

# INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT



1

**Dr. Dharmesh Dhawankar: ART IN PRESENT MEDIA TIMES: A CRITIQUE**

6

**Mr. Deepak Upadhyaya & Mr. Achyut Gogoi: PAID NEWS SAGA- A STUMBLING BLOCK  
IN NATION BUILDING**

15

**Dr. Ganesh Sethi & Mr. Naorem Nishikanta Singh : MEDIA EXPOSURE AND SOCIAL  
RESPONSE ON FLAGSHIP PROGRAMMES**

23

**Dr. Pitabas Pradhan : NICTS, INDIVIDUAL PRIVACY, AND MEDIA ACCOUNTABILITY**

34

**Dr. Balwan Singh: WEATHER EVENTS & MEDIA: EXTREMITY & RESPONSIBILITY**

# INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT

## PATRON

**Mr. S K Swami**

Former Joint Secretary,  
Government of India.

**Prof. R S Tripathi**

Former Professor Deptt. of Sociology,  
Mahatma Gandhi Kashi Vidya Peeth, Varanasi.

**Prof. B. Hanumaiah**

Vice-Chancellor, Babasaheb Bhimrao Ambedkar  
Central University, Lucknow.

**Prof Naresh Chandra Gautam**

Former Vice Chancellor  
VBS Purvanchal University, Jaunpur UP.

### **ADVISORY BOARD - International**

**Dr. Vikrant Kishore**

Lecturer, School of Design Communication and IT  
Faculty of Science and Information Technology  
University of Newcastle, Australia

**Dr. Simon Wilmot**

Course Co-ordinator, Masters of Film and Video,  
School of Communication and Creative Arts,  
Faculty of Arts, Deakin University, Australia

**Abdulmonam Al-Hasani (Ph.D.)**

Deptt. of Mass Communication  
Sultan Qaboos University, Muscat, Oman

**Dr. Pushpita Awasthi**

ZUID SCHARWOUDE, The Netherland

### **ADVISORY BOARD - National**

**Dr. Anup Singh Beniwal**

Prof. & Dean USHSS & USMC  
Guru Gobind Singh Indraprastha  
University, Delhi

**Prof. B R Gupta**

Former, HOD. Deptt. of Journalism Banaras Hindu  
University Varanasi

**Prof. C P Singh**

USMC Guru Gobind Singh Indraprastha  
University, Delhi

**Dr. C Giri, Registrar**

Indian Institute of Public Administration New Delhi

**Prof. G P Pandey**

Dean & Prof. Assam University, Silchar

**Prof. Keval J. Kumar**

Former Prof. & Director, University of Pune &  
Symbiosis Institute of Journalism

**Prof. K V Nagaraj**

Dean University School of Mass Communication  
Assam Central University Silchar

**Prof. Manoj Dayal**

Dean & Head Dept. of Journalism  
Guru Jambheshwar University, Hisar.

**Dr. Manoj K. Patariya**

Director, (NCSTC) Ministry of Science & Tech.  
GOI, Delhi.

**Prof. Om Prakash Singh**

Dean Mass communication,  
Mahatma Gandhi Kashi Vidya Peeth, Varanasi.

**Prof. Pradeep Mathur**

Former Course Director Journalism, IIMC, Delhi.

**Prof. Radheshyam Sharma**

Founder VC, Makhanlal Chaturvedi Rashtriya  
Patrakarita Vishwavidyalaya, Bhopal.

**Prof. Sanjeev Bhanawat**

Prof. and Head Deptt. of Journalism  
University of Rajasthan, Jaipur

**Prof. S P Gupta**

Director School of Education, UPRTOU, Allahabad

**Prof. Dr. Tapti Basu**

HOD Deptt. of Journalism & Mass Communication  
University of Calcutta, Kolkata

### **PANEL OF REFEREES:**

**Prof. A K Mishra**

HOD Deptt. Of Management Studies,  
Mizoram Central University, Aizwal

**Dr. B Shailashree**

Deptt. of Journalism Bangalore University, Bangalore

**Dr. Dheeraj Shukla**

Institute of Management Studies, Dehradun.

**Dr. Dharmesh Dhawankar**

Deptt. of Mass Communication Nagpur University, Nagpur

**Dr. D. M. Shinde**

Director Center for Media Studies  
SRTM University, Nanded.

**Dr. Ganesh Sethi**

Deptt. of JMC Manipur Central University, Imphal.

**Dr. Govind ji Pandey**

HOD Babasaheb Bhimrao Ambedkar  
Central University, Lucknow.

**Dr. Mohd. Fariyad**

Maulana Azad National University, Hyderabad.

**Dr. Mridula Mishra**

Associate Prof. Dr. Ram Manohar Lohia  
Avadh University Faizabad U.P.

**Dr. Shikha Rai**

Course Coordinator, MA(JMC) IGNOU, Delhi.

**Mr. Sanjay Vishnu Tambat**

Head Deptt. of JMC University Pune.

**Dr. Sudheer Shukla**

Associate Prof. Commerce & Management  
Mahatma Gandhi Kashi Vidya Peeth. Varanasi.

**Dr. Uma Shankar Pandey**

Faculty Dept. JMC, University of Calcutta.

## FROM THE EDITOR'S DESK

We started a dialogue in the previous issues friends and take it forward from there.

We aim to raise people's awareness of the magnitude of the influence the media has over our every day lives, especially on the youth. Media plays a huge role on how youth behave both positively and negatively. Through media youth learn about what is acceptable behavior in society, how to look, what to buy etc. The media affect youth even subliminally relaying messages to the brain over and over again that influence a behavior they want, many youths identity is centred around media influences rather than truly who they really are.

Media strongly affects youth culture. The media executives are quick to defend their role in youth violence and bullying while selling millions of dollars in ads focused on youth. TV producers, network executives, motion picture companies and others in the media deny any impact of their programs on the attitudes and actions of youth. Meanwhile they continue to spend millions on special effects and marketing geared to increase appeal to youth markets. While corporations spend millions on market research and advertising to create products and campaigns targeted at a youth demographic, they still deny their ability to influence youth.

Media plays a very important role in creating awareness. There are certain issues which remain untouched among youngsters as they feel guarded concerning it. Media helps in providing information regarding such topics. There are many such topics that are highlighted by the media. The current one that can be talked about is the quota system in colleges. Media created awareness of how injustice was being done with deserving candidates due to reservations in colleges. There was procession taken out by students in order to object regarding this bias discrimination. Lot of more examples are there where we have seen media effecting the youth. Lets go ahead with our aim of getting the media and youth together.

Friends, Team IJCD needs to inform all of you that please ensure to send the research papers in the standard research format and the articles maintaining continuity. It will help us in not having to return them to you for re-writing. Articles should be between 5000-8000 so that the research has an indepth quality in it. All papers in this journal have undergone rigorous review, based on initial editorial screening, and double blind review by two anonymous reviewers.

We bring out this issue of IJCD with an élan. The issues have been well received with positive comments and important criticism. Friends I am sure your comments and guidance will help us to strive towards excellence.

Dr. Durgesh Tripathi  
Editor, IJCD

<p style="text-align: center;"><b>EDITOR</b> <b>Dr. Durgesh Tripathi</b> USMC Guru Gobind Singh Indraprastha University, Delhi.</p> <p style="text-align: center;"><b>EDITORIAL BOARD</b> <b>Mr. Sachin Bharti</b> (Asstt. Prof.) GGS IP University Delhi <b>Ms. Kavita Koli</b> (Producer Radio) GGS IP University Delhi <b>Mr. Deepak Sharma,</b> GGS IP University Delhi <b>Mr. Ramesh Kr. Sharma</b> (Asstt. Prof.) MBICEM Delhi <b>Mr. Tapan Kapri</b> HOD Dept. of IT IME College Ghaziabad</p>	<p style="text-align: center;"><b>CONSULTING EDITORS</b> <b>Mr. A D Lamba</b> Assistant Registrar, GGS IPU, Delhi <b>Ms. Sangeeta Saxena</b> Chief of Bureau, India Strategic Magazine, Delhi</p> <p style="text-align: center;"><b>CORPORATE RELATIONS</b> <b>Mr. Kamal Jit Dhiman</b> GGS IP University <b>Mr. Dhyanendra Mani Tripathi</b> National S.M. (Orica Mining Services) India</p> <p style="text-align: center;"><b>LEGAL ADVISOR</b> <b>Mr. Kailash Bharti</b> Advocate</p>
---	--

## ART IN PRESENT MEDIA TIMES: A CRITIQUE

**Dr. Dharmesh Dhawankar**, Asst Prof., Dept of Mass Communication  
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

### ABSTRACT

This is a self-reflective and critical approach to inquiry that attempts to “lay bare” the motivations, strengths and weaknesses of the artist as well as the artwork in order to gain a better understanding of the complex set of influences and decisions that result in a digital media artwork. This paper examines the impact of technology on the artwork and identifies a number of key issues related to the function of critical reflection in this environment. Rules-of-play were a fundamental pre-requisite to the stimulation of critically reflective experience. The human interface with software and hardware was also a primary factor in reflective experience. Those with experience in visual art were more likely to engage the work in a critically reflective manner than seasoned video game players who tended to be more interested in scoring and winning. These findings and others inform our understanding of the stimulation of critical reflection in immersive environments and show how we can sensitively integrate technology with meaningful evaluative methods. This research enables artists to gain a better understanding of the medium to more fully integrate technology within a meaningful practice. Conversely, other fields will benefit from a better understanding of the stimulation of meaning in immersive spaces and gain a comprehensive view of a work that strives to contribute to our culture on a deeper level than as simple entertainment.

