Telangana Movement: Historical Backdrop**

Telangana is a region in the state of Andhra Pradesh, bordering with the states of Maharashtra on the north and north-west, Karnataka on the west, Chattisgarh on the north-east, Odisha and Coastal Andhra region on the east and Rayalaseema region on the south. The Telangana region has an area of 114,840 square kilometers (44,340 sq miles), and a population of 35,286,757 (2011 census) which is 41.6% of population of the state of Andhra Pradesh. It has 10 districts, Adilabad, Hyderabad, Khammam, Karimnagar, Mahbubnagar, Medak, Nalgonda, Nizamabad, Rangareddy and Warangal. The Krishna and Godavari rivers flow through the region from west to east. References about the region and its tribes can be found in the Mahabharat. The epic mentions the region as the Telinga kingdom and its inhabitants as Telavana tribes, who fought on the Pandava side in the great war of Mahabharata. Later the region had been ruled by many great dynasties like Sathavahanas, Chalukyas, Kakatiyas, Mughals and the Qutubshahis. After the disintegration of the Mughal Empire in the early 18th century, the Asafjahi dynasty established a separate state known as Hyderabad. During the British rule the Asafjahis entered into a treaty of subsidiary alliance with the British Empire, and was the largest and most populous princely state in India. Telangana was never under direct British rule, unlike the Coastal Andhra and Rayalaseema regions of Andhra Pradesh, which were part of British India's Madras presidency.

After Independence, the Nizam of Hyderabad did not want to merge with Indian Union but after negotiations, he finally entered into a "Stand Still Agreement" on November 29, 1947, with India for one year to maintain status quo. However, in the meantime the Nizam tried to increase his defense capabilities and also sent a delegation to the United Nations to refer the Hyderabad case to the Security Council. Witnessing all these developments the Government of India taken a strong decision and the Hyderabad State was annexed on 17 September 1948, in an operation by the Indian Army called Operation Polo. After annexation Hyderabad was placed under the Military Governor till the end of 1949. In January 1950, M. K. Vellodi, a Senior Civil Servant was made the Chief Minister of the State and the Nizam was designated "Raj Pramukh". After the 1952 General Elections, the first popular ministry headed by B. Rama Krishna Rao took charge of the State. During this period the people of the region organized protests to send bureaucrats back to Madras. Meanwhile, the people in the Telugu-speaking areas of Andhra region had undertaken protests under the leadership of Potti Sri Ramulu to create a separate Andhra State with Kurnool as its capital.

One of the important point to be noted here that the States Reorganisation Commission (SRC) was not in favour of an immediate merger of Telangana region with Andhra state, despite their common language. Paragraph 382 of the States Reorganisation Commission Report (SRC) noted: "opinion in Andhra is overwhelmingly in favour of the larger unit; public opinion in Telangana has still to crystallize itself. Important leaders of public opinion in Andhra themselves seem to appreciate that the unification of Telangana with Andhra, though desirable, should be based on a voluntary and willing association of the people and that it is primarily for the people of Telangana to take a decision about their future". The commission proposed that the Telangana region be constituted as a separate state with a provision for unification with Andhra state, after the 1961 general elections, if a resolution could be passed in the

Telangana state assembly with a two-third majority. In addition, the Prime Minister of the time, Jawaharlal Nehru, also was not in favour of merging Telangana with the Andhra state. He ridiculed the demand for Visalandhra as an idea bearing a “tint of expansionist imperialism” (Indian Express, October 17, 1953). Burgula Ramakrishna Rao, the then Chief Minister of Hyderabad State was also not in favour of the merger as he felt that the majority of the people in the region were against it. However, he supported the Congress party's central leadership decision to merge Telangana and Andhra. Andhra state assembly passed a resolution on 25 November 1955 to provide safeguards to Telangana. According to the resolution, "Assembly would further like to assure the people in Telangana that the development of that area would be deemed to be special charge, and that certain priorities and special protection will be given for the improvement of that area, such as reservation in services and educational institutions on the basis of population and irrigation development." Telangana leaders did not believe the safeguards would work. With lobbying from Andhra Congress leaders and with pressure from the Central leadership of Congress party, an agreement was reached between Telangana leaders and Andhra leaders on 20 February 1956 to merge Telangana and Andhra with promises to safeguard Telangana's interests, called the Gentlemen's Agreement.

After formation of Andhra Pradesh, the Mulki Rules, and Gentlemen's Agreements were not honoured, and by 1968, more than 25,000 from Andhra region, have occupied jobs in Telangana region, and there was a feeling of betrayal among the students and employees of the region for not implementing the Gentlemen's Agreements while forming Andhra Pradesh. Especially, employees felt that in spite of having good qualifications, and competence, they were not getting jobs in their region, whereas non-locals were occupying those positions, because of the nepotism of the senior officers who hail from non-Telangana region. The Government jobs were filled with people hailing from Andhra region ignoring Mulki Rules & Gentlemen's Agreement and promotions were not given based on Seniority and to the Locals, but were filled with non-locals being transferred from Andhra Region. By this time, the surplus funds collected in the form of taxes etc., to the state exchequer from Telangana region were diverted to Andhra region and natural resources like coal and water were diverted to develop Andhra region. This led to a historical agitation which is called as “Jai Telengana Movement” in 1968-69. Though the movement was started in Osmania University, very soon it was spread all over the region, Government employees and opposition members of the state legislative assembly swiftly threatened “direct action” in support of the students by observing pen-down strike. There were protests all over the region, people from all walks of life including employees, teachers, students, intellectuals, women, and general public joined the movement. Even, the political leaders like Sri Konda Laxman Bapuji, the then Minister resigned and joined the movement.

Six months after the agitation Channa Reddy emerged as a dominant leader and became the President of Telangana Praja Samiti. He met the Prime Minister, Indira Gandhi along with Brahmananda Reddy, the Chief Minister of Andhra Pradesh on January 1, 1971. During the discussion Indira Gandhi made the following conditions: First, the Telenga Praja Samiti should not contest the general elections. Second, she asked to give five years to implement her ten point formula in the region. Third, after five years, if two-thirds of the legislators of the Telengana region express their support for separation, the center would agree to form a separate Telangana State. However, TPS members overwhelmingly rejected Indira Gandhi's offer and contested in the general election and won 10 out of the 14 Parliament seats it contested in the mid-term elections. However, the Congress Party won the mid-term elections with a huge majority and got 352 seats. Because of this Indira Gandhi did not need the support of the 10 TPS MPs in the Parliament. The Telengana politicians of that time made the political calculations that in the upcoming state assembly elections, even if Chenna Reddy won 70% or more of the seats in the Telangana region, Congress was almost certain to win

by a landslide in the Kosta and Rayalaseema regions. If that happened, TPS would be confined to opposition benches in the state assembly and could not become a formidable force with its minuscule 10 seats in the Parliament. As a result, Chenna Reddy and his followers dissolved the separate Telangana Movement on a mere “hope” that Indira Gandhi later would concede to their demands. Meanwhile by the end of September 1971, Congress legislators elected education minister P. V. Narasimha Rao, who hailed from the Telangana region, as their leader and made him the Chief Minister of the state. The TPS member Achyut Reddy was inducted into the 14-member cabinet of P. V. Narasimha Rao government. Thus another episode of the Telangana movement which had taken hundreds of lives, caused massive collateral damage to public assets, and pushed the state economically backward by many years came to an end for the time being.

The separate Telangana issue again gained momentum during 1990s. This time the front runner was the Bharatiya Janata Party (BJP) which wanted to gain political mileage by promising a separate Telangana State in the general election. A new political front, Telangana Rashtra Samithi (TRS), led by Kalvakuntla Chandrashekar Rao (KCR), was formed in 2001 with the single-point agenda of creating a separate Telangana State with Hyderabad as its capital. With these new developments the Congress party made an electoral alliance with TRC and promised a separate Telangana State during the 2004 Assembly and Parliament elections. The Congress came to power in the state and formed a coalition government at the centre. TRS joined the coalition government in 2004 and was successful in making a separate Telangana State a part of the Common Minimum Programme of the coalition government. The Congress did not keep its promise and because of this on September 2006, TRS withdrew its support from the Congress-led coalition government. In July 2008, after resigning from the TDP, Devender Goud and E. Peddi Reddy formed a new party called Nava Telangana Praja Party (NTPP) with the formation of a separate Telangana State as its main objective. On this backdrop, the TDP made extensive deliberations within the party on the issue and announced its support for the creation of separate Telangana State on 9 October 2008. Another new political formation emerged during this period was the Praja Rajyam Party (PRP), founded by Telugu film actor Chiranjeevi, also supported Telangana statehood. Meanwhile, the Nava Telangana Praja Party announced its merger with Praja Rajyam Party.

Perhaps in order to bring the Telangana Movement to the centre stage and to force the congress party to introduce the Telangana Bill in the Parliament TRS President, K. Chandra Sekhar Rao started a fast-unto-death on 29 November 2009. Later he was arrested by the government. The people belonging to all walks of life in the region including the students, teachers, and employees of different organisations actively participated in the movement. Most of the shops and working places were shut down in the Telangana region on 6 and 7 December 2009. The opposition parties in the state organised an all-party meet on 7 December and made a resolution in support of the creation of a separate Telangana State. On 9 December, Union Home Minister P. Chidambaram made an announcement that the Central government would start the process of forming a separate Telangana State. After this announcement KCR ended his 11-day fast. The public opinion in the state was divided on two lines of thinking: pro and against the formation of a new state. The people belonging to the Telangana region celebrated the central government’s decision whereas the people belonging to the Coastal and Rayalaseema regions protested against it. Keeping in view of the protests in the coastal region, the Central Government on 23rd December announced that no action on Telangana would be taken until a consensus was reached by all parties. Rallies, hunger strikes and suicides continued throughout Telangana to protest against the delay in the formation of a new State.

On 3rd February 2010, the central government appointed a five-member Sri Krishna committee to examine the issue and asked to submit its report by 31st December. The committee submitted its report to the Ministry of Home Affairs within stipulated time and provided the following six options for the solution of the issue:

1. Maintaining Status Quo - Keeping the Andhra Pradesh State as it is with no change in the Telangana, Seemandhra and coastal regions.
2. Bifurcating the state of Andhra Pradesh into Seemandhra and Telengana regions with both of them developing their own capitals in due course of time. Hyderabad to be converted to a Union Territory - This proposal was similar to the Punjab-Haryana-Chandigarh model.
3. Dividing Andhra Pradesh into two states - One of Rayala-Telangana with Hyderabad as its capital and second one of the Coastal Andhra Pradesh
4. Dividing Andhra Pradesh into Seemandhra and Telangana with enlarged Hyderabad Metropolis as a separate Union Territory that will be linked geographically to district Guntur in coastal Andhra via Nalgonda district in the southeast and via Mahboobnagar district in the south to Kurnool district in Rayalaseema
5. Bifurcation of the State into Telangana and Seemandhra as per existing boundaries with Hyderabad as the capital of Telangana and Seemandhra to have a new capital. This was the second most preferred option according to the report.
6. Keeping the State united and providing for creation of a statutorily empowered Telangana Regional Council for socio-economic development and of Telangana region. This was the most preferred option.

Majority of the leaders belonging to the Telangana region had rejected the recommendations of the Sri Krishna Committee report. However, the proponents of the United State Movement, including Samaikhya Andhra JAC and the Praja Rajyam Party, welcomed the report. Protests in Telangana were continued in the form of strikes, hunger strikes, suicides, giving petitions and roses to public officials, and the boycotting of public events.

### **Sakala Janula Samme (All people's strike)**

In order to mobilize people in support of its demand for a separate Telengana State TRS organized a public meeting in Karimnagar on 12th September 2011. Over a million people belonging to all walks of life including leaders belonging to different political formations like TJAC, BJP and New Democracy Party participated in it. The TRS declared its Sakala Janula Samme means All People's Strike from 13th September, 2011. People belonging to the entire Telengana region overwhelmingly participated in the strike. Government employees throughout Telangana stayed out of work, lawyers boycotted courts and 60,000 coal miners of Singareni Collieries (SCCL Ltd.) also joined the strike. Cinema halls in the region closed down for two days at the call given by Telangana Film Chamber. On 16th September, government teachers joined the strike and Private school managements declared one day holiday in support of the strike. The employees of State Road Transport Corporation and State Electricity Board joined the strike on 19th September. On a call given by JAC, national highways and railway lines blocked and autos stopped commuting passengers on 24th and 25th September causing disruption to transport services. The Hyderabad city was affected with a bandh called by the JAC on 30<sup>th</sup> September. On 2nd October, the agitating leaders including KCR met the Prime minister Manmohan Sugh to expedite their demand on Telengana State. The meeting ended without any positive results. Meanwhile, the Andhra Pradesh Chief Minister, N Kiran Kumar Reddy issued a warning against the agitators and said that his government will initiate stern action against those who are

trying to create law and order problem or cause any inconvenience to the public property. Eight Congress MPs from Telangana resigned in July demanding a separate state of Telangana insisted the speaker to accept their resignations on 12th October.