### INTRODUCTION

The Indian traditional practice of creating work, exhibiting it, and then considering future works based on the input of critics, curators and peers does not work well when dealing with complex digital media projects. Media and technology has had an enormous impact on all facets of society. If one considers the world of “art” a reflection of society, then one would expect that “art” would mirror this profound change. This has been the case, especially recently, as artists become familiar with the tools of technology and begin to take advantage of what they offer. In many cases, artists do not recognize the impact a digital medium has on their output. Familiar methodologies and strategies of previous generations may no longer be relevant to contemporary practice that interfaces heavily with technology. It is often difficult or time-consuming to make changes once a digital work is complete, and often these experts are not close enough to the work to effectively identify faults, especially those that are technological in nature. More importantly, it is difficult for those on the outside to identify core behaviors that fundamentally compromise previously held notions of our relationship to the experience of art. For these reasons and others, many artists produce works that are less than they might be, or worse, abandon projects or methods of working before having a chance to thoroughly understand their strengths and weaknesses. Some in the art world go so far as to reject digital media artworks, outright. Our daily actions are composed of minute actions that are influenced by embedded ideology. The

color of shirt chosen this morning, cereal for breakfast, the preferred route to work, the television program we will watch this evening, each contain meaning no matter how insignificant. These divergent thoughts, practices and ideas come together to form our interface with the surrounding environment. We extract meaning from the interrelation of these events without considering the complexity involved. Science attempts to understand our world by stripping away context in the name of simplification. Of course, it is not fair to indict all of science in this manner, but the cultural inclination to associate science with empirical method has resulted in the dominance of this approach. Intrinsically, artists (and others) understand that the context is what shapes meaning in our interaction with the world. We are individuals, but we are part of a diverse ecosystem that is in the process of construction before our very eyes. For this reason, any attempt to understand complex phenomena, such as our relation to a work of art, must be grounded within the context of its creation.

### **IS THE PRESENT MEDIA DEFIANT OF ARTISTIC STRUCTURE?**

Modernism could no longer be sustained and is transcended by the contextual, culturally diverse ideology of postmodernism. Originally, modernism was a transgressive, it meant to undermine and question long held notions of representation and social significance. This oppositional attitude is a value that is cherished in the arts. Man was challenged to “think anew” and release the shackles of history; it was an ideology filled with hope that our new technologies might allow us to create a better, more democratic society. Following the famous dictum “form follows function” modernism lapsed into a form of essentialism that proved its ultimate end. It became associated with the aesthetics of autonomy, claiming essential, universal characteristics associated with particular media (painting, sculpture, architecture, etc). An aesthetic preoccupation with beauty, and an elitist focus on taste defined the singular object of art. Worse, yet modernism was integrated in all aspects of society; it was a success. It became a part of the institution it was meant to critique. Photography and its challenge to the autonomy of the art object, as recognized by Benjamin, changed everything. The “aura” of the object was questioned and structuralist and post-structuralist thought interrogated our construction of meaning as an essential relationship with the object.

Postmodernism recognized diverse subjectivities, placing it in opposition to the autonomous and universal ideology of late modernism. The word “aesthetics” and its association with the study of beauty, was derided as a male, Western, hopelessly incorrect term. Indeed, the validity of the object, itself, and its role as the locus of meaning was challenged. Of course, old habits die hard, especially when ideology conflicts with economics. Art institutions and, indeed, many artists whose livelihoods are dependent on the trade of objects, were, and still are, unwilling to abandon the economic system that developed in the previous century. A disconnect has developed between an element of the art world that is engaged with cultural/critical theory and a parallel world that is quite content producing beautiful goods for sale and display. This is nothing new, as avant-garde practice often relies upon traditional practice as fodder for new ideas, but the changing subjectivities brought about by the theorization of postmodernism altered art and

culture at a fundamental level. These issues are at the core of debate of art, culture and science, today.

### **RELATION BETWEEN ART, CULTURE AND MEDIA**

Well, here is a mixed notion relating to the present concept. Many, see little relationship between the two, while others see them as one and the same. Whether recognized or not, art-historical and socio-cultural development have always been linked; we are a function of our contemporary social system. Let's discuss art and digital media with relation to the socio-cultural climate in the next section, but it should be noted that, increasingly, there are overlaps between artistic production, art criticism, and socio-cultural critique. It stands to reason that art theory and cultural theory will often overlap, but we must endeavor to be distinct about the differences between art and culture. The common denominator influencing the discourse of these disciplines has been the postmodern shift in subjectivity from the author to the viewer. Foster describes the neoconservative as reactionary and post structural as resistant forms of postmodernism as opposite extremes of the same schizophrenic response to the changing relationship between the subject and object. Now we see that the rules of the game changed. So, now that the rules have changed, where do we go? Is art doomed to absorption by the culture industry, as Adorno feared? Or do the media play a dominant role in absorbing the major chunk of creative attitude? Art might maintain its transgressive and subversive function by either revising or rejecting aesthetics as described by Adorno.

Recognizing that the predominant strategy and role of media art might need to be reconsidered, he recommends that we look to alternative means to affect change via art. Foster isn't the only theorist reconsidering criticality in the wake of shifts in subjectivity. Aesthetics, of which beauty is but one component, is not a requirement for art, but is an "inflector" that can direct and inform meaning. Together, they shift towards a middle-ground understanding of aesthetics that eschews the polarized, all-or-nothing roles that defined previous thought. This broader understanding of the workings of meaning in art is vital at a time when the terrain of media production is fundamentally shifting.

### **CAN MEDIA CULTURE CHANGE INTERNALLY?**

The emphasis on communication resonates with digital media art and intersects with the development of subjectivity. The media artist is valued as an organizer or instigator of communicative action. Sociability and collaboration are prime directives. Often, what is said about a work, or the dialog that surrounds an event is more important than the experience itself. He proclaims the work is differentiated from critical art practices by a focus on action. We must stop interpreting the world, stop playing walk-on parts in a script written by power. We must become its actors or co-writers. The idea is to change culture, internally, through local activity. While the ideology is laudable and many of the concepts have merit, the manifestation of the ideas is often somewhat lacking. As Foster observes, "At times, 'the death of the author' has meant not the 'birth of the reader', as Roland Barthes speculated, so much as the befuddlement

of the viewer.” A reconsideration of the relation between subject and object also characterizes the relatively recent rise of interest in “embodiment.” The subject of modernism located meaning within an autonomous object. This relationship was altered and conceived as the reading of “text” in post-structuralist postmodernism. We are beginning to recognize the weakness of such a polarized understanding of the mechanisms of meaning. Danto now talks about art as “embodied meaning.

There has been an emphasis integrating ideas from cognitive theory and an attempt to heal the so-called mind/body split. This conception of the subject object relationship has particular importance for digital media work that focuses on virtual experience. Richard Allen has called for a turn from traditional film theory, which he characterizes as too narrowly focused on theory, towards an integration of ideas from analytical philosophy and cognitive theory. Traditional film theory has emphasized doctrine, rather than attempting to understand the film experience. He calls for a consideration of the works of Benjamin and Adorno to amplify our existing understanding of film while integrating an understanding of its relation to aesthetic experience. The views that shift in subjectivity from modernism to be crucial to the understanding of technological media. A synthesis of ideas, creating a pragmatic mix of knowledge gleaned from multiple disciplines that recognize the complexity of our relationship to media. One cannot divorce history. One cannot divorce theory. Neither can one divorce science or philosophy. In this manner, our understanding is open to the integration of new findings in disparate fields. As inquiry turns from a focus on essential truths we begin to view the world as a complex sea of relationships, which create rich responses that require context for the development of meaning.

### **CONCLUSION/DISCUSSION**

The description of the conception and development of a complex ecosystem extending well beyond the written representation of thoughts capable of distillation on paper or screen. Despite the weakness of our methods of communication, the model of research-based arts practice presented in this document provides insight into the dynamic interaction between technology and aesthetic experience. A lucid explanation has been given as how this research facilitates knowledge using the methodology of Naturalistic Inquiry. Holistically, this process situates digital media art as a part of an ecosystem that is recursive in nature, providing feedback that nourishes not only art, but also society in general. The target of media inquiry was specifically the function of critical reflection in this hybrid, video game and installation. The specific role and nature of critical reflection from an art-historical viewpoint are discussed how critical reflection is contingent upon the subjective viewpoint associated with aesthetic experience in relation to media are obvious.

How the viewpoint has shifted within the dialog of art and related this shift to the broader socio-cultural manifestations of change. Calling for a reconciliation of polarized positions, the proposed work of digital media artists might be better served by unifying the discourse of thought concerning monologic and dialogic subjectivity. This structure unifies Critical Theory

and culture studies around the common desire for interference and cultural change. In this manner, the important role of art and artists is maintained but provides new opportunities to engage society without reducing art to the anthropological study of culture. In a way that leads to an amicable understanding that the rich cultural heritage of Indian ethos has been started eroding because of the rampant inclusion of media absorptions. These are quite obvious and insidious. Well, there is a very tight rope walking, when we have to balance out between the present art form being hijacked by the glossy and techno savvy attitude of present media system. How this synthesis works out and promotes art into the new millennium is to be seen with open and critical perspectives.

## REFERENCES

- Arthur Coleman Danto, *The Abuse of Beauty: Aesthetics and the Concept of Art*, Paul Carus Lectures; 21st Ser. (Chicago: Open Court, 2003).
- Hal Foster, "Introduction." in *The Anti-Aesthetic: Essays on Postmodern Culture* (Port Townsend, WA: Bay Press, 1983) p. x.
- Hal Foster, "Chat Rooms, 2004." in C. Bishop, ed., *Participation* (London: Whitechapel, 2006) pp. 190-195.
- Jennifer B. Gray, "Althusser, Ideology, and Theoretical Foundations: Theory and Communication." *The Journal of New Media and Culture* 3, No. 1 (2005).
- Mark B. N. Hansen, "Introduction." in *New Philosophy for New Media* (Cambridge, MA: MIT Press, 2004) pp. 12-13.
- Rosalind E. Krauss, "Reinventing the Medium." *Critical Inquiry* 25, No. 2, (1999) pp. 289-305.
- Steve Dietz, "Ten Dreams of Technology." *Leonardo* 35, No. 5 (2002) pp. 509-522.
- Tim Lenoir, "Haptic Vision: Computation, Media, and Embodiment in Mark Hansen's New Phenomenology." in *New Philosophy for New Media* (Cambridge, MA: MIT Press, 2004) p. xx.
- Theodor W. Adorno, "Society." in G. Adorno and R. Tiedemann, eds., *Aesthetic Theory* (Minneapolis, MN: University of Minnesota Press, 1997) p. 252.
- Walter Benjamin, "The Work of Art in the Age of Mechanical Reproduction." in H. Arendt, ed., *Illuminations* (New York: Schocken Books, 1968) pp. 217-251.

for more detail visit: [www.communicationijcd.com](http://www.communicationijcd.com) or email: [editorijcd.com](mailto:editorijcd.com)



## PAID NEWS SAGA- A STUMBLING BLOCK IN NATION BUILDING

**Mr. Deepak Upadhyaya**, Asst. Prof., Department of Journalism and Mass Communication, Tripura University, Agartala. E-mail:deepak2011upadhyaya@gmail.com  
**Mr. Achyut Gogoi**, Guest Faculty, EDC, Cotton College, Guwahati and Research Scholar, Mass Communication Department, Assam University, Silchar.

**KEY WORDS:** Paid News Syndrome, National Development, Commercialization of Mass Media, Violation of Ethics.

### ABSTRACT

Mass media is called upon to play agenda setting role, but this role itself has undergone a tremendous metamorphosis with the emergence of paid *news syndrome* in the country. Recently, some newspapers and media houses are passing off untruth information in the guise of real news items. The practice of paid news in India has been fuelling malpractices like advertorials, biased opinionated news, yellow journalism etc. Today, paid news phenomenon has gone beyond the individual journalist and has reached the organizational level of media establishments. Spreading its tentacles across all news media of communication, it has become pervasive and highly organized. It is not only undermining the fabric of democracy but also acting as a stumbling block in nation building. As fourth estate of the democracy, the press should have contributed a positive role. But, on the contrary, it is eroding the development of the society. This paper is a humble attempt to dissect the present trends of paid news saga that stands as a big obstacle in the role of nation building.

### PAID NEWS SAGA- A STUMBLING BLOCK IN NATION BUILDING

*Accepting payment to write a particular story and giving it the slant that the payment warranted is absolutely against the ethics of the profession—B.N. Rao(The Hindu).*

### INTRODUCTION

When Gutenberg started the journey of the ‘print word’, he had hardly imagined that as a media, the ‘print word’ could make the world dance to its tune. The fundamental objective of the profession of journalism has been to cater to the public and satisfy their crave for news, views, comments, analyses and other types of information in a fair, accurate, true, objective, balanced and comprehensive manner (Neelamalar, 2010; G. Anita, 2012). Currently newspapers and electronic media, especially 24 x7 television news channels in India have been practicing a ‘special genre of journalism’ wherein they are creating confusion in the minds of the audience to such an extent that, on certain occasions, news is presented in such a sensational manner that dressed up news passes off as real news (G. Anita, 2012). Keeping faith in what has been presented as a news package and believing in journalists has become a very coherent matter as well as somewhat risky business in the present world. The Indian press already known for its

obsession for political news, gossip and masala items and sensationalism to the over brim (Murthy,2000;Sainath,1996;Goswami,1994), is certainly going to rewrite the definition of news as something that has to be necessarily 'political'. If it is not political news, it would not pass the media gatekeepers hierarchy. The practice of coverage of development news stories will be a thing of the past and paid news be the in thing. The spirit of Indian journalism, long known for its fairness and balance before the onset of the globalization, has suffered a dent due to this packaging. The troubles generated by 'information saturation' has been probably aptly summarized by T.S. Eliot when he states-

*“Where is the life we have lost in living? Where is the wisdom we have lost in knowledge? Where is the knowledge we have lost in information?”*

Contrary to a declining trend being observed presently in the developed countries like USA and Europe, print media in India is witnessing an unprecedented boom in the present times. In the worlds' fastest growing media market, registration of newspapers and magazines in India is on the rise, as reported by the Press Registrar of India's latest annual report. Survey reports by INS, IRS, AC Nielsen, ORG-MARG, Gallup Pool Organization and other market survey organizations reveal that existing newspapers have been recording steady increase in readership and circulation figures. Not only with the traditional print sector, Indian entertainment and media sector is also having many fold rapid growth with majority of the consumer population being below the age of 35 with their pockets have increasing amount of disposable income, the average spend on media and entertainment is likely to grow up and up steadily (PricewaterhouseCoopers, 2009). The Indian media are no more the same thing as they used to be prior to 1990's. It also boasts of a media industry, the products of which are the most widely watched Bollywood films in the world and sensational TV serials and reality shows(Charu Lata Singh,2012). Television in Indian now covers more than 600 million people, nearly half the population of the entire country and therefore world's largest TV audiences are in India. As a business, cable and satellite TV rivals the print media in terms of reach and ad revenue pie which is why the centre of world cricket has shifted to India (T.N. Ninan, 2009). On the other hand, developments like increasing Foreign Direct Investments in entertainment sector, increased private participation, advances in technology, presence of foreign media companies are some of the favourable catalytic elements working in favour of the media boom in India (Charulata Singh, 2012). India is the fastest growing telecom market in the world (Arvind Singhal and Everett M. Rogers, 2001), where it has 140 million phones and four millions are being added every month. It also witnesses huge growth in social media among the youths and it is definitely hot right now. As of 2011, India is home to more than 83 million people having access to the internet. The total number of internet users in India is more than the population of countries like UK, France, and Switzerland (Charulata Singh, 2012). The chatter of the Indian blogosphere through social media networking platforms like *Facebook*, *Twitter*, *YouTube*, and *Orkut*, is growing vigorously with each passing day. For sure, the numbers are bound to rise manifold in the coming years with the increasing penetration of broadband Internet Service Providers and advent of 3G speeds. It is now indispensable part of everyday life of online

Indians who are always hungry for digital information. All this is a positive sign of democracy, of course the largest in the world of genuine multimedia.

### **PAID NEWS IS IN**

The term ‘paid news’ is used to describe a practice wherein a newspaper, television channel or media house illicitly signs a deal with an individual, especially, a candidate in the electoral fray, assuring him a fixed quantum of coverage through a combination of advertisements and laudatory news items favouring him, and for an additional fee agrees to run a negative campaign against or completely black out his rival( Natarajan 2010; G Anita, 2012; Pitabas Pradhan, 2012). The entire exercise is done secretly, no disclosure is made before such news items is printed or broadcast. Often these reports are colourfully presented in such a manner that it creates an aura of being objective and fair and eventually they make the public believe such reports to be true.

The information hungry Indians are said to welcome any news. A record reveals that there are more than 70,000 registered newspapers and 450 plus television channels operating in India. But, a million dollar question remains and that is would it serve the purpose in the society .The journalism profession could not resist its temptation for power and pelf, make the public service principle undergo a metamorphosis to self-service. Not only are the individual journalists to be blamed for the malaise, even media houses and media conglomerates have been frequently indulging in malpractices for profit motive as we have seen in the case of Rupert Murdoch’s media empire imbroglio. Sporadic events of reporters and correspondents being offered cash and other incentives by political leaders in return for favorable reports were not new, but paid news at the institutional level is on the rise which is more alarming phenomenon of the recent past.

### **THE QUESTION OF LOSING CREDIBILITY**

Although the Indian media scenario has witnessed dramatic changes, but to be honest, it is at the cost of traumatic experiences (Charulata Singh, 2012).The quantity has increased but quality has come down and the credibility of the news media is on the wane because of it getting infected with the virus of paid news syndrome(PNS). Edelman, an independent Public Relations firms in its 2010 Trust Barometer Survey conducted in 22 countries worldwide, including India, stated that the Indian media have been losing their credibility and trust among the people. In another survey conducted by the Reader’s Digest known as Trust Survey in March 2010, journalists were ranked 30<sup>th</sup> out of 40 professionals listed and were placed next only to barbers and bus drivers(( Lakshmi L. Lund and PE Thomas, 2012).

Thus what has been emerging on the surface is the tip of a discouraging practice of “dressing up of news” by some journalists and media houses in exchange of huge amount of cash and kind for their financial gains. Such dishonest practices being followed in the mass media in India in the recent times, the levels of trust is bound to drop further, which would be harmful in building

a vibrant democracy in the country. Indeed, this is an astonishingly unhealthy practice in the largest democracy of the globe, where fake information, speculative journalism, sensationalism, manipulated news, invasion of privacy, and trail by media are sometimes making rounds. Examples are not very far to be found, when a chief ministerial candidate made advantageous use of the print media during the 2009 elections in Maharashtra. Media reports reveal that innumerable complimentary news reports and feature articles on candidates on the fray have appeared in the last Maharashtra and Haryana in return for a fixed payment (Pitabas Pradhan, 2012; Lakshmi L. Lund and P.E. Thomas, 2012). As per reports the size of paid news market in Andhra Pradesh in 2009 elections was over 1000 Crore rupees, while in Maharashtra it was several thousand Crore (Pitabas Pradhan, 2012). Such research data speaks of the volumes of the practice becoming rampant in Indian election scenario (Sainath, 2010). The Press Council of India (PCI) and the Election Commission of India (ECI) is of the view that paid news is rampant in the states of Maharashtra, Andhra Pradesh, Utter Pradesh, Punjab, Haryana. It is comparatively less prevalent in the states that went to polls in 2011 like Tamil Nadu, West Bengal, Assam, and Pondicherry (Lakshmi L. Lund and PE Thomas, 2012). Despite having a code of conduct for the journalist to adhere to, the discouraging trend of paid news or exaggeration in news presentation has percolated deep in the Indian mediascape. The 2009 Maharashtra elections has been an eye opener of the phenomenon. The Election Commission of India and the Press Council of India has been made aware of the malpractices. But years have passed since then with little concrete steps taken to bring down the instances of paid news in the Indian newspapers.

### **MASS MEDIA IN NATION BUILDING**

Mass media is an agenda setter in the society and it helps us direct our course of action and shape public opinion and perceptions. But, what if, a false, fabricated news item is presented to the public. It becomes worst when some critical information is designed or redesigned with a vested interest to mould the targeted audience resulting in a serious setback for democracy. It is a threat to the nation and the masses when false news or information becomes an instrument for politicians, bureaucrats and other relevant parties to gain mileage. The so-called pillars of democracy including the press must create a congenial atmosphere to maintain faith in the system by the public as well as keep watch on the elements that may ruin the system as a whole. Unfortunately, the paid news with a trivial slant have made a big entry in the world of media in the recent past making the system volatile for the guards of the society at present.

In such a situation, it can be said that the three pillars of democracy i.e. Judiciary, Executive and Legislature have gradually lost its relevance in the present times. Except these three pillars of democracy there was a hope on the fourth estate of democracy which is why the press is commonly assigned a watch dog role for each and every aspect of society. Although India has successfully launched its moon mission, but India's burning issues are poverty, malnutrition, educational backwardness, illiteracy and gender disparity. Are the Indian mass media addressing these issues? On the contrary, by degrees, the credibility of the press is on the wane

because of it getting infected by the malaise of a sort of cancer called *paid news syndrome* (PNS). It is an irony that Indian mass media is on its money making journey through paid news syndrome, shunning its cherished vision and mission role .