The Coal miners called off their strike on 17<sup>th</sup> October. The government employees unions called off their strike on 24<sup>th</sup> October. In the meantime the congress has decided to speed up the deliberations to face the crisis. The Congress party's AP state in-charge Ghulam Nabi Azad, submitted an internal report to Congress President Sonia Gandhi after having the consultation with key leaders of Telangana, Rayalaseema and coastal Andhra regions for over two months. PM Manmohan Singh indicated that resolving the Telangana statehood issue might “take some time.” History has enough evidence in its pages, that whenever the issue of bifurcation of Andhra Pradesh rose, it always ended with loss of innocent lives and damage to the public property. The issue of bifurcation of Andhra Pradesh has been considered as one of the most sensitive issue in the political history of independent India. The strike ended with an assurance from the then Home Minister P. Chidambaram and appointment of a committee to review the possibility of the state bifurcation. One of the important consequences of this agitation was that it revived again the old and long existing emotions and feelings in favour of a separate Telangana State. The 42 day long strike called as Sakala Janalu Samme undertaken in a nonviolent and peaceful manner had completely paralyzed life.

### **Theoretical Framework**

It is not possible for news media to cover each and every event or issue because of lack of time and organizational constraints. They can provide information about a limited number of events and issues. For this journalists must choose, process and filter the news, the news media must focus attention on a few key priorities—those that are deemed newsworthy. Over a period of time the issues for which news media given prominence will become issues of importance for the public. The agenda setting theory developed by McCombs and Shaw is based on this fundamental principle Though McCombs and Shaw introduced the agenda-setting theory through their Chapel Hill, North Carolina study in 1972, the genesis of the idea behind this theory goes back to Walter Lippmann's 1922 book, *Public Opinion*. According to Lippmann the thought process of the public and the pictures they are drawing in their heads about the outside world largely influenced by the mass media. It is not possible for the general public to have a firsthand experience about world outside there, here mass media come to their rescue and become a primary source of information. Lippmann had claimed that the media acts as a mediator between people and the outside. Benard Cohen further expanded the idea of Lippmann. According to him the role of the press not necessarily restricted to dissemination information. As he noted: “The press is significantly more than a purveyor of information and opinion. It may not be successful much of the time in telling people what to think, but it is stunningly successful in telling readers what to think about” (Cohen, 1963, 13). The agenda-setting function of mass media basically based on this idea of Cohen.

McCombs and Shaw further expanded Cohen's theory by presenting their more thorough study. In 1968 they undertook a study on the media coverage on presidential campaign and found that the main effect of the news media was to set an agenda. In fact, mass media sets the order of importance of current issues as well as sets the terms of reference for the debate on those issues.

Our perception and understanding about the world to a large extent determined by the mass media. As a result the issues to which media projects as important will become issues of importance for the people. Elements prominent on the media agenda become prominent in the public mind. The news media not only

disseminates factual information to audiences about different issues but also educates them about how much importance to attach to a specific issue in accordance with the importance given to it by the news media. News media provide a host of cues about the salience of the topics in the daily news – lead story on page one, other front page display, large headlines, etc. The agenda setting influence of the news media not necessarily restricted to grabbing the audience attention towards a specific issue, it also develops public understanding and perspective on a specific direction.

The media agenda plays an influential role in determining the public agenda. However, Information and cues about object and attribute salience provided by the news media are far from the only determinants of the public agenda. In a democracy, people at large have sufficient wisdom to determine the course of their nation, their state, and their local communities. Hence, the agenda-setting function of the mass media implies a potentially massive influence whose full dimensions and consequences have yet to be investigated and appreciated (Shaw, 1979:101). The salience of objects in the mass media is linked to the formation of opinions by the audience. With the increasing salience of atrocities against women in the news media, for example, more people move away from a neutral position and form an opinion about these atrocities. At the same time media sets its agenda only when its audiences perceive their news stories as relevant.

### **Agenda Setting Role of Newspapers: A Comparative Study**

For the purpose of the study, content analysis method has been employed to track down the coverage of Telangana issue in two major English dailies of the state. The Deccan Chronicle and the Times of India have been purposively chosen because of their wide circulation, readership, and reputation among the diverse group of people in the region. The authors analysed the contents of the selected newspapers to present their trends of coverage on the Telangana issue. To assess the coverage on Telangana issue, the entire period of Sakal Jannalu Samme (that is, from 13th September 2011 to 24th October 2011) were taken into consideration. The contents related to Telangana agitation have been organised into different categories in order to make the study more focused. For the purpose of the present study, various kind of report had been published in different formats have been classified into the following categories: stories got published, stories published in the front page, number of photos published, front page photographs, number of letters to editor published, number of editorials and features stories published, number of stories published in box, number of impact and side stories published and number of cartoons published.

**Table-1: Coverage of Stories related to Telangana Issue**

Newspaper	No. of Stories	Area covered(sq.cms)
The Times of India	311	11912003
The Deccan Chronicle	301	8312628

The table above shows that the Times of India published more number of stories and given more space to the ongoing developments on Telengana than that of the Deccan Chronicle. The Times of India published 311 stories with 11912003 square centimeters of space during the entire period whereas the Deccan Chronicle published 301 stories with 8312628 square centimeters of space in the same period. During the period of Sakala Jannalu Samme, both of the newspapers were given equal importance to the day to day events like any other issue. In the initial stage of strike the number of stories covered very less and the stories were presented mostly in single column. But afterwards when the strike gained momentum both of the newspapers increased their attention towards the issue and given adequate coverage. Again towards the end of the strike there was again decrease in numbers of stories and even on the last day of the strike there were only two to three stories published. The stories related to the issue were placed mostly in the front and regional pages of the newspapers under the study. The stories were covered by the newspapers' own

reporters on the field. Most of the stories about the telangana issue were about the events unfolded during the period. In these stories, the proper background of this issue was not provided by either of the newspapers under study. Mostly the stories were based on the statements of leaders of different parties. The headlines of these stories were very simple and clear, such as, “Government service come to a halt as T employees begin stir”, “Azad urges govt staff to call off T strike”, “Leaders to visit Delhi for the last time”, “RTC, rail roko concern for G1 candidates”, and so on. Some of the headlines constituted of statements of the agitating leaders such as “we won’t rest until T goal is achieved: KCR, “T – solution after 3 months, says CM”, “NMU calls off strike: KCR says Govt engineering it”, and so on.

After careful analysis of the news reports published by both of the newspapers under study it can be presumed that the newspapers given unbiased coverage on the events that were unfolded during the entire study period. The news stories and their headlines seem to be written in matter of fact manner without necessary emphasis and adequate background about the issue. In a democratic set up the role of mass media not necessarily restricted to providing information about the events but also raising issues and increasing public consciousness about them. In developing country like India the real role of mass media lies in educating people about the problems confronting the nation and generating public opinion about the real issues. It is in this regard the mass media in our country not fulfilled its responsibility adequately. Over a period of time mass media seems to be detached from the ground realities of the country with its overemphasis on objectivity. For the sake of maintaining objectivity it often neglects to provide the context. The news reports of both of the newspapers under study seems to be neglected this important dimension in covering the burning issue like Telengana.

**Table-2: Coverage of Stories related to Telangana Issue in the Front Page**

Newspaper	No. of Stories	Area covered(sq.cms)
The Times of India	40	291699.25
The Deccan Chronicle	54	303998

The placement of a story in a specific page determines the importance attached to the issue/development/event by the newspaper. Newspapers invariably place the most important stories in their front page. The space in the front page considered as precious by all newspapers. Though the Times of India in total has covered more number stories than that of the Deccan Chronicle (see Table-1), but it has lagged behind the Deccan Chronicle in terms of front page coverage on the issue. During the study period, the Deccan Chronicle covered 54 stories with 303998 square centimeters of space in its front page, whereas the Times of India covered 40 stories and allocated 291699 square centimeters of space. This indicates the importance attached to the Telengana issue by the Deccan Chronicle in its agenda. Among stories that were occupied space in the front page, most of them were based on the different activities in Delhi and at the State capital. For example, most of the headlines of the front page stories were like “T – gets new democracy push”, “Give T, advani tells Sonia, PM”, “Azad invites CM, Botsa for T-talk ' and “Companies to ask Delhi for over T row”.

**Table-3: Coverage of photographs related to Telangana Issue**

Newspaper	No. of photos	Area covered(sq.cms)
The Times of India	90	491625
The Deccan Chronicle	53	232934

During the period of Sakala Janula Samme the numbers of photographs published by both the newspapers were varying a lot. The numbers of photographs published in the Times of India were far ahead of the Deccan Chronicle. The Times of India published as many as 90 photographs which occupied 4916625 sq.cms of space, whereas the Deccan Chronicle published only 53 of them with an allocation of 232934 sq.

centimeters of space. The photographs published by both the newspapers were based on day to day events. The photographs mostly related to the problems faced by the people because of the strike like the sufferings of the commuters because of bus strike or the sanitation problem caused to the public because of the strike or the photographs on highways blockage by the demonstrators. At the same time some of the photographs also depicted conflict between the police and the demonstrators. There was also a photograph of a person who is threatening to commit suicide by jumping from a tower was published.

**Table-4: Coverage of Photographs related to Telangana Issue on the Front Page**

Newspaper	No. of photos	Area covered(sq.cms)
The Times of India	15	8154
The Deccan Chronicle	8	4200

Though the Times of India published less number of stories in its front page than that of the Deccan Chronicle, but it has published more number of photographs and allocated more space for this than the Deccan Chronicle. During the study period the Times of India published 15 photographs with an allocated space of 8154 sq. centimeters, whereas, the Deccan Chronicle published only 8 photographs with a space of 4200 sq. centimeters. Most of the photographs were related to problems faced by the people in performing their day to daily routine because of the strike. This indicates the real agenda of the newspapers under study.

**Table-5: Coverage of Letters to the Editor on Telangana**

Newspaper	No. of letters	Area covered(sq.cms)
The Times of India	0	0
The Deccan Chronicle	38	13754

In the letters to the editor section, the Deccan Chronicle published 38 letters with an area 13754 sq.cms. It is very disheartening to note that not a single letter published in The Times of India during the entire period of strike. The letters published in the Deccan Chronicle mostly related to the grievances of the general public and their reaction toward the strike. For example, some of them were like “strike should be stopped immediately as the public ultimately has to pay the price for it and government employees abide with the government only”, “The garbage in the posh localities have been cleaned but in middle class and poor localities have not cleaned, appeal to the agitators not to put the common men on hardship”. “in this telangana tussle common people are at the receiving end and there should be a quick solution”, “Due to the unrest in the state the education sector have paralysed, government must resolve the issue soon”, etc. These are some letters those were published in the letters to editor section of editorial page. The newspapers presented only the views and grievances of the general public those who have suffered during the agitation. This indicates that the newspaper is not sympathetic towards the agitators. Not a single letter was published from the perspective of agitators. The newspaper agenda seems not to be in favour of a separate Telanga state.

**Table-6: Coverage of Editorials/ Articles on Telangana**

Newspaper	No. of editorials/articles	Area covered(sq.cms)
The Times of India	2	1968
The Deccan Chronicle	0	

The editorial/feature section of both of the newspaper shows the apathy of both of the newspapers towards the Telangana issue. During the entire study period not a single editorial was published by both of the newspapers under study. During this period the entire telangana region of Andhra Pradesh was burning. The newspapers didn't consider the seriousness of the situation. Perhaps the Telangana issue was not in their agenda. The times of India published two articles about the Telangana issue devoting 1968 square centimeters of space. The article “What Telangana say about our democracy” by Mr. Manoj Mitta discussed in detail about how the national leaders from Jawaharlal Nehru to the present generation politicians like the

late Congress Y. S. Rajasekhar Reddy and TRS leader K Chandrasekhar Rao conducting political business with the emotions and sentiments of the people. Another story provides a historical sketch about the role played female rulers of the Telengana region who defied the British Empire during colonial rule.

**Table-7: Coverage of Inbox Stories**

Newspaper	No. of stories	Area covered(sq.cms)
The Times of India	19	17712
The Deccan Chronicle	32	55920

The Table above reveals that the Deccan Chronicle had published more number of stories in boxed columns than that of the Times of India. The Times of India published 19 stories by allocating 17712 sq.cms of space and the Deccan Chronicle published 32 stories and with 55920 sq. centimeters. In the most of boxed columns, the newspapers had given priority to the important stories of the day, such as, important decisions or statements of the TJAC or government or the political party or student union. Some of the headlines of the boxed stories are “KCR to fast unto death, strike will continue : TJAC”, “Full court will meets on advocate stir” “ T-stir hits CBSE, ICSE, exam plan”, “ Komiti Reddy Resignation accepted” and so on. Majority of the boxed stories published in the front page of both of the newspapers.

**Table-8: Coverage of Side and Impact Stories**

Newspaper	No. of stories	Area covered(sq.cms)
The Times of India	38	265,578,75
The Deccan Chronicle	23	55454

Most importantly both of these newspapers had given importance to the impact and effect stories of the strike. Sometimes there were few stories in which it had been narrated that how the general public, business community and government feeling the heat because of the strike and how their day to day activities and their livelihood had been affected by the strike. For example a story with headline “Daily wage workers buckle under samme impact” in this story it had been narrated that because of the strike how daily wage worker facing problems to get work and how lack of wage led them to live in empty stomach. Another headline was “farmers bear the brunt of T strike” this story was about how strike was affecting the supply of electricity. The shortage of electricity lead to damage of crops and owing to this the farmers were under deep pressure to pay back the loan that they had been taken from different banks. There was some human interest stories also published in both newspapers. For example, the story “Gods feel the T strike pinch too” the story was about the strike affecting the attendance of devotees to different religious places and the temples look like desert places even during the peak hour. Another human interest story was “NRI grooms caught in T tangle”. These kind of the side and impact stories occupied considerable space in both of the newspapers. There were also some attention grabbing and humorous headlines published by both of the newspapers during this period. For example, the headlines “Gold loses its glitter, city takes to diamond”, “T agitation affects caste census”, “faltering T stand ruining us: traders”, “telangana businessmen hit tax blues” etc. are self explanatory on how these newspapers trivializing a serious issue like Telengana. Overall the Times of India published 38 stories by allocating a space of 256578 square centimeters. The Deccan Chronicle published 23 stories and the space allocated was 55454 square centimeters.

**Table-9: Coverage of Cartoons on Telengana Issue**

Newspaper	No. of stories	Area covered(sq.cms)
The Times of India	4	156
The Deccan Chronicle	0	0

The Times of India published four cartoons with an allocated space of 156 square centimeters, whereas, the Deccan Chronicle published none. The cartoons were about the negative implications of the strike on people. All of the four cartoons published in The Times of India were placed within the news story to grab

the reader's attention. These cartoons meant for further illustration of the stories at the level of abstraction. For example, news story with a headline “ Farmers bear the brunt of T strike” narrates the plight of the farmers because of the disruption in the electricity supply with an accompanied cartoon showing a farmer and thunderbolt, which is falling on his head.

### **Conclusion**

The newspapers under study covered the *Sakala Janula Samme* with utmost caution so that it will not hurt the sentiment of the dominant group in the state. Most of the stories covered by both of the newspapers were about the events or statements of the leaders. Instead of taking the side of the truth, the newspapers adopted a cautious approach not hurting the sentiment of different groups of people in the state. The news stories and their headlines seem to be written in matter of fact manner without necessary emphasis and adequate background about the issue. In a democratic set up the role of news media not necessarily restricted to providing information about the events but also raising issues and increasing public consciousness about them. In a developing country like India the real role of mass media lies in educating people about the problems confronting the nation and generating public opinion about the real issues. It is in this regard the mass media in our country not fulfilled its responsibility adequately. Over a period of time mass media seems to be detached from the ground realities of the country with its overemphasis on objectivity. For the sake of maintaining objectivity it often neglects to provide the context.

The agenda of a news media: the importance it gives to a specific issue and its opinion about the issue generally reflected in its editorial page coverage. The editorial page also plays a very important role in shaping public opinion on a controversial issue. The editorial page generally constituted of editorials reflects the opinion of the paper, articles reflects the opinion of the independent authors, and letters to the editor that reflects the opinion as well as grievances of the readers. Not a single editorial was published by both of the newspapers during this period. The newspapers didn't consider the seriousness of the situation. Perhaps the Telengana issue was not in their agenda. This reflects how the news media detaching itself from the ground realities and losing its credibility over the years.

It is also very disheartening to note that not a single letter published in The Times of India during the entire period of strike. This means either the newspaper not included any letter related to the agitation or the readers of the newspaper did not considered the issue as important. In either case it is a bad reflection of the paper. The Deccan Chronicle published adequate letters related to the agitation. However, most of the letters published in the Deccan Chronicle related to the grievances of the general public and their reaction toward the strike. This indicates that the newspaper is not sympathetic towards the agitators. Not a single letter was published from the perspective of agitators. The newspaper agenda seems not to be in favour of a separate Telangana state. Another important dimension of the coverage of Telengana issue in these newspapers is that most of the stories published in both of the newspapers were confined within regional and front pages.

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## MEDIA ADVOCACY AND YOUTH

Ms. Kanika Basal, SubEditor, Day After

### Introduction

Media Advocacy is defined as the systematic and strategic use of mass media like newspapers, radio, television, web publications and blogs in order to put pressure on policymakers by mobilizing community groups. It largely depends on news coverage by media, that how the different groups of the society makes their opinion for certain Government or Non- Government activities and the social issues. The main activities of media advocates are publicizing the events, writing letters to the editors, releasing data to the news media but in more focused and strategic way energy, enthusiasm, morality, and diligence. No doubt we have progressed a lot in the last 62 years but the development pace would have been completely different had some young torchbearers led this process of development.

### Significance of Youths

At the time of independence, Gandhi called upon the youth to participate actively in the freedom movement. Young leaders likes Nehru came to his reckoning and led the movement. But this is not the case now. Nowadays we have only a handful of young leaders like Rahul Gandhi, Sachin Pilot, Varun Gandhi etc, but they are in the political scenario because they belong to influential political families. The youth of modern India are aware of the problems facing our country and the world at large. Given a chance they would be ready to change the political condition of the country for better.

### Strategies Adopted By Media Advocates

There are number of strategies which are adopted by media advocates. They are:

#### 1. Elevating the Issue or communicating the problem

For influencing the public as well as policy makers and making changes in the society, the first step is to popularizing the issue and communicating it to the masses as well as policy makers by the means of different types of media.

#### 2. Holding Policy makers accountable

It is important for a media advocate, to take the policy makers in the their circle, then only their efforts will get any fruits as ultimately the decision has to be taken by policy makers.

#### 3. Bytes from the popular people

Popular people like celebrities, economists, entrepreneur, political leaders etc. influence the people to a great extent. So, most of the time, media advocates take the assistance of such people to forward or implicit any opinion in the society. For eg, during the Nirbhaya case of Dec2012, many celebs gave their bytes like actors, cricketers, singers and so on... So, such strategies make a huge impact on public.

#### 4. Framing the issue on basic human values

The best way to connect the public is to link the issue with human values as this directly influence them and make the realization of the importance of the issue.

#### 5. Paint the picture of solutions

By just pointing over the problems and current issues in the system and the society, does not create much space in the minds of the policy makers as well as people, so giving and suggesting good practical solutions for the problems is necessary for further proceedings.

#### 6. Identify the actions

Good identification and observation of the situation and the decision making power is essential for taking right steps.

### **7. Use clear and Simple language of common people**

To use the local language of the local people creates a connection between the advocates and common people and it becomes easy for them to understand the message.

### **8. Work on real issues and not just statistics**

For taking the favor of policy makers as well as public, it is important to be practical and not theoretical as people only understand and trust those things which are visible in front of their eyes.

### **9. Attracts the most vibrant section of society, 'THE YOUTHS'**

One of the significant strategy of the media advocates is to influence the most vibrant and active section of the society, that is youths. They very well know that by keeping the youths on their side, the chances of any reform gets double.

### **10. Paid media advertising is occasionally a part of this process**

The main motive of the media advocates is to influence the media for policy change, as media is an integral pillar of the constitution. Whether it's a paid media or unpaid, but support of the media is essential.

## **Objective**

To make the media advocates and youths to realize their responsibilities in order to fulfill the requirement of the social structure and its policies.

## **Responsibilities of Media and Youth**

First of all, the very first priority of the media is to deliver the correct information to the public. It should work as per the need of the people or I can say it is the huge responsibility of media to handle the public very carefully by not exaggerating the insignificant issues rather acknowledge the common people with the true facts and in-depth knowledge which is difficult for them to acquire.

On the other hand, it is the responsibility of the youths to use their strength in the right direction and with the right ways. As they are the most active class of the society, they should be smart enough for looking and understanding the real objective and sense after every news and not just follow it with the crowd.

I would be using newspapers, Research reports and internet for reviewing this issue, considering the major happenings where media and youth have played an important role in the society in order to pressurize the Government or making and setting up an opinion for the whole society.

## **Tools of Media Advocates**

News releases, News Events, Editorial board meetings, op-eds, letters to the editors, ongoing relationships with members of the news media

## **Methodology**

My Research Methodology is based on the qualitative research method with my own observation.

The major issues like Lokpal Bill, Delhi Gang Rape case, Munia rape case, Jessica Lal murder case etc. Are observed where media has played an important role and attracted most of the youths for active participation. Its analysis and interpretation, effects on the Government, effects on the society etc is an important part.

## **Collection of Data**

### **1. Jessica Lal Murder Case**

Jessica Lal murder case was the first ever case when the youths of the country came on the streets to protest against the right jurisdiction. The whole country specially the youths participated for giving justice to Jessica who was murdered by the son of a politician in a bar. Media gave this issue a overwhelming support. The following media reports shows the activism and consequences of this case. The reaction to the verdict was one of outcry.

(i) There were numerous protest campaigns, including ones involving SMS and email, seeking to obtain redress for the perceived miscarriage of justice. Rallies and marches took place, as well as candlelit vigils.

(ii) On 9 September 2006, a sting operation by the news magazine *Tehelka* was shown on the TV channel STAR News. This appeared to show that witnesses had been bribed and coerced into retracting their initial testimony. Vinod Sharma was named in the exposé as one who had paid money to some of the witnesses. Facing pressure from the central Congress leaders, Vinod Sharma resigned from the Haryana cabinet.

(iii) There is a protest gathering at India Gate next Saturday, March 4 at 5.30pm. Be there. Help keep up the pressure. Demand justice.” The question on the magazine board’s mind was whether Delhi’s “infamously apathetic and insular middle class... would take its outrage on the street.” And lo and behold, word spread. On March 4, about 2500 people, many of them young students, gathered spontaneously at India Gate. Jessica Lal’s sister (right; left side of the picture) addressed the gathering, and then the mike was opened to the public.

(iv) The civic engagement event that received the most media attention was a fascinating case of life imitating art, and also the inspiration for this case study in an Indian weekly magazine famous for running exposes, claims to have sent an anonymous text message: “If the Jessica case has upset you, show you care”

#### (v) Influence of Bollywood

- Rang De Basanti was a patriotism and social change-themed Bollywood film that was released in India, the US and the UK (and other foreign markets on later dates) on January 26, 2006, India’s Republic Day. Rang De Basanti might be remembered for the most is being among the first Bollywood films to catalyze civic mobilization among urban Indian youth in order to secure justice in a high-profile murder case. The final act of the movie shows the repercussions when that peaceful rally . but through their martyrdom strike a chord among youth across the country who come to believe that they must become the conduit for deep, system-wide change. Thus, on February 21 2006 (four weeks after the release of RDB), the Delhi High Court acquitted Manu Sharma and his friends due to 'lack of evidence'.
- “Several people who took the mike that day referred to Rang De Basanti: at times it seemed more than the injustice itself, the film was their inspiration. It had not just intuited a latent public mood; in a curious twist, it had become the mood itself.”
- No One Killed Jessica is a 2011 Indian political crime thriller film starring Rani Mukerji and Vidya Balan, produced by UTV Spot boy and directed by Rajkumar Gupta. The film, set in New Delhi, is based on the media coverage of the controversial Jessica Lal murder case. The director clarified that the title and the script are actually inspired by a 2006 headline when the accused in the infamous murder case were acquitted by a trial court, leading to nationwide protests, the appeal and re-opening of the case and subsequent sentencing of the accused, and not the case per se.

## 2. Lokpal Bill Protest By Anna Hazare And Youths

This was the second big event where media and youths played an important role. Young members of the India against Corruption (IAC) gathered to join in the IAC protests elsewhere against the Lokpal Bill in its form presented by the government. The initial protest held at Ramlila Ground at Old Delhi. Then afterwards,

it was followed by tearing up of copies of the proposed Lokpal bill, a candlelight march and prabhat pheris. Evidences where media and youths participated are:

(i)Jan Lokpal Bill: Youth power fuels protests in Anna Hazare's home district

A bandh being observed in the home district of the anti-graft crusader Anna Hazare entered second day today with thousands of youth participating in the peaceful protests for strong Lokpal. Responding to a clarion call given by Hazare who hails from Ralegan Siddhi village, the educational institutions and commercial establishments across the district remained closed for the second consecutive day in the wake of the spontaneous shutdown.

(ii)“In less than 48 hours, more than 200 people have registered for the fast and we are expecting a total of 1,000 people to gather there. From December 30, we would start the ‘jail bharo’ andolan where people would court arrest and this form of protest has seen tremendous response especially from the youth,” Deepak Bharadia, volunteer of IAC, Pune said. He said that 2,300 people, mostly youth, had registered for ‘jail bharo’ so far.

(iii)The protests were led by youth members of the IAC, Gitesh Devhane and Bhavesh Bhati. Devhane said, "We have a large number of activities lined up from August 7-15. But this evening we got instructions to hold peaceful protests and burn copies of the bill and by way of text messages and facebook we gathered a handful of youngsters and staged the protest."

### 3. Nirbhaya Case Of Dec,2012 In New Delhi

The third major and national event was that of Delhi Gang rape case, where not only youths but every age group protested against the increasing number of rape cases in capital. Numbers of PILs were filed, Justice Verma Committee was formed for the recommendations, protests at Rashtrapati Bhavan, India Gate, University campus, rallies etc were taking place. Every source of media was used like print media, news channels, pamphlets, SMS, social media etc were used and though media played a huge role. After such awakening, On March 8, Michelle Obama and Secretary of State John Kerry honored Nirbhaya with an International Woman of Courage Award and Indian Finance Minister P. Chidambaram announced a 10 billion–rupee (about \$200 million) Nirbhaya Fund to empower and promote safety for women. Briefly the Indian Parliament considered dedicating a new criminal-law bill to her name.

(i)About 300 students marched in Hyderabad and later formed a human chain seeking stronger rules for safety of women in the city and also pay homage to Nirbhaya, who was brutally gang raped in a moving bus in Delhi last month.

(ii)“Until December 16, Nirbhaya was just one among millions of faceless young people in India trying to break through the stifling fixity of their lives.”

### 4. Rape Of 5 Years Old Girl

Recently, in New Delhi, in a rape case of 5 years old girl again outraged the whole nation and protests against this mishappening was followed by youths and media coverage.