Media, which has a strong power to mould the opinion among masses, might be very dangerous for the society, if it has intention to do bad for others. We get various types of lucrative advertisement and advertorials in the media. Except these, the paid news is a kind of evil in the world of media and it can deceive the common people easily. It is very difficult to find out difference between the news and the paid news. Everything comes in the media are regarded as true and fair by the general people. The long time experience bound to compel people for keep faith on the media. Common people regarded media as one of the sacred and truth guide for them. But, the real story is something different .It is like a hill which is always viewed nice from long distance. Now, money becomes the only means which can buy the moral and whatever it wants. The free and open economy policy and capitalism make the world crazier for money, power and glamour. It creates some selfish person whose primary intention is to grab the power and anything which attract them. These people use media for their own selfish purposes. These cunning communities are paying money for making news for their benefits. Media gradually lost its dignity and got it involved in malpractice at a larger scale.

Some recent complaints lodged with the Press Council of India throws damning light on an industry that is meant to serve as a bulwark against corruption. The vernacular dailies in India are the biggest culprits in this case, but their national language counterparts, also do not escape criticism. The malpractice of paid news has become widespread and now cuts across newspapers and television channels. It is during elections; its worst form can be seen. Even newspapers have been accused of presenting a rate card to political candidates who wants to have a favourable coverage for themselves or critical coverage for their opponents.

A time was when Gandhiji looked upon journalism as a means to serve the people. His idea was that *'The sole aim of journalism should be service. The newspaper is a great power, but just as an unchained torrent of water submerges whole countryside and devastates crops, even so an uncontrolled pen serves but to destroy'*. The Second Press Commission too had echoed the same sentiment regarding the role of the press in a developing democracy like India which ought to be that of a constructive critic or constructive opposition. It went on further to say that the press should play a responsible role of 'opposing official policy when it is a must, supporting when it can and at all times bringing instructive opinion to bear from different angles on all important issues so that the people may decide with full knowledge'.

### **PARADIGM SHIFT FROM PUBLIC SERVICE TO COMMERCIALIZATION**

While inaugurating the Bombay station, Sir Ibrahim Rahimatoola, the chairman of the Indian Broadcasting Company, on July 23, 1923 expressed that the earnest desire of the company was to "work broadcasting in a spirit of public service". In later years the business of communicating news and information shed its service motive as people who were willing to invest money for

quick transmission and reception of commercial information, entered and started running the media organization for profit maximization (Charu Lata Singh, 2012). For a brief period, news organizations had political leaders at the vanguard when India was struggling for independence. But with the attainment of independence, news business went back to the hands of businessman.

It was after the introduction of liberalization of the economy, India had been witnessing very degrading condition on social system since 1991 and there has been a complete paradigm shift. Eventually, all media of communication, entertainment channels, newspapers and magazines etc., saw that news and advertising could bring handsome profits to all channels. The anti-social activities i.e. e-fraud, malpractices like cyber-crimes, hacking , deceiving others, corruption and other bad things had been increasing day by day. New concepts like media convergence, emerging social networking platform like *Google Plus, Twitter, Facebook, Orkut, YouTube*, etc., makes the media more powerful than before but corporate houses, media conglomerates and big companies have become the owner of the media industry who hardly have any sense of journalistic mission. Glamour, power and money are the things which can be getting in the media business. While profit had been once in the service of news, news came to be profit at many news organizations, result-even news could be manipulated for profits and news ethics were sacrificed. So, news is one of the most profitable industries in the world. The business which is aimed only at profit motives is very dangerous for the society. Profit motive and deceiving people are the main principles of paid news and other current maladies of private treaties, disguising of pure ads as news. With cost of running media organizations getting dearer every day, media are run like any other business for profit (Charu Lata Singh, 2012). In the whole process, a paradigm shift is visible, the basic purpose of news media organizations to act as informer and educator of the people has been relegated to back seat, the envisioned motto of “spirit of public service” has been in the “spirit of profit maximization”.

Through the paid news, big companies try to grab the attention of government and common people for their benefits. One such case was witnessed when a private pharma company spread the message of danger and possibility of encephalitis through the media and was able to garner contract for supply of their manufactured medicines for government hospitals worth corers of rupees. But the truth is that only 5 people die on an average day due to encephalitis, but in contrast, 12,000 people die to diarrhea in a day in India. The big medicine companies are not only using advertising but also paid news space to reach out to people with fear appeal and maximize profit in the market. What peril comes to the society is not matter of concern for these community, and doctor pharma company nexus is a fact which is not unknown to the powers that be.

The paid news culture has been on the rise in India. Indeed, it is alarming news for the media industry of India. It has been spreading its tentacles slowly all over the country, with the regional vernacular press being the first to be infected. At present, paid news client are started by media organizations in different places of our nation. Transparency International reports states that big

cities in the states of Maharashtra, Andhra Pradesh, Haryana, Delhi, Karnataka, Uttar Pradesh, and Bihar have seen surge of separate offices being opened for collection of paid news. These offices have such personnel as marketing executives who are keeping contract and liaison with political leaders, business men, and corporate organizations for paid news. Even the world's largest circulated and India's own *The Times of India* is said to be encouraging its correspondents by sharing 10% of ad revenue collected by them. They created different types of package for different prices. These media houses create mythical information for the society. This is a main obstacle for the development of the society. Media started the journey to deceive defenseless innocent masses by paid news, advertorial, advertisements and yellow journalism of highest order.

The naked picture revealed in the last Lok Sabha and Rajya Sabha elections when some political leader's involved in malpractices for gaining of public support by paid news is none more an open sacred. The Chief Minister of Haryana, Bhupinder Singh Hooda openly expressed in après conference about his annoyance against a daily newspaper which was paid by someone from his opposition camp for writing against him and Hooda, in turn, acknowledged having paid a bigger sum to stop writing against him. Isn't it a case of dressing up news by the powerful politicians of our country to suit their selfish interests? The former Chief Minister of Maharashtra Ashok Chavan indirectly expressed that his party had spent 12,370 Crore for paid news. The most circulated daily newspaper, *The Hindu*, revealed that the Congress Party spends more for paid news than the Ashok's party in the Maharashtra's Assembly election. It is worth to be mentioned here that the political leaders had spent more than 400 Crores as paid news in the last elections.

The corrupt political leaders always push media persons to publish paid news. The media which involved paid news activity can earn huge amount of money and this attracted other media organization for involve in the process. Such an environment is enough to create competition for earn more money among media organizations. The editor and journalist bound to listen and obey the order of the owner of the media organization. So, they become only puppet to write and make news on the direction of the managing editor. In these days, the owner of the media organization starts marketing departments for collection of paid news. The district correspondents also assign to collect paid news.

In this era of free market and economic liberalization, media workers are not only assigned to make news but also they have to create a lobby with big Corporate Houses, political leaders, business personalities, ministers and high profile figures of the society. From small to big Corporate Houses, Business Companies have internal agreement for benefit of their companies. The media organization and big corporate houses are internally involved in forging a treaty of *unholy holy nexus* making for their benefits. SEBI (Securities and Exchange Board of India) urged government of India to create law against such malpractices and demanded media organization to disclose the treaties with Business Organizations in front of the public.

The eminent journalist P. Sainath, who had been at the vanguard of a crusade against paid news from the very beginning time, had invited Election Commission and Press Council of India to take action against such involvement of political parties in anti social activities. Thinking about the pathetic condition on the society, The Press Council of India had constructed a sub Committee for investigate the matter on the month of July 2010. The members of the committee were UGC member Paranjay Guha Thakurta and veteran journalist Sreenivas Reddy. They had visited different places and collect information from media personalities, common people, intellectual people, media analysis specialists, political leader and social servant. The committee published 80 pages report where revealed about different politicians, business, corporate organizations involvement in the malpractice of paid news for their self purposes. But the report which was made on the investigation of the committee did not have support from the media organizations which led to failure of the report. Only 15 pages report was made out of it. The Press Council has not power to do anything against the malpractice of the media organizations. So, Press Council of India has failed to control such kind of evil practices of the media.

Today, it is frequently noticed that media houses generally run after the politicians and corporate houses only. The famous journalist P. Sainath wrote that less than half numbers of journalists are being assigned for reporting on the suicide of farmer on the remote area than cover a fashion show in Mumbai. The news on launch of a new car gets more importance than the bad transport system of the country. One study conducted by Centre for Media Studies(CMS) Delhi revealed that the news channels broadcast very less number of news on health, agriculture, environment and rural sector of the society but it broadcast lots on leisure things- page three masala stories. The Indian media is portraying an artificial picture of the society, it does not show the real picture of the society.

## **CONCLUSION**

The hapless masses are affected very badly as a result of paid news. India, which had been praised for its high moral virtue, gradually lost its image due some antisocial activities. If this trend is going on then it is sure and certain that we will lost all whatever remains. The democracy, which is regarded as the best form of government for the any country stands as a big doubt for India. Now we get only malpractices every sector in the society. So, after the 65 years of independence, still India did not eradicate poverty and very poor performance of education and social development. But, unfortunately, media doesn't take the matter in its prime time but it is busy with cover the IPL news or focusing about political leaders fake promises or launches any product of a multinational company. Our children are born into homes in which dominant story tellers are not those who have something to tell but small group of global conglomerates that have something to sell (George Gerbner, 2002). Thus, media now speak mostly for the paid community. It is no matter for them whether it is based on fake or real fact. In this juncture, Paid news proves as a big challenge in the development story of India.



**REFERENCES CITED**

- Fiske, Jon.1987. "British Cultural Studies" in R. Allen (ed) Channels of Discourse: Television and Contemporary Criticism, Chapel Hill: University of North Carolina Press.
- Hall, Stuart.1980. "Encoding/decoding" in S. Hall, d. Hobson, A.Lowe, and P. Willis(eds) 1980. Culture, Media,Language, London:Hutchinson.
- Lazarsfield, Paul and R. Menton 1977.Mass Communication, Popular Taste, and organized Social action.In the Process and Effects of Mass communication edited by W. Schramm and D. Ropberts. Chicago: University of Illinois Press.
- Lembo, Ron.2000. Thinking through Television.UK: Cambridge University Press.
- Paranjy Guha Thakurta and Kalimekolan Sreenivas Reddy,2010, Sub Committee Report, Press Council of India.
- Rosengren, K.E. 1981. 'Mass Media and Social change: Some Current Approaches in E. Katz and T. Szczesko(eds), Mass Media and Social Change.Beverly Hills, CA and London:Sage.



**"MEDIA GOVERNANCE & YOUTH"**  
**ICSSR SPONSORED SEMINAR**  
**Organized by**  
**University School of Mass Communication**  
**GGSIU University, N. Delhi**  
**ON**  
**21<sup>st</sup> & 22<sup>nd</sup> MAY 2013**  
Last date of Abstract Submission:10th May 2013 (500 words)  
& Full Paper: 15th May 2013 (3000 words)  
Registration Fee: Professionals/Academicians:- Rs. 2000/-  
Students/Research Scholars Rs. 1000/-\*  
(\*Including Accommodation & Food at University Hostel)  
email: [durgeshtripathi6@gmail.com](mailto:durgeshtripathi6@gmail.com), [sachin4862@gmail.com](mailto:sachin4862@gmail.com)

for more detail visit: [www.communicationijcd.com](http://www.communicationijcd.com) or email: [editorijcd.com](mailto:editorijcd.com)

## **MEDIA EXPOSURE AND SOCIAL RESPONSE ON FLAGSHIP PROGRAMMES**

**Dr. Ganesh Sethi**, Department of Mass Communication, M.U., Canchipur, Imphal.  
**Mr. Naorem Nishikanta Singh** (UGC-JRF), Department of Mass Communication

Media holds a great responsibility in building a civilized society in which the participation and response from public firms are given priority. The government releases bundle of provisions for diversely spreading population who are struggling to survive at the edge of so called development, and it is media who picks up the bundles of provisions and provide a way to step on. The provisions meant for those who scattered all over the country nomadly fighting against poverty to be a free man from underprivileged world.

### **FORTUNE VS UNFORTUNATES**

It was said that India lives in village as 70% of her population are counts under village dweller who are marginal workers or disguised unemployment, and still live in village where on the other hand the world shrink towards a 'global village' as stated by Marshall McLuhan ( Canadian media guru) in 1960s or interchangeably 'information society'. We are still far beyond a 'global village' as for now. When the world is talking about Information Technology (IT), we are on top list but the numbers of luckydip championed citizens (people in touch with technopolis or high-technology industry) are countable, and the remaining uncountable are unfortunate citizens as they have no option left for any change to stand on a platform of a secured life due to resources. Therefore the government of India sanctions huge amount of different projects to the ages for their livelihood at subsidized rates after in-depth consideration.

### **MEDIA RESPONSIBILITY**

The varying flagship programmes of the government cannot reach the target people by its own, so media makes it available and informs the people at right time about the provisions accompanied by the programmes. Media knows such programmes and how to expound through national, regional, and local media for the beneficiaries. The people, who are regularly exposed to media, are well aware of those flagship programmes even few in number but the governance system is so rigid that the needy persons cannot reach the source to work out the benefits even after their persistence. The ultimate single option path is the corrupt officials and their trap of red-tappism. The procedures to obtain the provisions of the flagship programmes are unknown to maximum of the right beneficiaries so the deceitful officials take advantages over their novice and above that, the system here are very fragile. Thus many underprivileged people turn to be victim of inferiority complex and emotional blackmail. Such unavoidable circumstances steer the right provision at wrong person or wrong provision to right person regardless of time schedule. Haphazard governance system and the outcomes of it invite chaos from different sections of our society and are unable to wipe-off even though we have RTI or Grievance Cell since our system is in the grasp of few selfish elite group.

### **MEDIA EXPOSURE**

Leaving behind the information gap between the government and being governed, media persist to disseminate information to the people concerning its policies and programmes. Reversely, the peoples' opinions, which are mainframe of both the programmes and democratic form of government, are gained through exposures of media and are reflected in government's plan and implementation. The successful implementation of government sponsored programmes depends much on how much media can expose about it and the freedom enjoyed by them.

Ads on flagship programmes through the mainstream media, like TV, Radio, Newspaper and Internet are for the people and we should have the capability to own the right feature of such programmes. The concern departments invest a lot of amount to only even advertise or inform the people who need it and such information should not be neglect at any cost. Media is a very sophisticated tool to entertain, educate and inform the people. Infact, it is so powerful that the government is in its control at large. The faith of candidates at the time of election specifically in US, mainly depend on media and its exposure.

### **MEDIA AGENCIES**

The media agencies of government like DAVP, S&DD, field Publicity, PIB etc. feed information regarding flagship programmes to the people, but hardly people show interest due to insufficient information or implementation. It became a regular habit of the government's servants as it helps them to follow the stuck school of corruption. Here I take the privilege to draw the attention on Anna's Lokpal Bill and the area or positions where it can or cannot cover, and it possibly may be the reason why the Bill cannot become an Act. All is good for a democratic form of government, when the governance is transparent. Above all the ubiquity of information across the platform, possibility of communicating instantly and at very low cost with wide audiences sounds good for a successful implementation of the programmes. Participation of audience at local level brings forward the policy makers spearheading on updating or enlarging the scope of previously projected programmes for a better future at large.

### **PUBLIC PARTICIPATION**

The impact of technologies like internet, mobile phone, mobile and internet allow the local participants to judge over a political issue of state or nation as done by local media in a global world. Uses of social media in e-governance surely affecting our diplomacy and indeed, many over the last decade have welcomed to upgrade a new kind of diplomacy: cyber diplomacy or media diplomacy. Either the citizen journalist or internet monger now becomes a powerful citizen to stand against any forged step taken up by a man or party in power or simply diplomats. So public is needed to participate in fact finding procedure of any misappropriations.

As we have seen in the Dependency Theory which proposes an integral relationship among audiences or large social system depend on media information to meet certain needs and achieve certain goals, like uses-and-gratification theory. Now we have so many organizations or units to extend their hand on any of our shortcomings regarding any flagship programmes or beneficiary

scheme implemented by the govt. People must be in a ready to take off position to move towards modernization. If we are lack behind then we are far from back up as the Elizabeth Noelle Neumann's 'Spiral of Silence' refers how people tend to remain silent when they feel their views are in minority. The straight forward explanation of the model is, people with limited information or little knowledge over an issue are less willing to express or participate than those with sufficient information. It further says that such minority people spontaneously try to escape from mass due to their limited opinion and on the other hand they are afraid of being socially isolated.

The voice of people has its own credence to resurrect the broken system of our government, for instance right to freedom of speech and expression, Lokpal Bill and RTI. But instead we frequently encounter the news in main stream media about misappropriation of various funds meant for social welfare worth lakhs of rupees, which is very unfortunate. As such the agencies are needed to be at vantage point and audience research by media, social organization, NGOs is highly recommended. Public should go hand in hand with the media if we stand for good will hunting.

#### **REPORT OF PROJECTS UNDER FLAGSHIP PROGRAMME**

Flagship programmes are decentralized in various sectors for better implementation of the programmes and the sectors are Rural Development, Social Welfare, School Education, Water Supply, Health, MAHUD, and Irrigation and Flood Control and the details of the sectors are as below:

#### **RURAL DEVELOPMENT MONITORING CELL**

- Indira Awas Yojna (IAY)/Rural Housing
- Swarnjayanti Gram Swarozgar Yojna (SGSY)
- Backward Regions Grant Fund (BRGF)
- National Rural Employment Guarantee Scheme (NREGS)
- Pradhan Mantri Gram Sadak Yojna (Rural Roads) – PMGSY

#### **SOCIAL WELFARE**

- Indira Gandhi National Old Age Pension Scheme (IGNOAPS)
- Indira Gandhi National Widow Pension Scheme (IGNWPS)
- Indira Gandhi National Disability Pension Scheme (IGNDPS)
- National Family Benefit Scheme (NFBS)
- Manipur State Old Age Pension Scheme (MSOAPS)
- Integrated Child Development Services (ICDS)

#### **SCHOOL EDUCATION**

- Sarva Siksha Abhiyan (SSA)
- Mid-day Meal Scheme (MDM)

**WATER SUPPLY**

- Rajiv Gandhi Drinking Water
- Total Sanitation Campaign

**HEALTH**

- National Rural Health Mission

**MAHUD**

- Jawaharlal Nehru National Urban Renewal Mission (JnNURM)

**IRRIGATION AND FLOOD CONTROL**

- AIBP

**BRIEF ANALYSIS OF PROGRAMMES**

As of the record till June 2011 the number of beneficiaries or house constructed under IAY in whole of Manipur is 6934 but the project target to 9850. Amount released by the central and state government for IAY 2012-11 is Rs. 2175.105 lakhs while the allocation is Rs. 3252.3 lakhs.

There are 42 ICDS project/ICDS centre in Manipur, under which 3,80,587 children between the age of 6 months and 6 yrs are getting benefits from the project as per record, June 2011. Amount released by cheques & cash to 42 CDPOs is Rs. 7,99,16,100/-. Items distributed for food items for children, Pregnant mother and Lactating mothers are Rice, Milk (Amul Spray), Masori Dal, Arhar Dal, Sugar, Salt, Mustard Oil, Refine Oil, Suchi, Haldi, Groundnut. But we hardly enquire about the items released whether we are getting all the above mentioned items in right amount regularly. No social worker, no parent, no volunteer is ever ready to go on fact finding even they all are aware about improper implementation thinking that it is a mere problem, but such careless act indirectly encourage fraudulent officials or leaders to earn easy money which are not meant for them.

The most success story among the flagship programmes is Old Age Pension Scheme (IGNOPS) according to the record given by [planningmanipur.gov.in](http://planningmanipur.gov.in) stating that all the 72,514 pensioners are receiving their pension of this scheme. The fund provided by the center is Rs. 11,60,22,400 and all the amount was utilized completely. The calculated amount to be received by a pensioner is Rs. 133.33/- p.m., the question here is how honestly we are getting the benefit or how honestly the officials are playing on this scheme. The same story follows for Manipur State Old Age Pension Scheme, in the year 2010-11 the state sanctioned Rs. 3,70,86,000/- for 30905 pensioners and all of them received their share completely according to the record. The amount to be received by a pensioner under this scheme is Rs. 100/- p.m.

Regarding the Drinking Water and Sanitation, the Opening Balance (Central) is Rs. 8.990 crores for Manipur and allocation is Rs. 90.081 crores for both central and state for the financial year 2012-13 of which Rs. 30.056 crores was released by October.