(i)Karamjeet Kaur's anger could be judged from her post. Still a student, she wrote, "After the gang rape of a girl on December 16, 2012, all d boys gave excuse that girl's dressing sense was responsible for this (incident). BUT NOW after the gang rape of 5-yr-old girl in Delhi, what is the next excuse boys? "[12]

### Data Analysis

After studying the above data which marked the role of media in national consciousness and participation of youths, we come to know that how media advocates can take the charge in encouraging or discouraging the society for particular issues. Such issues were not new in our country, earlier also, there were rape cases, corruption cases and protests but with the strategic use of media by the media advocated, these cases got turned into the national movements.

### Findings of Facts

These are the facts which are observed in the research about media or media advocates.

1. Negative media can usher in more punitive laws and policies.
2. Positive media can pave the way for better legislation and practices.
3. Don't react but play strategically.
4. Be accountable, but not defensive.
5. Go through the legal implications.
6. Improves the capacity within the organizations to attain organizational goals.
7. Improves the success of campaigns, events, programmes and services.
8. Attract greater number of young people
9. Brings element of creativity and innovation
10. Offers new and different solutions to issues

### Suggestions and Recommendations

If media and youth follow the right strategy legally as well as practically, the change is must! So, both need to act intelligently and plays their role accordingly. For eg, Media should be adopt a policy of fairness and accountability and youths need to observe the right perspective and do the proper research of the problem and then come up with the united opinion and solution.

### Conclusion

Media advocacy really controls the public opinion and not only influence the policy makers but common people. It acts as a connection between the whole nation. Though, it's the responsibility of the media advocates to give the right advice and information to the media and public.

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## EMBRACING NETWORKED JOURNALISM BETWEEN SHALLOWNESS AND DEPTH

Mr. Vineet Kaul, Media Professional (vineetkaul2404@gmail.com)

### Abstract

*It is widely acknowledged that today's news media are changing radically. New forms of what is coming to be known as 'networked journalism' are increasingly visible. This new form of networked journalism based on new media is changing the core of news production and consumption, challenging the business models of the past and the efforts of traditional journalism organizations to control the news. In today's interactive digital information environment, journalists lose the power to define what makes and shapes the news. Media outlets now maneuver through a space characterised by continuous information flows, and share communication paths with new information providers in an online, always-on environment. This article sketches this dynamic sphere and introduces the paradigm of 'network journalism'. Structured around digital networks, the sphere of network journalism unravels evolving patterns of information production. The task for journalistic organisations now is to figure out how to include the many traditional and alternative information nodes in their everyday work. The loss of control over a formerly strictly regulated information-exchange sphere is viewed here as an opportunity for journalism to review its practices. However, as journalists take on new roles and more voices are heard, there is a growing need to understand the implications of the new forms of boundary crossing that are being encouraged by this new form of journalism. Emerging forms of journalism may provide a foundation for public dialogue that enables stories about distant others to be told and better understood. The consequence may be that there will be new opportunities for enhanced sharing of viewpoints. Although convergent media platforms create opportunities for new exchanges, there are reasons to question whether the potential will be met?*

**Keywords:** networked journalism, traditional journalism, digital environment, media platform

### Introduction

Ever since the emergence of the journalistic profession, the practices in this field have been constantly evolving, leading gradually to patterns that can be called rituals of the profession. Working practices have appeared, developed and changed in accordance with various factors that have shaped and reshaped the frames within which journalists work. There is no doubt that these practices are still continuing to evolve. In a technology-driven process of accelerated change, journalism is being transformed in the ways that it is produced, distributed, and used. We are witnessing the emergence of new tools and practices, phenomena that are yielding both a flurry of new ways to produce information and a redefinition of the place of professional journalism in this new information system. This spate of technological and other deep social shifts mean there is no way that journalism can avoid radical change. Perhaps it needs to go much further, more quickly. Journalism is now permeable, interactive, 24/7, multi-platform, disaggregated and converged. A couple of General Elections in some countries have made it absolutely clear that networked journalism has arrived. The journalism about the campaign, the result and its consequences has been a remarkable combination of online and mainstream, professional and citizen media. The question now is whether that added value can be produced in the future and in other areas of journalism.

The guru of networked journalism is US media blogger; entrepreneur and teacher Jeff Jarvis who says that journalism can and must expand even as the institutions that do journalism shrink. The future is 'pro-am journalism', doing things together. In the digital environment in which journalists now work, new facts are being unearthed daily; more audience feedback is being integrated; more voices are being heard; more

diverse perspectives on the same news stories are being presented; more stories are available, archived and searchable for longer periods of time; more men and women of power are being watched more closely; and more people are engaged more actively with the changes in the world—by taking photos or making videos of key moments, by commenting on blogs, or by sharing the stories that matter to them. This dynamic landscape of continuous and diversified witnessing and reporting does not represent a crisis of journalism, but rather, an explosion of it. In fact, the profession seems to be more alive than ever and going through a multiplication of both forms and content at amazing speed.

I think a better term for what I've been calling "citizen journalism", "social media" or "grassroots media", might be "networked journalism. The approach towards coining "network journalism" differs significantly from preliminary approaches of scholars who have used the term. Network journalism as well as the variation 'networked journalism' have appeared in publications over the past years, however infrequently, within different contexts and carrying various connotations. "Networked journalism" has various synonyms like "Participatory journalism," "stand-alone journalism," "citizen journalism," "open source journalism," "distributed reporting": Without reflection, they all mean the same thing and are used interchangeably by most people -- where citizens play an active or integral role in the collection, reporting, distilling, filtering and broadcasting of news and information. Networked journalism in the present context is not the same as citizen journalism (Gillmor 2004). The former is understood to retain the essential functions of traditional journalism, that is, to report, analyse and comment, filter, edit and disseminate. In the case of networked journalism, throughout the process of news production the use of digital and online technologies is at the heart of the process of newsgathering, processing and dissemination. The news process itself, however, changes from a linear to a networked process whereby there is constant communication and interaction with information.

Networked journalism is creating – or some would say reflecting – a new relationship between the journalist and the story and the public. Newsrooms are no longer fortresses for the Fourth Estate; they are hubs at the centre of endless networks. News is no longer a product that flops onto your doormat or springs into life at the flick of a remote control. It is now a non-linear process, a multi-directional interaction. And journalism is no longer a self-contained manufacturing industry. It is now a service industry that creates and connects flows of information, analysis and commentary. It seems to be accepted now that becoming more networked is essential for journalism in an era of social media'

Beckett argues that networked journalism creates value for journalism in three ways (Beckett, 2010). First, it foments editorial diversity, creating more substantial and varied news reports. Second, it produces connectivity and interactivity by distributing news in different ways. Third, it enhances relevance of news reports by relating audiences and subjects to create new editorial and ethical relationship to the news. The author believes a fourth element networked journalism helps increase trust should be included in this list. Media outlets increase trust and credibility when they provide links to their source material or answer questions publicly from their readers. These four benefits should provide motivation for journalism instructors and practitioners to embrace the methods that create networked journalism.

Scholars see networked journalism providing a variety of benefits. According to Beckett (2010), the practice generates editorial diversity—increasing the sources of information—to help create more substantive, authoritative, and varied news reports. Duffy (2011) also notes the increase in credibility. Outlets practicing networked journalism increase trust when they provide links to their source material or publicly answer questions from their audiences.

Journalism expert Jay Rosen calls linking to other sites or sources part of the “ethic of the Web” that is a focused on providing verification as a means to “connect knowledge to people” (2008). The refusal of news sites to provide links goes against the “ethic of the Web” and the natural tendencies of Web audiences.

Journalism is at its best when it is at its most reflexive and responsive. Networked journalism is a valuable enterprise. In a world of complex economic crisis, climate change, migration and conflict we desperately need better journalism. In an age of increasing education and individualism there is a growing demand for more open, accessible and informative news media. People like journalism so much they are prepared to help create it themselves – for free. This report is an attempt to highlight how we can deliver that through a journalism that values the public as well as the public value of what we do. Today’s globalized network communication shapes new interactive formats, relevant not only for the dissemination, but – increasingly – for the production of news. The ‘one-way’ flow of news from a news outlet to the audience has been replaced by a network structure. One of the key benefits of networked journalism is the presumed increase in trust and credibility that accompanies such reporting. Trust increases when audiences receive links to information sources, engage in conversations with journalists, and see the news as a collaboration of resources rather than simply a delivered product. Following Manuel Castells’ concept of the ‘Network’ (1996; 2001) as the central model of information structures in our 21st century Information Age, I argue in this paper that *networks* transform the professional journalism sphere in many world regions in quite similar ways and create new forms of journalistic practice. A globalized journalistic network sphere is taking shape which involves mainstream journalistic outlets *and* bloggers, independently operating journalists in various corners of the world *and* so-called “user-generated content”-providers alike. Within this sphere, an increasingly global flow of news is evolving which can be characterized by a new form of connectivity which establishes new (and continuous!) links between journalists, their sources *as well as* their audiences. As the roles of journalists in this revised news sphere change, the dynamics of newsgathering, production and dissemination are transforming and public service broadcasters are being challenged through new journalistic ‘network’ practices. In fact, a multiple platform structure of journalism is taking shape in which boundaries between traditional media outlets of print, radio, and television and between national and ‘foreign’ journalism are blurring and merging online. Information spheres begin to merge and influence each other. Bloggers, so-called user-generated content providers, citizen journalists or media activists have entered the global sphere of information exchange and have become a vital part of the news exchange chain. A new level of connectivity is emerging that demarcates the end of a ‘closed’ journalism sphere in which a very small number of ‘gatekeepers’ secured journalism as “broadcasting to the masses” (Chaffee and Metzger, 2001: 369). The ‘traditional’ “one-way, hub-and-spoke structure, with unidirectional links to its ends, running from center to the periphery” (Benkler, 2006: 179) is being eroded.

Networked Journalism is much more than a few blogs. It is about professional journalists recognising the full range of new media platforms and the role of the public throughout the journalistic process. It is about using their own blogs to reveal their workings and to invite comment and contributions. It is about using techniques such as crowd-sourcing to involve the citizen in the process of gathering information. It is about allowing a flow of user-generated-content as part of the reporting, rather than a separate item. It is about feed-in as well as feed-back.

On the basis of these introductory reflections, I argue that organizational structures in today’s print, broadcast and online platforms need to be reassessed according to the dynamics of an evolving global news sphere – not least through developing a ‘new’ sense of connectivity. Within this evolving global news sphere, information flows are in fact multidirectional. A ‘network’ character of communication is taking

shape based on a ‘network’ structure of journalism in which decentralization and nonlinearity are the key parameters defining news flows at the beginning of the twenty-first century. The basis of this evolving journalism culture is the structural pattern of what I have come to call ‘network journalism.’

However, a more networked news media allows for greater public participation but it does not assure public control of its consequences. New networked journalism is providing an historic opportunity to use journalism for certain liberal, democratic, humanistic ends. Networked journalism as a synthesis between mainstream journalism and citizen activism is a compromise mode of co-production of news. It therefore contains the seeds of failure as well as progress.

### **Networked Journalism**

Some scholars prefer to use the term “networked journalism” to describe the current incarnation of participatory, interactive, stand alone, open source journalism or distributed reporting: without reflection, they all mean the same thing and are used interchangeably by most people . I do think network journalism should enter the lexicon of citizen media more, but I don't know if it should replace "citizen journalism." What I suggest is a further refining of the various types of citizen journalism acts. Network journalism rests its fate on two principles: First -- the "wisdom of the crowd," the notion that a large network of people will have a collective intelligence that is greater than any single reporter. The second is "crowdsourcing“, in this case -- crowdsourcing is the idea that a group of people will be able to tackle a large investigation in a more efficient manner than a single reporter.

New media expert Jeff Jarvis first coined the term “networked journalism” in 2006, suggesting it as a better term than “citizen journalism.” "Networked journalism" means opening up the production process from start to finish - and beyond. It already has the tools: email, mobile-phones, digital cameras, online editing, webcams, texting, and remote controls. This is channeled through new communication processes like crowd-sourcing, Twitter, YouTube, and wikis as well as blogs and Internet Protocol Television (IPTV). Networked journalism in the present context is not the same as citizen journalism (Gillmor 2004). The former is understood to retain the essential functions of traditional journalism, that is, to report, analyse and comment, filter, edit and disseminate. In the case of Networked journalism, throughout the process of news production the use of digital and online technologies is at the heart of the process of newsgathering, processing and dissemination. The news process itself, however, changes from a linear to a networked process whereby there is constant communication and interaction with information.

By ‘Networked Journalism’ I mean a synthesis of traditional news journalism and the emerging forms of participatory media enabled by Web 2.0 technologies such as mobile phones, email, websites, blogs, micro-blogging, and social networks. It demands concepts such as flow, creativity, crowdsourcing and – intelligence, wkinomics and open/user-driven innovations .Networked Journalism allows the public to be involved in every aspect of journalism production through crowd-sourcing, interactivity, hyper-linking, user-generated content and forums. It changes the creation of news from being linear and top-down to a collaborative process. Not all news production will be particularly networked. Not many citizens want to be journalists for much of their time. But the principles of networking are increasingly practiced in all forms of news media.

Networked journalism is a process not a product. The journalist still reports, edits, packages the news. But the process is continually shared. The networked journalist changes from being a gatekeeper who delivers to a facilitator who connects. The emerging forms of networked journalism are strongly collaborative insofar as professional journalists and amateurs often work together. Frequently boundaries are crossed within the production process as a means of sharing facts, raising questions, producing answers and ideas, and

challenging differing perspective (Jarvis 2007). This new form of journalism raises many ethical issues and it presents us with a paradox. It embraces the potential for both greater understanding and also misunderstanding to occur. This is because each boundary that is crossed in the production and consumption of networked journalism enables an increasingly wide range of different viewpoints, languages, cultures, values and goals to be encountered. As they are encountered, they are likely to affect people's everyday lives and their perceptions of distant others in ways that are increasingly unpredictable.