**FAITH OF FLAGSHIP PROGRAMMES**

Recently we have encountered about misappropriation of IAY funds worth lakhs of rupees in Boko area under Kamrup district, Assam. Accordingly Dwijen Kalita, a panchayat secretary and Mantu Ram Rabha, a middleman were arrested, this investigation story was published in Seven Sister Post, Nov. 21, 2012 edition. In another case a panchayat leader of Madhukuchi gaon in Kamrup, Assam was arrested after the district administration filed an FIR against him for embezzlement of from various rural development schemes.

This is the faith of government sponsored flagship programmes in India. In the context of Manipur we hardly listen to the success story of flagship programmes under NRHM say, pre and post free delivery. The JSSK was launched in the state on 15<sup>th</sup> August 2011 by the State Health Society, NRHM, Manipur in pursuant to the launching of the same scheme on 1<sup>st</sup> June 2011 by Ministry of Health and Family Welfare, GOI. Under the scheme free and cashless services must be provided to pregnant women and also cover the treatment of new born in all govt. health Institutions. One ugly shadow of the scheme was when Lukram (o) Pratima Devi filed a Writ Petition to Gauhati High Court, Imphal Bench through Human Rights Law Network, Manipur Unit when JN Institute of Medical Science Hospital did not response her representation submitted on Sept. 5, 2012 for making arrangement of all necessary drugs and consumable entitled under the JSSK for the delivery of her child at the same Institute which is expected to fall on 15<sup>th</sup> December 2012. She decided to approach the Gauhati High Court, Imphal Bench as her representation was not answered after lapse of two months.

The story of misappropriation became daily news in Manipur. Supplementing to such incidents, in recent publication of Poknapham, English edition it was stated that an amount approximate to Rs. 9 Lakhs meant for salaries of 866 job card holders under MGNREGS for 20 days has been misused by a former Pradhan of Heirok Part I Gram Panchayat, Moirangthem Rajmani and Branch Post Master Ningthoujam ningol Lalita Devi. Meanwhile the State government is about to take up a survey on the implementation of flagship programmes and schemes to know whether the projects are carried out properly or not. Such steps are in peak important to solve the embezzlement problems in Manipur. And it is the high time for public to participate or to response in this act. The State government as per strong instruction from the Central government and Supreme Court has to take up special plan of re-monitoring the major projects like ICDS, Mid-Day-Meal, National Social Attention Programme (NSAP) and PDS.

The story depicting the negligence of State government in implementing the projects from Centre is a mundane story, it is not a new but familiar with local citizens. In another story a sum of Rs. 130.35 crores are lying idle which is under Non Lapsable Pool of Resources (NLCPR) sanctioned by Central government to begin numerous schemes and projects in the State. The fund sanctioned is meant for taking up altogether 55 projects. But the State is still behind the

schedule, as we have pending in the projects of 2006-07 including which counts to 27 projects and it is hard to believe that it could be finished during the current financial year.

In a local daily, Poknapham, in its 7<sup>th</sup> December 2012 publication, it was published that various departments in Manipur government cannot provide Utilization Certificate (UC) of plan and central sponsored schemes along with grant-in-aid fund. Before the maturation of financial year, in the month of March every Department should submit the Utilization Certificate of funds released by the Government to the Auditor General through the State Finance Department. Unfortunately there were no UC while AG is in its time of audit. It was discovered that the UC of Financial year 2008-09 to 2011-12 were not released from various departments. Among the departments, Development of Tribal and Backward Classes, Medical and Health Services, Planning department, Education (S), Rural Development and Panchayati Raj, Municipal Administration, Housing and Urban Development, and Industry Department the major departments which were unable to provide Utilisation Certificates on time.

In the English edition of the Poknapham publication of December 12, 2012 a report mentioned about a primary school Headmaster who has been arrested for misappropriation of funds meant for construction of school building under Sarva Shiksha Abhiyan in Lakhipur sub-division of Cashar. The concern ministers are shouting for Quality Education and to follow the Directors, the Officials in the Education Department are playing on the funds released, meant for students and infrastructure of schools according to their wish.

A step little aside to such programmes is that, that there are many remote villages to the city or town where only a few are benefited from the government sponsored projects, even if it is one or two projects. Such villages are out of electricity, no proper roads to connect, no proper media to communicate and no proper health centre to check-up health conditions of people. On the other hand many schemes and funds are lying unused. If the responsible department cannot provide Utilization Certificate of previous projects then how will they wish for next project.

### **WORTH LISTENING TO STORY**

It will not be proper if successful stories are not revealed even if it is few in number. The Manipuri daily, Sangai Express English Edition of December 13, 2012 quote that Longjon Village under Tousem Sub-division of Tamenglong District is well benefited from government's Total Sanitation Campaign, which comes under UPA government's 16-point Flagship programmes. All the households of the village which is located on the bank of the Barak River, has a sanitary latrine each, how lucky the people in this village when the millions of Indian are facing problem for open defecation, "Rapidly-modernising India is drowning in its own excreta," notes the New Delhi-based Sunita Narain, Director General of the Centre for Science and Environment in a Comment piece published on June 14 in *Nature*. Sixty per cent of the "global total" who do not have access to toilets live in India, and hence are forced to defecate in the

open. In actual numbers, sixty per cent translates to 626 million. This makes India the number one country in the world where open defecation is practiced according to a report in 'The Hindu'. Unfortunately the Longjon village has no Health Centre, and when anybody is ill, their relatives have to carry them on carts to Tamenglong which is around 20 km away from the village. Another paradigm shift of NREGS is the ongoing construction of road in Tousem Sub-division which will connect to Haflong in Assam, as reported in Hueiyen Lanpao, English edition, Dec. 18, 2012. Eventhough Tousem is in Tamenglong, Manipur; the villagers have to spend more money and time to reach the capital city than to visit Assam. It is a way of only 20 Km to Haflong from Tousem and can reach to nearby cities in Nagaland. It is one of the best examples to reveal the importance of public participation in government sponsored programmes.

In the same frame of reference to the above story, another worthy output of the flagship programme is MGNREGS in Tripura. Now the job card holders could be able to receive their wages at their door-step. According to People's Chronicle, December 15, 2012 edition, workers will receive their salaries through Micro ATM at their door-step as soon as they finish their works. It is the fruitful result of devoted workers who used to work honestly in MGNREGS 2008-09 and showed the excellent performance thereon. Tripura government is one of the best in providing jobs in the State under Central government Schemes.

#### **WHERE INDIA STANDS IN CORRUPTION?**

An ad on Tea, "*Aaj se khilana band pillana suroo*" is a worth mentioning ad which is wholly devoted in awareness about corruption. Black money scandals, corruption scams and red-tapism are common stories we frequently read in newspapers or listening to other medias and why our leaders are so enthusiast on quick money making, it only put our society to a descent platform. After a survey by Transparency International India (TII), India was ranked 94 out of 176 countries surveyed in the Corruption Perceptions Index (CPI) 2012. On analysis it will be found that Somalia, North Korea and Afghanistan were the most corrupt countries on the one hand and Denmark, Finland and New Zealand were the least ones in the world.

#### **CONCLUSION**

Being a developing country, India faces so many short-comings in health, education, transportation, food, medicine, sanitation, so and so. To solve the problems, to some extent, our government sanctioned a huge amount of fund in making a modern India. But the governance system is so opaque that a lay man cannot acknowledge the filthy diplomatic activities behind the screen. The real social workers or leader are tight-handed and let them play according to the tune of corrupted senators. The metropolitan India cannot abandon the village India on the track of modernization since 70% of India lives in village. Above it is high time that the underprivileged people to educate and participate in social activities in the context of development at large.



**REFERENCES**

- Gupta, Om, (2006). Media Society and Culture. Isha Books, Delhi.
- Rogers, E. M., & Singhal, Arvind, (2001). *India's Communication Revolution: from bullock carts to cyber marts*. Sage Publication, New Delhi.
- *Poknapham*, Local Manipuri daily, December 7, 2012.
- *Seven Sister Post*, Regional English daily, November 21, 2012.
- *The People's Chronicle*, Local English daily, December 6, 12, 13, 14, 15, 2012.
- *The Sangai Express*, Local English daily, December 13, 2012.
- <http://Mail News Service/Manipur Mail/Manipur-mail.com>.
- <http://planingmanipur.gov.in>
- <http://www.e-ir.info/2012/11/02/why> diplomacy in a global world is shaped by local media.
- <http://www.thehindu.com/health/policy-and-issues/india-is-drowning-in-its-own-excreta>.



**"MEDIA GOVERNANCE & YOUTH"**  
**IGSSR SPONSORED SEMINAR**  
**Organized by**  
**University School of Mass Communication**  
**GGSIU University, N. Delhi**  
**on**  
**21st & 22nd MAY 2013**

Last date of Abstract Submission: 10th May 2013 (500 words)  
& Full Paper: 15th May 2013 (3000 words)  
Registration Fee: Professionals/Academicians - Rs. 2000/-  
Students/Research Scholars Rs. 1000/-\*  
(\*Including Accommodation & Food at University Hostel)  
email: [durgeshtripathi6@gmail.com](mailto:durgeshtripathi6@gmail.com), [sachin4862@gmail.com](mailto:sachin4862@gmail.com)

for more detail visit: [www.communicationijcd.com](http://www.communicationijcd.com) or email: [editorijcd.com](mailto:editorijcd.com)

## NICTS, INDIVIDUAL PRIVACY, AND MEDIA ACCOUNTABILITY

**Dr. Pitabas Pradhan** is Sr. Asst. Prof., Department of Mass Communication,  
Aligarh Muslim University, Aligarh, (UP)

### ABSTRACT

The ongoing information and communication technology revolutions have substantially empowered people by making them information rich. The enormous volume of information- the main driver of the global information economy today- is at the disposal of anybody having the means and the willingness to acquire. Conversely, the technologies of new media have emerged as ubiquitous tools of privacy violation. The new media revolutions have facilitated information sharing even if it ends up in intrusion in the privacy of citizens. Despite wider recognition of the menace, we do not have credible deterrent mechanism and legal or constitutional remedy against it. The personalized nature of technologies makes safeguards difficult as they are judged against fundamental rights of citizens. The media claim immunity against privacy actions citing public interest in its reporting. The government, on the other hand argues action against privacy in national interest, especially in controlling economic crime, terrorist activities, and corruption. But, often cases of privacy violations are found to be beyond the fringe of public or national interest. The media cannot rightfully use its protective umbrella of constitutional and legal freedom to justify its invasions in individual privacy if such acts are driven by considerations other than national interest. It must honour the safeguards to individual privacy while performing its sacred duty, failing which external checks may be inevitable even if it is not to the media's liking.