Networked journalism is about a shift in power. If you allow the public to help drive your agenda you are sharing editing. By gathering from the public you are compromising your ownership of editorial material. You are losing control of authority and impartiality. Some people see these as grave dangers. I do not. The Internet and its applications, including blogs, web sites, and new online social networks or cyber communities, represent a huge change for the media. It is clear that online spaces for discussion and dialogue are playing an increasingly significant role in people's lives where they have affordable access to such spaces (Livingstone and Bober 2005). Some argue that the digital environment and the Internet make possible a "space of flaws" (Castells 2001) and it is within this uncertain and complex space that perceptions of risk of insecurity of mind or body may be heightened and that trust in authoritative viewpoints may be reduced (Bauman 2000; Beck 1992). Boundary crossing enabled by networked journalism allows for, and may even encourage, disorienting experiences in a variety of ways ( Chouliaraki 2006). Just as it contains the seeds of the possibility of greater understanding of difference, it also may heighten the possibility of misunderstanding. Frequently, when the new online spaces are privileged, the significance of mundane, familiar practices that happen in near and distant places are discounted despite the fact that they are encountered everyday through the media. The new forms of news media support Diasporas in many ways, enabling people to maintain ties with towns, countries, cultural, religious and political groupings, but, at the same time, they seem to encourage ever more fragmented communicative networks, giving rise to possibilities of misapprehension with respect to the values and desires of others.

Networked journalism also gives rise to more decentralized decision making and non-hierarchical structures as well as to greater heterogeneity and diversity. This confronts the traditional practices of journalism which tend to be much more centralized, homogeneous and less pluralistic. The impact of this confrontation is profound for the news media and it is arguably even more profound for us as human beings. The new globally organized news media enable new forms of border crossing that are uncomfortable because they bring us into confrontation with others in ways that we suggest can be resolved and understood only through persistent dialogue. Thus, a central responsibility of the journalist today arguably must be to support and encourage new spaces for dialogue in a manner that is ethical and enhances trust (O'Neill 2002, Paxman 2007)

Again, what a good time it is then to be a journalist if you can help people to filter, connect, and understand. The demand is out there if we can add value. Ask yourself, does your journalism add authenticity, immediacy, verification, context, personalisation, human interest, even entertainment? If it does, it will succeed. Networked Journalism is by nature democratic and delivers an unquestionable public service, which I firmly believe should remain journalism's main principle. But in order for Networked Journalism to take place, the responsibility of the professionals but also of the public is crucial. To exercise meaningfully access to the information, the audience requires what Charlie Beckett describes as media literacy, which means the ability of the public to make use of a wide range of media in order to access and understand the information contained in them. Should the audience want to take this ability to a higher level, it would have to comprehend the information provided by the media to the point of being able to analyze, question and

even construct a critical opinion. Once the public has obtained these participatory tools it will be “networked to journalism.”

### **Conceptualizing the ‘Global’**

Views on the positive or negative impact of globalization are also highly polarized. Proponents credit globalization with promoting global prosperity, peace, stability, and democracy. For many, ‘global’ means big because we live in a global age. That goes too for the global village perspective, which emphasizes the scaling dimension and equates the global with ‘bigness,’ part of a nested hierarchy of levels of analysis based on size: beyond local, regional, and national. ‘Glocalization,’ a popular concept in this literature, can be seen not as the inevitable interplay between local and cultural forces from a distance, but as the uniform imposition of a global (village) standard across a range of local circumstances. These interpretations, however, obscure the real complexity of globalization. Today’s globalised network communication shapes new interactive formats, relevant not only for the dissemination but- increasingly- for the production of news. A globalized journalistic network sphere which involves mainstream journalistic outlets and bloggers, independently operating journalists in various corners of the world and so-called “user-generated content providers alike. Within this sphere, an increasingly global flow of news is evolving which can be characterized by a new form of connectivity which establishes new links between journalists, their sources as well as their audiences. Within this transformed news sphere the roles of journalistic outlets change. They become nodes, arranged in a dense net of information gatherers, producers, and disseminators. The interactive connections among these news providers constitute what is called the sphere of “network journalism.” Studies within the “global dominance” paradigm generally work within and update the critical tradition of political economy while those conducted under the “global public sphere” paradigm represent a more diffuse group of recent disciplinary infusions from cultural studies, anthropology and approaches to the global “network society.

There are several reasons to “go global.” First, the news media is increasingly global. The facts are familiar. Media corporations are increasingly global enterprises. Technology gives news organizations the ability to gather information instantly from remote locations. The reach of the

Al-Jazeera and CNN networks, for example, extend beyond the Arab world or the American public. The sufficiency of parochial ethics has been undermined by the globalization of news media. Journalism ethics will not be credible if it avoids engagement with these news complexities. Second, global impact entails global responsibilities (McPhail, 2006; Seib, 2002; De Beer, 2004). Reports, via satellite or the Internet, reach people around the world and influence the actions of governments, militaries, and humanitarian agencies. Publication of cartoons of Muslim’s Prophet Mohammed in one paper in one country, Denmark, spread violence around the world. A parochial journalism can wreak havoc. Unless reported properly, North American readers may fail to understand violence in the Middle East. Jingoistic reports can portray other cultures as a threat. Biased reports may incite ethnic groups to attack each other. We need to consider the impact of journalism across borders. Global issues and the power of global media organizations call for a media ethics that is global in its principles and in its understanding of media. This “global responsibility” is not reflected in most journalism codes of ethics.

Third, a global journalism is required in a world where media bring together a plurality of religions and ethnic groups with varying values and agendas. Our world is not a cozy McLuhan village. In such a climate, we need to emphasize journalism as a bridge for understanding across cultures. Fourth, a global-minded journalism is needed to help citizens understand the daunting global problems of poverty, environmental degradation, technological inequalities and political instability. These problems require concerted global

action, and the construction of new global institutions. Fifth and finally, a global ethics is needed to unify journalists in constructing a fair and informed media. Without global principles it is difficult to criticize media practices in other countries, including severe restrictions on the press and the Internet.

Global journalism today accesses instantaneous, multimedia communication networks, products and sources. However, these same technologies also remove journalists' monopoly on international news, forcing a re-evaluation of who creates, transmits and ultimately owns the news. 'Globalised journalism' may be an oxymoron; it is certainly a paradox. When considering globalization and journalism, it is tempting to come up with new categories of media, practice, professionals, and content and elevate them to 'global' status. To classify 'global media,' for example, or find a group that can be identified as 'global journalists' has presented a definitional challenge, given their dispersal and inter-connectedness (Reese 2001, 2008). Who qualifies as a 'global journalist' and is this just a new term for 'foreign correspondent'? This may ultimately be more of a provocative concept than a strictly defined empirical category. A volume entitled "The global journalist", for example, was in fact a country-by-country survey of professionals (Weaver 1998), with few attempts then or now to explicate the concept. 'Global media' have been variously defined as those having a global reach or in being owned by global transnational corporations (Herman and McChesney 1997). Global news media content also suffers from difficulty separating it out from other forms, although scholars have been experimenting with identifying in content analyses certain intrinsically global issues and perspectives in the news (e.g. Berglez 2008).

The world has become increasingly globalized in which "borders become markedly less relevant to everyday behavior in the various dimensions of economics, technology, cross-culture conflict and civil society (Beck 2000 :20) and in which "distances and boundaries, are not what they used to be"( Hannerz, 1996 :3 ), the content of news provided reflect diversity. Global journalism today accesses instantaneous multimedia communication networks, products and services whereas traditional media are deeply challenged by a number of different developments which question not only their business models but also ways of journalistic practice. Other studies of the sociology of news have examined how 'global media gatekeepers' affect the flow of news and information. These have included observations of editorial decisions at specific international news agencies, such as those key hubs in London (Paterson 2001) and more emergent forms of news organization, such as the way news leaders can participate with others across national boundaries to share agreeable stories. An early content and ethnographic look at the Geneva-based Eurovision was provided by Cohen et al. (1996) of what they called the 'global newsroom.' Each of these approaches touches on some aspect of the global, without offering a fully satisfying conceptualization. After all, globalization is built on the intensification of connections, so we need a theoretical approach that captures these changing structures. More than a flow of information, journalism is a social practice that adapts to global influences, even if one big 'global village journalism' has not evolved. Rather than speaking of 'flows,' other network-oriented concepts such as 'articulation' capture the sense of influence arising from the coupling across boundaries. Research in this area is relatively sparse, so for now I am speaking more of conceptual pointers rather than specific empirical results.

### **Changing Global News Arena**

Educators face the same shifting landscape of global news as do professional practitioners, citizens, and media scholars. The rapid changes in technology have given rise to new media platforms and greater interconnectedness while dramatically altering traditional news institutions and eroding professional boundaries. This raises new questions about the potential for cross cultural understanding and the values of cosmopolitan citizenship. This interconnectedness is one of the hallmarks of globalization, which along with

a simultaneity and synchronization of communication contributes to our impression of the world as a single place. These networks of international journalism support what I've called a "global news arena" (Reese, 2008) which brings about pressures toward transparency, both on the part of governments and from journalism. Slanted or false reports are now more rapidly challenged or augmented—not only by other news organizations but by thousands of readers and viewers who circulate and compare reports through on-line communities. The emerging world networked journalism must be understood within the large context of a changing global news arena, in which the public naturally seeks perspectives beyond one specific locality and nation (Croad, 2003). The migration of news and information to an online platform has disrupted old patterns of reading and changed the relationship between audiences and news providers. Ultimately, it may be more useful to recognize that globalizing media and journalism simply mean that the creators, objects, and consumers of news are less likely to share the same nation-state frame of reference. To the extent that certain transnational media emphasize this approach to news, we may call it 'global journalism.' And to the extent that certain journalists operate from this perspective we may describe them the same way. Thus, the media role must not be regarded narrowly as equivalent to a specific satellite network, journalistic message, or world-wide audience, however vast. International channels and flows may be the most visible manifestations, but they constitute the 'CNN version' of media globalization. One can more broadly imagine a 'global news arena' supported by an interlocking cross-national awareness of events, in a world further connected by networks of transnational elites, media professionals among them, who engage each other through mutually shared understandings.

To understand the emergence of new spaces more generally, it will be helpful to examine how actors in specific local settings engage with these broader networks. Transnational elites, globally connected and oriented, interact with others in specific local cultural and political contexts. Here, the global is seen in the convergent changes in norms at the level of these elites and professionals, embedded in their own networks and geographical places. The question then becomes: How do they communicate global issues in local settings? How do they interact with other professionals, through what coordinating global and local associations? What are the routine structures for their interaction within and across specific locations, and how do they adapt to local circumstances? Journalism professionals and media officials are clearly among the globalizing elites who represent an important source of influence and social change. These transnational elites participate in global networks connecting local settings, bypassing official state channels, and introducing their own logic into national spaces, including with local journalistic cultures and media systems.

In earlier periods, we could speak of media logic, or a more specific journalistic culture, that was rooted in a national structure and local community. This logic was both a result of, and an integrative force for, the national system. A shared set of expectations and norms allowed the system to function and could be distinguished from other logics and cultures in other national settings (a comparative approach to these 'cultures' is exemplified by Hanitzsch 2007). In the weakening of that common national framework, however, what logic is emerging to take its place, or at least take its place among existing ones? This emerging logic often has been over-simplified as either the domination of Western (often American) transnational corporate media or a benign pattern of hybrid between the global and local (e.g. Chalaby 2005). That kind of cultural hybridity view, however, still fails to capture the systemic redistribution of power.

The ability of researchers to conduct comparative, cross-national studies, and the analytical tools of network analysis are beginning to converge with and support these more spatially rooted theoretical ideas. Studies on hyperlinked online news and the blogosphere must necessarily tackle this kind of pattern with network

analysis, which requires that every element in a social structure be understood in relation to other elements in the structure and to the external environment. Bourdieu (2005) similarly argues that a social field, including journalism, cannot be understood in isolation but rather in relation to other fields in society and in relation to its own unique historical development. We should not just measure attributes of people—including journalists—within social containers; they must be examined in their field relations to each other (such as with European journalists mapped by Kunelius and Ruusunoksa 2008), and with respect to specific spaces. A global network perspective, therefore, takes into account both the importance of local spaces and actors, and how they are positioned relative to a multitude of forces beyond the immediate locale.

The rise of comparative research, with an emphasis on institutional fields within national cultures, leads us to be cautious about regarding the journalism within countries as homogeneous. The cross-national perspective helps sharpen our understandings of how media institutional fields differ, but the institutional level has a tendency to collapse differences among a nation's media systems. But certain components of a journalistic field may be more likely to converge toward a global standard, such as television and increasingly online news. The printed press, more firmly rooted in historical styles, may be less likely to change compared to its modern national media neighbors. On one hand, certain globally oriented media are becoming more similar, and satellite news channels, in particular, have helped create a convergent media style, strongly influenced by the Western 'objective' model. Accelerating this tendency, the speed, rhythm, and interconnectedness of online media seems to encourage an idea of news as an 'always on' utility. The headlines of the mainstream press can be distributed quickly to cell phones or laptops, much like the weather, time, and stock quotes. Another class of media, meanwhile, have been freed to be hyper-local and hyper-opinionated, fragmenting into opinion and analysis for more local and more dispersed audiences. Thus, a globalized journalism, while interconnected, has many faces

### **Trends and dynamics in news media**

I believe that for networked journalism to mean more than just interactivity it must be considered in the much broader context of changing technology and social behavior. Networked journalism can take many forms which contribute new opportunities for public debate. For example, radio is increasing its audiences, even in markets with highly developed television or new media access. Radio seems to fit with increasingly mobile and time-poor life-styles. Radio can now be accessed via television, the Internet or mobile phones. And radio phone-ins are increasingly offered thanks to the spread of the infrastructure for networks. However, for such phone-ins to be participative, the public needs to be allowed to influence the subjects for discussion and to trust that their safety as a result of participation is ensured (Ibrahim 2007 forthcoming) Web forums or blogs also provide an on line means of creating active spaces for discussion and the dissemination of information from public-to-public. They provide platforms for consumers to critique and correct the media, but for this to become an open forum, news organizations must be transparent and embrace the criticisms that they receive.

Networked journalism can allow the journalist greater engagement and more reflection upon their subject. This is the paradoxical goal of any good journalism. It is also a strategic as well as tactical concept. It is about more than focus groups. Networked journalism might ultimately move beyond the rather simple forms of 'interactivity' that are in use today. For example, journalists might retain their functions of editing, filtering and producing news but the 'journalist' might become the media literate citizen who initiates as well as contributes to the news flow. This, in turn, might lead to public debate which the networked journalist might report in a reflexive way as part of the news production process itself.

There are, however, several conditions that would need to hold if news journalism is to develop in this way. More media organizations would need to become the driving force by building user communities around their activities, thereby preserving their brands and markets. Successful networked journalism providers might offer the premium service of skilled journalistic functions: editing, analysis, technical support and information packaging, but this would become integrated into the flow of information from users. The journalist would not act as a gatekeeper as in the past, but instead as a facilitator or moderator as Jarvis suggests in the quotation above. In addition, policy makers would need to redistribute public service media funding away from the traditional media and towards support for increased media literacy, a topic we address later in this paper. If networked journalism is to develop in the way envisaged here, the public would need to encourage these developments as would the political classes. The enthusiasm with which Politicians will support the accumulation of enhanced literacy for new media within the general population is likely to be moderated by their realisation that networked journalism presents a threat which goes against the grain of hierarchical forms of governance. If greater openness conflicts with traditional modes of their operation, governments will become increasingly uneasy as few political systems are predicated upon the need for an informed, much less, networked, public (Monck 2007).

Networked journalism offers no guarantee of a new open or moral space for dialogue. The fractious debates on blogs such as Comment are Free at the British Guardian newspaper's website are indicative of the extent to which online debate does not guarantee greater understanding. Other studies of the blogosphere which benefit from systematic empirical research such as that by Kim (2007 forthcoming) in the case of South Korea suggest a similar development. Nevertheless, new discourses are emerging with new styles and languages, suggesting that networked journalism will also evolve as part of broader cultural changes (Ito 2006)

Another issue that is crucial to the further evolution of networked journalism concerns the authoritative status of news. Organisations that produce the news for traditional news media such as AFP, AP, Reuters, CNN, BBC, and Al Jazeera continue to have the means of delivering authoritative information and analysis. However, even where the traditional journalism models continue to work, the liberal news media are severely limited insofar as they tend to be self-contained, often self-referential, and elitist; they rarely cross difficult boundaries. In addition, audiences are fragmenting and the younger generation often prefers informal social networking sites and wikis which are freely available. As a result there is need to find ways to make news reporting economically viable in the long term.

At the same time, web forums and blogs provide a way of creating active spaces for discussion, offering platforms for individuals to critique and to correct the traditional news media. Little Green Footballs – a blog - for example, revealed how a photographer working for Reuters faked some photographs of the Israel/Hezbollah conflict. In this case, Reuters offered transparency and accepted criticism (Beckett 2007). In the case of networked journalism as indicated earlier, the journalist might become a facilitator. This facilitation role is illustrated by several examples of journalism initiatives which are enabling new boundaries to be crossed. For example, the BBC World Service Trust is enabling Pashto and Dari speaking audiences, inside and outside Afghanistan, to listen to their favourite radio programmes using the Internet (BBC World Service Trust 2007a). In another case, Zig Zag is allowing young people in Iran who use a secret language to communicate, offering the first chance they have had to hear each others' voices and to engage with figures such as religious leaders (BBC World Service Trust 2007b). And in yet another

instance, My Life offers a programme of workshops for young women in Egypt, Syria, Yemen and Saudi Arabia to tell their stories for the first time online (BBC World Service Trust 2007c).

From an economic point of view, if these and other new forms of networked journalism are to flourish, investment will have to shift from traditional journalism to promoting new business models and new media literacy capabilities. This shift will be necessary if the public, wherever they may be, are to become the producers of the news and of their own stories.

### **Journalists as Facilitators**

Networked Journalism calls for journalists to be the facilitators of information. In most cases, though, reporters and editors cannot monitor what does and does not reach the public sphere. The boundaries of what is or is not noticeable or newsworthy are no longer set by journalists. Having in mind the traditional and unequivocal principles of truth and accuracy, Networked Journalism aims to provide the audience with the tools to actively participate in the public conversation, which usually means creating content in whatever medium: e-mail, mobile phones, digital cameras, online editing suites, webcams or texting and on whatever scale necessary

Networked Journalism, therefore, has to be regarded not as a final product, but as a continuous process shared in by the professionals and society that takes place in a space carved out by new media technology. This shared sphere is labelled by Professor Roger Silverstone as mediapolis in his work *Media and Morality: On the Rise of the Mediapolis*. Utilizing this concept, Silverstone makes a successful attempt to conceive this cutting-edge journalism. Networked Journalism is by nature democratic and delivers an unquestionable public service, which I firmly believe should remain journalism's main principle. But in order for Networked Journalism to take place, the responsibility of the professionals but also of the public is crucial. To exercise meaningfully access to the information, the audience requires what Charlie Beckett describes as media literacy, which means the ability of the public to make use of a wide range of media in order to access and understand the information contained in them. Should the audience want to take this ability to a higher level, it would have to comprehend the information provided by the media to the point of being able to analyze, question and even construct a critical opinion. Once the public has obtained these participatory tools it will be "networked to journalism".

### **Journalism Ethics**

The concept of networked journalism is the result of the bulging fluid information flows that are taking place today. It is described as 'journalism's existential crisis'. Networked journalism essentially means opening up the production process of journalism. Networked journalism brings decentralized decision making, non-hierarchical structures, and diversity, face-to-face with the traditional practices of journalism. The impact of that confrontation is profound for the media, and it is even more profound for us as human beings. Border crossing is uncomfortable because it brings us into confrontation with others in ways that can be resolved and understood *only* through persistent dialogue. The responsibility of the media then is to support and encourage that dialogue in all ethical way. By "ethics" I mean the analysis of correct conduct, responsible practice, and fair human interactions in the light of the best available principles. Ethics is also about practical judgment—the application of principles to issues and decisions. Ethics encompasses theoretical and practical reasoning. Theoretically, ethics is the analysis (or "meta-ethics") of the language of ethics, of forms of ethical reasoning, and of the objectivity of moral principles. Practically, ethics is "applied ethics," the study of principles for such domains as corporate governance, scientific research, and

professional practice (Dimock & Tucker, 2004). Applied ethics or “normative utilitarianism and (b) using these principles to debate the goodness or rightness of actions.

Where is journalism ethics on this “map” of ethics? It is a type of applied ethics. It is the analysis of the practice of journalism, and the application of its principles to situations and issues. Journalism ethics investigates the “micro” problems of what individual journalists should do in particular situations, and the “macro” problems of what news media should do, given their role in society. The issues of journalism ethics include the limits of free speech, accuracy and bias, fairness and privacy, the use of graphic images, conflicts of interest, the representation of minorities, and the role of journalism. A question about journalism is an ethical question, as opposed to a question of prudence or custom, if it evaluates conduct in the light of the fundamental public purposes and social responsibilities of journalism. What are those purposes?

In an era of a mix of traditional news media and emerging networked journalism, to what extent is it feasible to encourage new modes of caring for distant others? The expansion of networked journalism may encourage or discourage public action that grants equal value to human life, regardless of whether such life belongs to ‘my’ community or ‘another’ community. Similarly, the traditional media may encourage us to experience a feeling of global intimacy through their representation of distant others, but they may not encourage reflection on why suffering is occurring or what can be done about it. If networked journalism is to succeed in fostering the kind of dialogue envisaged here, it must create spaces for news production and consumption which are consistent with such reflection.

The emerging forms of networked journalism are strongly collaborative insofar as professional journalists and amateurs often work together. Frequently boundaries are crossed within the production process as a means of sharing facts, raising questions, producing answers and ideas, and challenging differing perspectives (Jarvis 2007). This new form of journalism raises many ethical issues and it presents us with a paradox. It embraces the potential for both greater understanding and greater misunderstanding to occur. This is because each boundary that is crossed in the production and consumption of networked journalism enables an increasingly wide range of different viewpoints, languages, cultures, values and goals to be encountered. As they are encountered, they are likely to affect people’s everyday lives and their perceptions of distant others in ways that are increasingly unpredictable. If networked journalism begins to bring about the possibility of understanding local histories or a remapping stories of colonial difference and exclusion, the potential may exist to begin to build a more worldly and ethical culture (Escobar 2004: 219). As a result there may be potential to move beyond dichotomies between ‘north’/‘south’, ‘information rich’/‘information poor’, and ‘hegemonic’/‘indigenous’ knowledge, and towards a new, not yet completely understood, alternative. These would be foundations for a new global dialogue which respects the humanity of all.

### **Fostering New Literacies**

We have entered the ‘prosumer’ society,” made up of producers who are also consumers of media content. The prosumer society has multiple forms of self-expression, and it is still early to tell which of these will survive the founding of the new era. Networked journalism stand out based on ordinary citizens creating online information. Literacy is the constantly evolving cognitive processes and social practices that members of a particular social or cultural group value, foster and engage in as they construct and communicate meaning (Langer, 1987). Media literacy can be regarded as a subset of critical thinking, which according to the Foundation for Critical Thinking on its website is defined as the art of analyzing and evaluating thinking with a view to improving it.” To the extent that it involves questioning, reasoning, discerning the strength of claims, evaluating evidence, and taking multiple perspectives, media literacy necessarily is thinking critically, a process we presume leads to better informed citizens, who can evaluate the strength of political

arguments and detect faulty logic as they make decisions. We want people to be able to stand back from news media objects, aesthetically, politically, and intellectually.

At the heart of this investigation is the confluence of journalism education, technology, and the perceptions future journalists have of the linkages between citizenship and media. Indeed, tomorrow's communicators are on the forefront of tremendous technological advances. Increasing Internet penetration worldwide and the growing influence of transnational, converged, and globally interconnected media industries have fundamentally altered how information is processed, distributed, and received. Journalism is in a paradigm shift. More than any generation to come before them, today's young people are participating in the creation and sharing of culture with the immediacy and connectedness that a digitally networked world provides. In many cases, these young adults are actively involved in what we are calling participatory cultures; a participatory culture shifts the focus of literacy from one of individual expression to one of community involvement. What are the prerequisites for networked journalism to foster this alternative? One prerequisite would be for the new journalism to support new forms of 'translation', a possibility that de Sousa Santos (2003) argues might underpin greater mutual understanding and intelligibility among those who have worldviews that are different and at odds with each other (Escobar 2004).

A continuous expansion on network journalism would gradually out-bid the mainstream printed newspaper industry as online attainment of information has become increasingly predominant. If networked journalism creates possibilities for new border crossings and translations, then it could underpin new understandings, reflections and, potentially, ethical action. However, for such translations to occur there must be substantial investment in new media literacies that extend beyond basic reading and writing. Literacy in the context of the media is often seen as a capability that is necessary to provide people with a means to protect themselves from harmful aspects of the media. But as our engagements with close and distant others are mediated increasingly by new media, new literacy become essential for participation, active citizenship, learning, and even cultural expression (Livingstone 2004). Although considerable effort is being devoted to gaining access to networks and to acquiring literacy for basic understanding, much less attention is being given to enabling people to acquire a more sophisticated understanding of the media, including news media.

This means enhancing capabilities for critical evaluation and for creating communications of various kinds for exchange in new media environments. Although, media literacy principles are being developed under charters and conventions, they are not being widely translated into teaching resources. Increasing resources and equalizing capabilities so that many more benefit is the challenge for the future if the implications of boundary crossing and networked journalism are to foster an ethical media.

As in the case of the predominant understanding of press freedom as a negative freedom, the emphasis in the case of literacy is mostly on those aimed at enabling people to avoid harm. If the goal of enhancing public dialogue and understanding is to be advanced, more attention will be essential to the positive aspects of literacy, that is, those which foster democratic participation and active citizenship through dialogue.. But as Livingstone et al. (2005) has pointed out, attention to literacy may begin to substitute for regulation and those who do not have the literacy skills required for participating in new forums will be excluded. Skills associated with critical evaluation and capabilities for determining reliable and trustworthy information are essential if there is to be an opportunity to foster a form of networked journalism that is consistent with border crossing and translation that can support reflection and action that is respectful of all and just.