### INTRODUCTION

The invention of printing technology, the advent of broadcast radio, the birth of electronic television, the launch of communication satellites and consequent cable TV revolutions are among the most important events that amazed mankind and revolutionized human communication beyond ones imagination. These new waves of communication technology innovations from time to time had made the communication systems increasingly sophisticated and user friendly. But, more than any previous wave of technology, the information and communication technology revolutions also known as new media have transformed the communication environment in a fundamental way to the extent of reproducing the society in the memory platform of the Internet. The interactions and communications in the so produced conceptual or semantic space has emerged to be a more powerful social resource-increasingly treated as social capital- than the social interactions in the real world.

The information and communication technology revolutions have substantially empowered people and emerged as the main driver of the global economy, popularly called the information economy. This new generation of information and communication technologies have, indeed, simplified life to an extent never happened before. But, with growing sophistication and reduction in their size coupled with digitalization, the technology seems to be getting itself

empowered at the cost of its users. The technology that helps one to get information from any part of the globe with the push of a button also invades the bedrooms and threatens the citizen's invaluable right to privacy.

The growing incidents of electronic surveillance on private life of individuals by governments, media, and individuals threaten to destroy the hitherto sacred line that separates the private sphere from the public domain. In the process, information predators use the technology to harass and exploit the vulnerable citizen whose privacy is invaded. Often it is difficult to effectively enforce safeguards against such surveillance, for most of these technologies are owned and operated at the individual levels. Adding to these woes is that we don't have in place any credible legal remedy or constitutional guarantee against this menace.

Against this backdrop, this paper explores the twin-issues of 'new media' and 'citizen's right to privacy' in the context of the technology driven changes that are ruling the emerging communication and interaction environment.

### **GROWTH OF NICTS IN INDIA**

The public demonstration of Tim Burners-Lee's revolutionary concept of the World Wide Web (Web) on January 15, 1991 and unleashing of Marc Anderson's "Mosaic" browser in 1993 was, in fact, a major technological upheaval in the history of mankind. The Web, one of the most revolutionary inventions in history, combined the word-processing abilities, data retrieval-and-storage power, and graphical-display capabilities of the personal computer with the publishing capacity of Guttenberg's printing press. It throws all the possibilities of TV, Radio, Photography, and Animation. The advent of the Web demonstrated that the Internet combined the characteristics of all the media that had come before it, while adding the unique, hypertext-driven power of interactivity to the mix. It offered any one with a computer and the motivation to become a part of the linked world of information, shrinking the world into what Marshal McLuhan conceptualized as the "global village".

New media refers to a host of new technologies of mediated communication, and more importantly their progressive convergence. But the service profiles of their convergence are so vast that it is difficult to propose a unified definition of new media comprehending all its uses and applications. Still, reasonably comprehending its various dimensions, new media can be defined as the "Information and communication technologies relative to the convergence of computer ethnology and telecommunications, such as e-mail, the World Wide Web, electronic publishing, video conferencing, computer supported communications services, and personal communication services. In relation to the Internet, new media include hypertext literature, Web pages, and all virtual reality systems used for work and leisure" Many people equate new media with advances in media technology. However, the most central feature of new media is not the technology itself but the convergence or combination of media technologies. Thus, in simple terms, new media refers to products and services that incorporate a variety of media. More often

than not, these technologies are combined in a way that permits interactive use. New media communication as a new media product or service combines elements of computing technology, telecommunications, and content. Web sites on the Internet are good examples of new media because they are accessed through telecommunications technology and they invariably incorporate a variety of media, including text, audio, and animation. Virtual reality devices, hand-held computers, mobile phones, and electronic book readers fall within the new media category in that they are combinations of several forms of media.

Some other popular new media communication technologies which have emerged as a mix of mass communication and interpersonal communication leading to a fundamental transformation in human communication, especially in the cyber space are: virtual reality worlds, wiki, blogs, micro blogs, photo sharing, video sharing, data sharing, digital storytelling, social networks, social bookmarks, tag clouds, content sharing, cloud computing, Google tools, conversion tools, podcasts, iTunes, writing communities, digital scrapbooking, internet calling, rich media and so on. In fact, the growing new media communication situations are beyond the comprehension of an ordinary human being, a new one gets added before one could comprehend the earlier.

Though some of these technologies are here for several decades, what is new about them is their convergence and scale of operation. For its most visible and ubiquitous nature, mostly people see the internet as being synonymous to new media.

**Table-1: Internet Users in selected Countries**

Country	Population	Internet users	Penetration among % of population	Face book users	Penetration among % of population
USA	310,232,863	239,893,600	77.3	132,810,940	42.8
China	1,330,141,295	420,000,000	31.6	24,060	0.0
India	1,173,108,018	81,000,000	6.9	13,188,580	1.1
Indonesia	242,968,342	30,000,000	12.3	27,338,560	11.3
Japan	126,804,433	99,143,700	78.2	1,348,860	0.6
Malaysia	26,160,256	16,902,600	64.6	1,331,800	
Pakistan	177,276,594	20,350,000	11.5	168,100	
Singapore	4,701,069	3,658,400	77.8	1,003,100	
Bangladesh	158,065,841	995,560	0.6	995,560	0.6
South Korea	48,636,068	48,636,068	81.1	15,474,900	

**Table-2: Internet and mobile Subscribers in India (in Millions)**

Year	Internet subscribers	Telecom subscribers		Teledensity	Broadband subscribers	No. of channels (31 Dec.)
		Wire line	wireless			
2005	5.55	41.43	52.22	9.08	0.18	134
2006		41.5	98.77	12.86	1.35	173
2007	9.27	40.75	165.11	18.23	2.34	247
2008	11.10	39.42	261.07	26.22	3.87	406
2009	13.54	37.96	391.76	36.98	6.22	485
2010 (Oct)	16.18	35.43	706.69	52.74	8.77	521

In addition, according to IMRB syndication 2008 data, there are 133 million TV homes in the country with a total viewership of 500 millions. There are 68 million cable TV subscribers and 21.30 million DTH subscribers in the country (March 2010).

Advances in mediated communication have always opened new avenues for information, education and entertainment, and more importantly, made the system increasingly enjoyable and user-friendly. It is understandable therefore that the new technologies of mediated communication are mostly favoured in terms of user friendliness and multiplicity of purpose.

Authenticating Ithiel deSola Pool's suggestion in *Technologies of Freedom* (1983) that, increasingly, a given physical network could provide any sort of media service, and that conversely, a media service that had once been constrained to one physical technology could be carried on any number of physical distribution networks, advances in electronic communication are allowing for a complex merging known as convergence of hitherto separate media systems. Convergence leads to one product with the advantages of all its constituents. For example, the PlayStation 2 is not only a games console, but also a CD player, DVD player and Internet connector. Mobile phones are another good example, in that they increasingly incorporate digital cameras, mp3 players, camcorders, voice recorders, and other devices. New generation mobile phones not only carry out phone calls, text messages, but also hold images, videos, music, television, camera, and multimedia of all types. Convergence appears to be leading to the idea of accessing all media through a single device, though the nature of this device also changes with technology.

Another visible phenomenon of convergence of technology and media is online journalism, which combined the best, and in some cases the worst, aspects of all previous traditional news

media. It offers a level of interactivity-direct communication between news organizations and audiences-never before known, made possible by online news forums. It has brought text, audio, video, and graphics together in a single presentation. Interactivity represented by hyperlinks, in fact represents the beginning of a new form of journalistic communication. These new forms of communication media make news stories nonlinear by empowering citizens to select and interpret news stories according to their own preferences.

As such, new media has a host of benefits to the users including unlimited access to information, entertainment and online services. But these user friendly technologies have also raised our anxiety for human rights-the most worrying development is Internet crime and communication technology aided invasion of one's privacy.

### **NICT REVOLUTIONS AND THE RISE IN PRIVACY CONCERNS**

Privacy refers to the desire to control the flow of information about oneself and thereby reveal the self only selectively. It is the wish to remain unnoticed in the public realm. It is the denial to disclose certain kind information, considered as private life. But the boundaries and content of what is considered private differs between cultures and individuals, which make defining privacy a challenging job and leaves much scope for its misinterpretation. As such the concept of privacy has varying interpretations and so also the extent of protection guaranteed.

Right to privacy is the right against unsanctioned invasion of the privacy of a person by a government, a corporation, an individual or by the media. The right to privacy has as its basis the inherent uniqueness of every human being and his or her right to private life free from unwanted interruption and disclosure. The interest in privacy is not the same as the right to privacy. For the purpose of the law, it is only appropriate to speak of right to privacy where the legal system affords an enforceable remedy for interference with the interest in privacy. As the boundaries of the concept itself are yet to be settled, so also the status of law or statutes which protect privacy. In some countries this right is protected under the provisions of privacy laws where as in some others it is protected by constitutions.

While opening up new avenues for the citizen to receive information from various sources by the push of a button, the new media have also led to potential deterioration of the privilege of privacy. New media are misused to access information from sources unwilling to disclose, including information relating to privacy of individuals. In this dubious mission, again, human being is the main driver. The predator of information abuses the new features of technology, unlawfully, to invade the privacy of the vulnerable citizen. The convergence and multicasting of technologies makes the problem far more serious.

The revolution in mediated technology has thrown up devices like wiretapping, eavesdropping and bugging which enable others to probe into the deepest and farthest corners of a man's house, even without his knowledge. Spying cameras and new generation multi-task mobile phones,

coupled with the high bandwidth communication networks are increasingly misused to flash news about the private life of citizens. Increasing sophistication of photography technology, copying and storage devices has made the individual's privacy more vulnerable to exposure. The advent of miniaturised audio and video technology, specially the pin-hole camera technology, enables one to clandestinely make a video/audio recording of a conversation and actions of individuals. The danger of an uncontrolled use of clandestine video and audio equipment and closed circuit TV, in fact, has created the threat of a surveillance society. Obscene and indecent materials, mostly on privacy of citizens, flood the online communication media. As these technologies are, primarily, individually owned and used, collective action to enforce safeguards also becomes difficult.