## Conclusion

In a global world of networked journalism, not only do we need to move beyond the familiar and damaging dualisms of the past, it will be essential to acknowledge exclusions when they occur and to investigate why they are occurring and how they are being perpetuated. An ethically grounded research strategy for understanding the changes associated with networked journalism would begin the task of assessing both the potential and the risks of the way the news media are evolving. As in other areas of media and communication studies, we need to follow Alhassan (2007) who asks ‘what is the relationship between the margin and the centre in the epistemic economy of communication studies? How is it established and maintained?’ As indicated above, both Escobar (2004) and de Sousa Santos (2003) argue in favour of new border crossings and translations which could encourage better understanding of the dynamics of power relations which give rise to inequality and, ultimately, to actions aimed at reducing it. We have suggested that networked journalism could create opportunities for journalists to facilitate public debate. However, we have also warned that if this is to happen, financial resources will have to shift from supporting traditional journalism to promoting the new forms of news media and to fostering new media literacy that do not exclude and which support new forms of border crossings and translation.

All these arguments make necessary a rethinking of what journalism at the start of the new millennium is - and what it is definitely not. Besides a new definition in terms of 'network journalism', we also have to reflect on the social and cultural relevance and societal position and responsibilities of media professionals. The importance of a free and fair press is generally recognised as cornerstones of contemporary democracies, and as a necessary element for political democracy and social cohesion. In this respect characteristics such as an increased audience-orientation, customisation of content and interactivity can revitalise old democratic ideals of participatory communication, public and civic journalism, a voice for the voiceless and so on (see Bardoel and Frissen 1999). For the same token these characteristics can also be used in a process of continuing commercialisation, that puts negative pressures on the profession (Van Dusseldorp, Scullion and Bierhoff, 1999). In our view it is not fruitful though to construct an absolute opposition between the 'old' newspaper journalism, as the exclusive platform for political debate within the framework of the nation-state, versus the 'new' Internet journalism, as the main vehicle of (post) modern service-driven journalism in the context of a globalising market economy. Both old and new media provide platforms for political, cultural as well as commercial communication. Therefore the new technologies offer new challenges for democratic communication as well as new threats, but who emphasises the latter exclusively might well end up defending the privileges of an established profession instead of the importance of a democratic communication system.

Many exciting networked journalism experiments are underway. But too many conversations about journalism are really about defending existing newsroom practices and arguments for “core values” of objectivity and professionalism. These concepts have new meanings and new applications in a networked environment. We need new vocabulary born of new mindsets to better describe what we do. The stakes are enormous. Some of our long term journalistic practices and routines are making things worse, contributing to political gridlock, economic meltdown and potential environmental catastrophe. We should not pretend we are just neutral referees in a global game of strategy. We are active players who need to take responsibility for the effects of our work. Networking is the only way of becoming an active member of the changing society. It is also the way commitment to problems emerges, and that is exactly where the greatness of our profession lies. Consequently, another golden age of journalism is about to arrive.

Just as advertising has become personalised and viral, so journalism will have to get closer to the communities that it is talking to, be they geographical or subject-specific. Think about how this opens up the space for a more participatory politics at all levels. Imagine how it can inform a more deliberative democracy. Instead of claiming a special dispensation, the journalist will now become part of a network of responsibilities and relevance. It's where I have always thought good journalism belonged.

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**“ROLE OF PRINT MEDIA IN EDUCATION”****Ms. Shruti Goel (Research Scholar)****Maharishi Dayanand University, Rohtak Haryana****Abstract**

*Education is indispensable to normal living. Without education individual has no value in the society. It is only through the education, moral ideas and spiritual values that the aspiration of the nation and its heritage is transformed from one generation to another for preservation, purification and sublimation into higher achievements which ultimately results in development of the society. Therefore, there is need to spread education among society, which can be better done through media. This paper explains how Print media plays an important role in promoting education. This paper also aims at finding out the qualitative educational content of news coverage in media (print media) and its relevance in the modern times in the age of globalization and commercialization.*

**Keywords-** Heritage, qualitative content, development, globalization, commercialization.

**Introduction**

Education is pivotal to human progress. All agree that the single most important key to development and to alleviate poverty is education. Adult education, literacy and lifelong learning must be combined with fundamental recognition that education of women and girls is central to development.

For any real development to happen there must be an inner change of people to be willing to participate and be involved in matters that affect their very lives. People cannot be manipulated or coerced to develop themselves. The impetus and desire for development must come from within themselves.

But how do we get people into action? Education is the key, communication the tool.

The purpose of communication, as a tool, is getting people's involvement through education. Both formal and non-formal education involves processes of communication. This systematic process occurs over a certain period of time in which the people are informed, instructed and inspired to participate and be involved.

Education imbibes culture in the individual; and helps him in his needs. Education develops the person like a flower which spreads its fragrances all over the environment. Education is that conducive process which pulls out a child from darkness, poverty and misery by developing his individuality in all its aspects-physical, mental, emotional and social. Thus education is very essential for growth and development of a child as well as society.

**Social and Academic Relevance**

Education is indispensable to normal living. Without education individual has no value in the society. Its importance can be better experienced, not expressed. It is only through the education, moral ideas and spiritual values that the aspiration of the nation and its heritage is transformed from one generation to another for preservation, purification and sublimation into higher achievements. Therefore, there is need to spread education among society, which can be better done through print media.

Print media plays an important role in promoting education. Print media covers educational news in different angles, which has its own social and academic relevance. Newspapers cover news articles on government policies and plans for education. Print media tells people about the commercial policy, fiscal policy and monetary policy. It reveals about the allocation of funds for education by the government and various other new scheme and programmes launched by the centre for education.

Print media also highlights the shortcomings of the education on the part of government. It portrays the picture of the educational system and thus makes people aware about the status of education in India.

Newspaper supplements like HT Horizon and Education Times speak on various popular courses like management course, journalism and mass communication, solve the educational queries of students, and help in the selection of career. It also gives tips for the preparation of entrance examination, enhance the mental level and promote education and among children through puzzles like “Brain Strain”.

Thus, information about education covered by print media is of great social and academic relevance.

### **Newspaper in Education (NIE)**

Using newspapers to strengthen instructions at all levels is the goal of newspaper in education. NIE program

- Help students to become informed and involved citizens who can determine and guide their own destinies in democratic societies.
- Help students to develop skills of critical reading by teaching competence in newspaper reading.
- Provide educators with economical, effective and exciting teaching vehicle for lessons in writing, history, mathematics, current events, consumer affairs and scores of other subjects.

During teacher education workshops on using newspapers for instructions, teachers often begin to think about the newspaper in new ways. The opportunity to have newspapers delivered to the school specifically for students to use in learning activities open a world of possibilities.

Print media (newspaper) is used as an effective tool in educating children. While the particular educational goals for using newspapers in the classrooms vary among teachers from different content areas and grade levels, three general objectives are common for most educators

1. To use the newspaper effectively as a tool for information.
2. To use the newspaper as a real-world text for study of subject or content area skill and concepts.
3. To use the newspaper for creating student media projects.

Generally speaking, teachers recognize the value of conducting activities early on to introduce students to the newspaper as a text for learning. In this way, students have a pool of knowledge about the newspaper itself when using the print media for study of subject or content area concepts.

### **NIE in India**

The newspaper in Education program was pioneers by the times of India in 1983, Delhi with JUSTEEN schools. Today, the Delhi branch has grown to almost 300 schools and has over one Lakh member students. NIE has also spread its wings to 6 cities all over the India. These are Delhi, Bangalore, Lucknow, Pune, Chandigarh and Jaipur. The NIE program is indeed a force to reckon with.

NIE’s motto is giving “education a new dimension and it has achieved much success in this trail-blazing path. It is an international program run in schools by over 800 newspapers worldwide. The program aims to educate and motivate young minds by using newspapers in the classrooms. It is a perfect resource for students to sharpen their reading skills, learn about their community and broaden their cultural experiences.

The program also aims to relate outside world to classroom teaching. The newspaper is the only “textbook” that is updated daily. It is, in fact, a window to the world and helps the educators identify and harness the power of the newspaper as a tool. Thus NIE program, by introducing the newspaper at a young age, serves to bridge the gap between classroom and the real world outside.

### **Aim**

This paper aims at finding out the qualitative educational content of news coverage in media (print media) and its relevance in the modern times in the age of globalization and commercialization, more and more emphasis is given on the commercial news and coverage.

## Objectives

The specific objectives of my study are-

- To trace the coverage of educational news in print media.
- To assess the kind of educational content published in newspapers
- To get the picture of outcome that how much importance is given to the educational sector by media despite knowing the fact that education is an important aspect of life.

## Hypothesis

“There is a dearth of qualitative content of education in media and coverage of educational news is mainly on government policies and not multi-dimensional”.

## Methodology

This research paper “Education and Media” is carried out through “Content Analysis ”

The sample newspaper- main and supplement were collected during the time span of 1 month i.e. from 5<sup>th</sup> January 2013 to 5<sup>th</sup> February 2013

### Sample Newspaper (Main)

- The Hindustan times
- The Hindu

### Sample Newspaper (Supplement)

- HT Horizon (The Hindustan times)
- Education Times (the times of India)

The reason for choosing these sample newspapers is that these newspapers have wide readership, recognition, authenticity and popularity.

## How Print Media is Educating Students

Print media enhances the general knowledge and improves the awareness of the world. The daily newspaper enliven a classroom and instill enthusiasm for learning in the minds of the students, whose normal props are unchanging school textbooks. Moreover media helps the students in learning more about the subjects prescribed in the course.

In a survey it has been observed that education imparted by print media has a positive effect on the young minds. The following were the findings of the survey:

Teenagers are losing their ability to communicate clearly through written English Students forget about 20-80% of what they learn the previous year over the summer holidays because they cannot relate text books facts to day-to-day reality.

Thus print media, used as a living text, has gone a long way in improving the situation. Besides increasing the child’s general knowledge and awareness, it also gives the child a basic newspaper reading habit which helps in improving the vocabulary and art of wring as newspapers contain news stories, various articles and other information which raises the academic level of children.

## Findings

The results have been drawn on the basis of the objectives framed for the study and by testing the hypothesis formulated thereafter;

### Major Findings Are-

- The coverage of educational news is not multi-dimensional and mainly focus on government plans and programmes for education
- Print media covers the shortcomings of education on the part of government and mainly talks about the problems of the basic amenities.

- The coverage of educational content is not adequate and whatever is published is not qualitative
- Not much attention is given on the rural education
- Coverage of women education, adult education and cultural values is also very limited.

### **Conclusion**

Education is the most important element for growth and prosperity of a nation. India is the process of transforming itself into a developed nation by 2020. Yet there are 350 million people who need to be educated.

Media has a time-tested, large and definite role to play in the field of imparting education. Print media plays an important role in making pupil aware of the importance of education. Though the media is trying to infuse the alertness among the people for education but there are miles to go before the whole nation realises the immediate need of education. Media makes a significant contribution in the national development through the development of the nation's human resources. Therefore it is essential that illiteracy has to be eradicated. So the national literacy mission was set up by the government in recognition of the need for priority attention to adult literacy for speeding up the development process and was launched by the prime minister of India.

Media would be used in illiteracy promotion a tool of dissemination of knowledge, as a tool of mobilization, motivation and sensitization, as a tool of learning by sharing information, ideas and experiences and as a tool of special action for change. Print media disseminates the message of literacy and for creating a positive climate for literacy.

On the basis of the study it has been concluded that though education is the most important factor in transforming a developing country a developed one and print media can play an important in educating society but the coverage of educational content is not adequate. The coverage of educational news is qualitative. It is mainly focused on the government plans and programmes for education which in no means help the pupil to educate them. Newspapers cover the economic policies and reveal the shortcomings of the education system. In this age of commercialization newspapers emphasis on commercial news.

Thus according to the study my hypothesis- "There is a dearth of qualitative content of education in media and coverage of educational news is mainly on government policies and not multi-dimensional" is proved.. The day print media become active in focusing on education, it will start catching the pace in educational and economic development of the country.

### **Suggestions**

- Print media may play an important role in educating pupil about the cultural and moral values.
- Main newspapers should spare some more space for the topic of academic interest to students.
- Along with this media should also give equal attention to the women and adult education.
- Print media need to take up steps to educate the rural society.

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## **MASS MEDIA EDUCATION AN AGENT AND REACTOR TO GLOBALIZATION**

**Dr. Dharmesh. V Dhawankar Sr. Asst Professor, Dept of Mass Communication,  
Nagpur University, Nagpur**

### **Introduction**

With reference to Mass Media, globalization is the flow of technology, economy, knowledge, people, values, and ideas across borders and these are changing very fast. Globalization affects each country in a different way due to a nation's individual history, traditions, culture and priorities. Internationalization of higher education is one of the ways a country responds to the impact of globalization yet, at the same time, respects the individuality of the nation. The concept of internationalization differs dialectically from that of globalization because it refers to the relationship between nation-states, which promotes recognition of and respect for their own differences and traditions. By contrast, the phenomenon of globalization does not tend to respect differences and borders, thus undermining the bases of the very same nation-states, and leading to homogenization. In this sense, internationalization can be understood as complementary or compensatory to globalizing tendencies, given that it allows for a resistance to the latter's denationalizing and homogenizing effects. In context of higher education, the process of integrating an international/intercultural dimension into the teaching, research and service functions of the institution. Any systematic, sustained efforts aimed at making higher education responsive to the requirements and challenges related to the globalization of societies, economy and labor markets. Internationalization of Mass Media not merely an aim itself, but an important resource in the development of finer channel systems towards: 1) a system in line with international standards; and, 2) one open and responsive to its global environment. Internationalization is seen as one of the ways a country responds to the impact of globalization, yet at the same time respects the individuality of the nation (Qiang, 2003).

An outstanding aspect of globalization observed in USA is the conformation to a new world economy with the liberalization of the flow of financial and industrial capital, while the mobility of labor from South to North is increasingly controlled (Laurell, 2000). This new configuration of the world economy expresses a new international relation of power that emerged through the series of economic crisis in the 1970s, 1980s, and 1990s. This brand of globalization can be interpreted as a political process that implies an integral reorganization of the economy and social relations. Global interdependence has created important avenues for international involvement by reshaping the Mass Media environment in the following ways: a) international issues and events, especially movements of populations, have changed U.S.A. domestic practice and demand new knowledge and competencies; (b) social problems are commonly shared by developed and developing countries to an unprecedented degree; (c) the political, economic, and social actions of one country directly affect other countries' social and economic well-being; and, (d) exchanges are made possible by extraordinary technological developments, such as the Internet. Well, all these have a cascading effect to some extent.

### **India and US Mass Media Education Responses**

The divergent Indian and U.S.A. Mass Media responses have cropped up from forces of globalization supporting internationalization in both U.S.A. and Indian universities. In particular, educational responses to globalization processes are being pushed along by commitments of media education stakeholders at Indian and U S to broaden the preparation and experiences of their students, faculty, and graduates. However, it is

important to recognize also that educational responses to globalization are occurring within the context of institutional internationalization in each country, with commitments from media education stakeholders at the highest levels within and outside university systems. From the perspective of media education in India, there is a growing need to for international exchange programs with the U.S.A. to acquire knowledge and resources to better prepare students and faculty in an age of increasing professional specialization and expansion of knowledge, as well as to address critical issues of social well-being. Although historically based on a development and social action model, during the 1990s media education and practice in India changed its orientation increasingly towards a clinical model. Thus, there also exists a desire within the field of Mass Media in India to adopt and diffuse knowledge of clinical from international education exchange with the U.S.A. On the other hand, there is a need for international media exchange programs with India to develop culturally competent media scholars and practitioners who can effectively address a range of education and practice issues related to the growing heterogeneous population in the U.S.A.

Given the effects of neoliberal globalization processes in America, a growing need exists in the field of media education to develop faculty and student exchange programs between India and the U.S.A., as well as joint research initiatives. These educational responses to globalization are developing within contexts of internationalization in American higher education, with commitments from college and university systems, and stakeholders at the highest administrative levels. From a policy and planning theoretical perspective, these programmatic responses are being shaped in part by negotiations of power and interests among and between stakeholders situated in relational contexts. Just as importantly, these programs then contribute to the shaping of professional practice by those who participate in them. Ultimately, these socially constructed programs impact the public at large. Thus, the manner in which (how) these media educational programs are planned influences significantly the quality and efficacy of the programs, and the welfare of society.

### **Globalization and Media Policy in India**

Globalization has picked up high voltage debate now in India and is a highly contested concept. Depending on the commentator, the concept of globalization ranges from a desirable state-of-affairs to a dreaded evil condition; from reality to myth; from new postmodern phenomenon to an aging extension of the processes of modernity. Some of the contradictory tensions emerging from the usage of the concept of globalization have been highlighted as a series of binary opposites including universalization versus particularization, homogenization versus differentiation, integration versus fragmentation, centralization versus decentralization, and juxtaposition versus synchronization (Hall, Held, & McGrew, 1992). Moreover, commentators distinguish accounts of globalization that identify a single causal factor, such as economics, from those accounts that apply multi-causal logic. Of those who believe in multi-factorial causation, some describe globalization as “a set of processes which in various ways – economic, cultural, and political – make supranational connections”. Regardless of particular viewpoint, given the frequent use of the term in academic literature and the popular press, it is difficult to contest the claim that globalization is the hegemonic discourse of the late twentieth and early twenty-first centuries. The outstanding aspect of globalization observed in India is the conformation of a new world economy with the liberalization of the flow of financial and industrial capital, while the mobility of labor from South to North is increasingly controlled (Laurell, 2000). This crisis opened a political opportunity for the New Right, and it has managed to impose the neoliberal project inside almost every country of this hemisphere. This brand of globalization can be interpreted as a political process that implies an integral reorganization of the economy and social relations.

The new world economy has had a significantly negative impact in India. Consequently, today the country is politically divided and increasingly confined within the orbit of the U.S.A., pressured by international financial agencies to adopt prescribed adjustments, and fractured by inequality and social exclusion. There is the question, however, of what has changed, since many of these conditions are perennial. Perhaps the most important problem is the acritical acceptance by politicians and policy makers of two postulates: (1) the only manner to survive in globalization is to be competitive at any cost; and (2) the only road to economic growth is exports. Like almost all countries in the Americas, India has adopted structural adjustment programs (SAPs) imposed from above by the government and from abroad by international financial agencies such as the World Bank and the International Monetary Fund (IMF). The purpose of the SAPs is to promote and support a new pattern of accumulation based on the export of manufactured goods (Valenzuela, 1991). These policies are both caused by, and a condition for, a specific form of “neoliberal globalization” dominated by the interests of large multilateral corporations and financial groups that expresses new international as well as national power relations. The measures taken in India to constitute this new pattern of accumulation have not only sacrificed the national general interests, but have also provoked unstable and inequitable growth with a dramatic social impact. Although the SAPs may be considered mainly economic, they require a profound reform of the state that is another face of the integral reorganization of Indian society that has occurred in the past 25 years. There are different propositions regarding the content of this reform, but the one that is being instrumented obeys the neoliberal premise (Vilas, 1995). The so called social reform of the state is crucial to social policy, since it redefines in economic terms the conception of how to satisfy social needs and involves all major social welfare institutions. In this particular field the World Bank plays a dominant role which explains the striking uniformity of this reform in the countries of the Americas.

### **Globalization and Indian Media Education**

In an extensive and exhaustive educational literature available much has been written in recent years about globalization and media education. Within this literature, globalization theory has been used to explain a range of diverse and complex phenomena and has garnered a central position in all sub-disciplines. A problem with many accounts of globalization and education is that they frequently lack a clear definition of the concept of globalization. Related to the problem of definition is the tendency in the educational literature to keep the underlying view of the nature, extent, and future trajectory of globalization implicit rather than explicit. This is despite the existences of numerous distinct viewpoints within the social sciences in Held et al. (1999) distinguish between three broad approaches to the analysis of the concept of globalization within the social sciences: (1) the hyper globalist approach; (2) the skeptical approach; and, (3) the transformationalist approach. The hyper globalist approach is premised on the idea that we are entering a truly global age, heralded by the triumph of global capitalism, in conjunction with the advent of new forms of global media culture, governance, and civil society. This approach is demonstrated within the educational literature by various media authors. Hyper globalists argue that global post modernity has undermined the modernist goals of national education and lifelong learning, and of creating national culture. For example, in his analysis of new technologies and globalization, Edwards (1994) argues that the interaction of the information superhighway with global markets will lead to the demise of schooling in traditional forms. In response to the hyper globalists, Green (1997) points out such claims are overstated because national governments still hold primary responsibility for providing education. Green also indicates that information technologies and strategies for their use are still relatively underdeveloped in relation to schooling. Those who support viewpoints of this second approach typically disagree that trading blocks are in fact weaker

now than in earlier periods of history, although they acknowledge that there has been a growing trend towards “regionalization” in trade and politics.

The skeptical approach to globalization sees the logic of capitalism leading to greater polarization between the developed and developing countries. It also sees, paradoxically, a greater role for the nation state in managing the deepening crisis tendencies of capitalism. This view is reflected in many skeptics’ viewpoints by their assertion that there has not been any meaningful globalization of media education in India (Green, 1997). While admitting that national education systems have become more “porous” and “have become more like each other in certain important ways,” skeptics claim that there is little evidence that national education systems are disappearing or that national states have ceased to control them. Instead, they suggest that there has been a more limited process of “partial internationalization” of education involving increased student and staff mobility, widespread policy borrowing and attempts to enhance the international dimension of curricula at secondary and higher levels. The skeptical approach to globalization, with its references to the increasing polarization between high and low income countries, appears on the surface to be a useful and compelling frame for analysis of education systems in India. Structural adjustment and austerity, combined with rising populations, have led to a decline in enrollment rates and quality of media education in India. There are, however, other aspects of the skeptical approach that are less helpful when applied to Indian condition. For example, the role of the state in managing crisis does not fit with recent empirical reality in various states of India. This amounts to more than just a “partial internationalization” of education. Rather, structural adjustment policies are global in origin and affect many more people than Green’s examples of “limited policy transfer”

### **How much critical can you be?**

Arising criticisms of the skeptical approach led Held et al. (1999) to identify a third broad approach within the social science literature and its sub-disciplines in media education. They call this as the transformationalist approach. Similar to the hyper globalist approach, those who fall into the transformationalist camp argue that there are indeed unprecedented levels of global interconnectedness. Unlike the hyper globalists, however, the transformationists’ question whether we are entering a new “global age” of economic, political, and cultural integration. Instead, they see globalization as a historically contingent process replete with contradictions. Consequently, globalization is resulting in greater fragmentation and stratification in which some states, societies and communities are becoming increasingly enmeshed in the global order while others are becoming increasingly marginalized. In contrast to the skeptics, transformationists argue that these contradictory processes are unruly problematic, which are linked to a transformation in the global division of labor, such that the core-periphery relationship is no longer just about relationships between nation states, but involves new social relationships that cut across national boundaries. According to Hoogvelt (1997), the “core” of the world economy now includes not only wealthy nations, but elites in the poorer nations as well. Conversely, the periphery now increasingly includes the poor and the socially excluded in the more affluent nations. In a similar manner, transformationists see nation states retaining much power over what occurs in their territories, while at the same time their power is being transformed in relation to new institutions of international governance and law. As one who views globalization as essentially a phenomenon of late modernity, Anthony Giddens (1992) frames globalization as a transformation of time and space in which the development of global systems and networks reduces the hold of local circumstances over people’s lives. According to Giddens, through this process, the “disembedding” of social relations occurs, during which they are lifted out from “local contexts of interaction” and recombined across time and space.

Globalization is irreversibly changing the politics of the nation-state and its regional sectors, domestic classes and nationally-defined interest groups. It is creating new potentials and limits in the politics of education. Its effects on the politics of education are complex ... Increasingly shaped as it is by globalization – both directly and via the effects of globalization in national government – media education at the same time has become a primary medium of globalization, and an incubator of its agents. As well as inhibiting or transforming older kinds of education, globalization creates new kinds. Importantly, what distinguishes this view is the idea that globalization both acts on and through (acts in) media education policy. This viewpoint sees education not only affected by globalization, but also having become a principle mechanism by which global forces affect the daily lives of national populations. There are multiple advantages of a transformationalist approach from the point of view of a “reconceptualization” of globalization theory. As Tikly (2001) indicates: They revolve chiefly around the extent to which the approach allows for a complex and contingent view of the relationship between education and globalization; the role of the state and civil society in mediating the influence of global forces, and an exploration of issues relating to culture, language, and identity....Further, those who have adopted a transformationalist perspective within education do try to relate the emerging global division of labor and increased social stratification within and between countries to developments in education policy. Nevertheless, “The transformationist perspective has not gone nearly far enough in extrapolating the educational implications of increasing stratification along the lines of race, culture, class and gender and that this analysis will need to be deepened in relation to highly stratified countries” such as India. Moreover, he argues that “exponents of the transformationist perspective fail to acknowledge the continuing impact and relevance of prior forms of globalization, especially those associated with European colonialism”

### **Conclusion/Discussion**

Thus we have examined in part how U.S.A. and Indian universities are responding to this phenomenon in their cultural complexity and social contexts and how it dealt with the relationship between globalization, internationalization, and media education from a perspective of international scenario. Much focus is required to distinguish the concepts of internationalization from globalization in international media exchange planning and practice, given the inevitability of increasing globalization, which constrains decision making in the area of internationalization in higher education. The obvious case indicating that internationalization of media education is an agent and reactor to globalization demonstrates this need, and describes the influences of these types of constraints on planning practice, especially decision making, for a variety of stakeholders in various contexts within the international players. An attempt had been made to examine in part how U.S.A. and Indian universities are responding to this phenomenon in their cultural complexity and social contexts. Given the social relations and problems, the need for new knowledge to help address these shared issues will only grow. A recommendation for future research activity in this area involves the need to follow up some of the key issues raised in the study. It is recommended that a study based on internationalization of media education attempt to map and describe the paths of the flows of people, knowledge, and technologies that occur in context of an exchange program, and how these flows in turn prompt new responses to these globalizing processes in the form of new programs and policies. In particular, the need to describes the influences of these types of constraints on planning practice, especially decision making, for a variety of stakeholders in various contexts. Historically studies on media theories and models of mass media planning normally have not considered the role of stakeholders. Now many are beginning to advocate the need for more inclusive perspectives. A number of studies in media education

have demonstrated the centrality of negotiating power and interests in shaping educational programs. From the established body of work we can say with some confidence that we know what media educators do.

We know relatively less, however, about how media educators and other stakeholders in the planning process actually negotiate multiple and often conflicting interests in practice. There is a need to focus the efforts to explain both what planners do in their work, and, moreover, how planning stake holders negotiate to shape and form programs through the planning process. Recommendations for future research in this area are a further exploration into the tactics planners use in negotiating at planning tables in development of international academic media exchange. In particular, it would be useful to know whether planners adopt different negotiation strategies and tactics both among and between domestic and foreign stakeholder groups.

The paper discussed and explored the values and rationales that underline the approaches of the international dimension into media education. Also came to fore the ethical commitments, values, and rationale for the approaches that shaped the academic media exchange. The power relations among and between elite stakeholder and researcher pose methodological challenges. This conclusion was obtained primarily from the personal experiences of the researcher in negotiating with elite stakeholders in the study.

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