We are yet to forget the MMS clips of a high school girl and a boy showing intimate acts which were circulated across the country, followed by more clips, shot from hidden cameras placed in night clubs, bathrooms, swimming pools and hotel rooms. In most cases, the victims never had an inkling of the fact that their activities would be recorded and circulated around the country. Several other similar cases of MMS involving the private activities of either students, actresses ect., testifies to the fact that new media technologies are grossly abused to invade the privacy of citizens. The so-called 'casting couch' that trapped several Bollywood and television stars recently represents another case of violation of privacy, in which, unfortunately, the media is directly or indirectly involved. The latest example of gross violation of privacy is the sting operation on a Delhi school teacher, in the name of exposing her involvement in immoral practices, which never took place. What is more disturbing is that some media personnel were involved in that conspiracy. The use of such miniature devices to expose the private life of individuals to the public domain cannot be justified by citing the few cases of exposure of corruption, this way.

#### **LEGAL STATUS OF PRIVACY IN INDIA**

The right to privacy received international recognition in 1948 with the universal declaration of human rights. Article- 12 of the declaration states that "no one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, or to attacks upon his honour and reputation. Every one has the right to the protection of law against such interference or attack". The U.N. General Assembly in article 17 of the International Covenant of Civil and Political Rights reiterated the right to privacy enunciated in article 12 of Universal Declarations. Right to Privacy has also been recognized by the European Convention on Human Rights.

In India, there is no specific provision in our constitution conferring right to privacy on citizens. It is not also protected by any law of the country. However, from a number of legal pronouncements delivered by the Supreme Court of India from time to time, it appears that right to privacy flows from the right to personal liberty (article 21) or from the right to freedom (article 19).

Adjudicating on personal liberty, in the *Kharak Singh V State of UP* (AIR 1963 SC 1295), the Supreme Court (Justice Subba Rao) has said that “it is true, our constitution does not expressly declare a right to privacy as a fundamental right, but the said right is an essential ingredient of personal liberty.... If physical restraints on a person’s movement affects his personal liberty, physical encroachment on his private life affect it in a larger degree. ...”

In the case of *Govind V State of M.P*, the Supreme Court has observed that “rights and freedoms of citizens are set forth in the constitution in order to guarantee that the individual, his personality and those things stamped with his personality shall be free from official interference except when a reasonable basis for intrusion exists.

The right to privacy in any event will necessarily have to go through a process of case-by-case development. Therefore, even assuming that the right to personal liberty, right to move throughout the territory of India and the freedom of speech create an independent right of privacy as an emanation from them, which one can characterize as a fundamental right, we do not think that the right is absolute.” In the case of *R. Gopal v. State of Tamilnadu*, right to privacy was carved out of Article 21, which relates to right to life and personal liberty of citizens.

Reading the right to privacy into the fundamental right to ‘freedom of speech and expression’ granted under Article 19 (1), in the *PUCL v. Union of India*, the Supreme Court has said that “if any person is speaking on the telephone, he is exercising his or her right to freedom of speech and expression and any tapping of the phone will be a violation of this freedom. If the state exercises any undue interference with an individual's right to communicate through such medium then it would be a violation of the person's right to privacy”.

The above observations reveal that the right to privacy exists as a second level right, which is not expressly articulated in the Constitution, but has been read into it. But the fundamental rights are subject to reasonable restrictions provided under the provisions of the constitution. So if the right to privacy in terms of any communications that a person has with any body else is part of the freedom of speech and expression of the person, then naturally it is subject to the same restrictions as well. Hence, right to privacy is not an absolute right, and is subject to many other conditions. As such, these observations do not categorically recognize a general right to privacy as a fundamental right even as an emanation from other fundamental rights granted to citizens. The cases of violation of privacy can be adjudicated on the basis of the merits of each case. The right to privacy, as such, does not also find an exclusive position in any law in India, though the laws relating to trespass, defamation, criminal breach of trust, copyright etc., protect certain aspects of privacy of citizens.

Our failure to have a comprehensive law on privacy, may perhaps be attributed to our dilemma on whether we need a general law in this regard or not. Reflecting our unwillingness to have a



comprehensive legislation on the citizens' right to privacy, the Law Commission has observed that "it is not advisable to have a comprehensive legislation to deal with all aspects of invasion of privacy; rather we can begin with those invasions which would amount to eavesdropping and unauthorized photographs". Reiterating the law commissions' views on the right to privacy of citizens, the Mathew commission has said that "it would not be advisable to undertake either an amendment of the constitution or the enactment of a general law on the subject. The commission has said that, for cases other than eavesdropping and unauthorized photographs, the Press Council should be entrusted with the task of taking cognizance of the cases of invasion of privacy by the media."

In the Communication Convergence Bill 2001, no categorical provision was made to protect privacy. The bill provided only lip service in the form of authorizing the commission under clause 20(vi) to specify codes against unwarranted infringement of privacy.

The Information Technology (Amendment) Act, however, introduced a series of provisions on protection of privacy and personal data. They provide for penalizing any intermediary who discloses subscriber information to which it is privy by reason of that subscriber availing of the services provided by the intermediary. The amendment provisions also address the issue of violation of privacy in cases where mobile phone cameras are surreptitiously used to take photographs or video clippings of private moments and private parts and then used to circulate these snaps or clips around using either the telecom network or the Internet. The amended provision penalises intentional captures or broadcast of an image of a private area of an individual without his consent.

### **PROTECTING INDIVIDUAL PRIVACY –THE NEED FOR MEDIA ACCOUNTABILITY**

Individual's right to privacy is universally recognized, India is no exception. In fact, India is one of the few countries, where a genuine concern for right to privacy is commonly recognized and expressed. But the dilemma is how to protect it? and what should be the limits of such protection? Should it be through arousing moral consciousness the individual users, or through moral policing by the groups related, or through statutory legal action by the governments, or through the efforts of the manufacturers 'of new media products themselves through appropriate technology?

A major challenge in protecting privacy arise when the claim to privacy tends to conflict with the claim to public information. Knowing about the lives and activities of the other members of a society are inevitable for they are the building blocks of public opinion, customs and morales. But the claim for such public information often extends into the personal activities of individuals where the borderline between the private and public domain is less distinct. To strike a balance between these two interests is like walking a tightrope. This becomes more complicated when

the claimed information relates to the private activities of a public figure since they are entitled to lesser privacy particularly in public issues, information about their private domain comes to the public domain when public or national interest is involved.

Another aspect of the issue is against whom privacy is protected? Is an individual or the state or the media? When media's disclosure of information about the private life of a person is concerned, competing interests of 'freedom of speech and expression' and 'right to privacy' come to the fore. When media is the claimant of such public information, deciding what is unreasonable invasion of privacy is extremely difficult. In the event of stern legal provisions against privacy, the potential cost of possible actions of invasion of privacy might inhibit the media from proceeding with an investigative story. For the victim, apart from expenses, the court would become a place for washing of dirty linen in public and the very purpose of right to privacy would be defeated. But in the absence of a legal remedy, the citizens' privacy is vulnerable to exposure. This is here that the right to privacy of citizens is viewed as a double-edged weapon, which can cut either way, if misused. Owing to this dilemma, perhaps, we have avoided to have in place any effectively legal remedy against invasion of privacy.

As suggested by the Mathew commission, sensitive private facts relating to the health, private behaviour, home life or personal or family relationships should not be published, except when it is in public interest to do so. Even a determined and substantial invasion of privacy may be justified, if it can be shown that the object is to give 'news in public interest' different from 'news of public interest'. The media view investigative or exposure journalism as an important public service and claim immunity against law relating to right to privacy. But it cannot be rightfully allowed to invade the privacy of citizens purely for catering to audience curiosity, often introduced as a sinister to achieve marketing goals. A correct balance must be struck between the citizens' claim to privacy and the public's right to know. What we often find today is the media often exploit our dilemma, and interpret the situation to its advantage by using the public's right to information as a protective shield.

The media, possibly, do not have an unfettered right of expression. It is subjected to certain degree of restrictions under different circumstances, including the issue in question. Invasion in privacy, beyond a certain extent is unreasonable and leads to betrayal of the media's public trust. The media cannot abdicate itself from such immoral acts of violation of privacy either by its own members or by private individuals. Appropriate intervention strategies are inevitable, for we have to protect the privacy of citizens.

The US experience shows that three kinds of mass media actions have generally led to privacy suits. Firstly, the most common form of invasion of privacy by the media is publication about private affairs of individuals, things that would be offensive or embarrassing to a person of ordinary sensibilities. Second, the media uses an individual's name or photograph in an

advertisement without his consent. Thirdly, the press may publish matters, which are false and, while not defamatory, place the individual in a false light in the public eye. In the first case, if the publication is “newsworthy” it is protected. The concept of newsworthiness has three basic parts: (a) public interest, (b) public figure, and public record. When publications is in public interest (different from what is ‘of public interest’), or it relates to a public figure, or reveals public record, violation are admissible to some extent.

In several countries including the US, it is illegal to use the new media technologies clandestinely against another person in his or her house or office to collect private information. Watergate is a famous example of a President leaving office in disgrace and his lieutenants being jailed for trying to have recording equipment clandestinely fixed inside the office of a political adversary. A couple of countries have laws to protect online privacy, but often the culprits escape from the clutches of those laws for one reason or the other. For example, despite the legal safeguards in the US, there have been growing complaints of the misuse of media technology for surveillance. In the US, such cases of surveillance make the media owners and their journalists liable for arrest and prosecution and for damage suits for damaging the reputation of individuals through covert means. Even the law enforcement agencies are allowed to use those technologies only selectively, under carefully-controlled conditions. No private individual, not even a journalist is authorized to do so.

In India there are no laws regulating the use of covert surveillance equipment by private individuals. Neither our manufacturing companies show any concern for the privacy of citizens. In many countries, reputed companies manufacturing and selling clandestine, miniature cameras and recording equipments generally carry the statutory warning against performing or engaging in any recording, covert surveillance or any transmission of radio frequencies. The companies in India as well as the citizens should be motivated to realize the need for such action.

The media should observe the safeguards to protect privacy while performing its sacred duty. It should devise a system of checks and balances, failing which it might instigate the system to enforce external checks. Being in an advanced stage in terms of new media, India needs to have appropriate legislation to deal with the menace. In addition, strict ground rules for any kind of sting operations have to be laid down. The mass media should also use this option rarely, only against persons with prior evidence of criminality. For such acts, prior permission from courts should be made mandatory, and there must be a concurrent record in writing of the various stages of any such operation. Further the recorded films and tapes should not be edited, as editing raises doubts about authenticity of the recordings.

## **CONCLUSION**

Having been offered a host of advantages, the vulnerable citizen faces the risk of deterioration of the privileges of privacy due to the advent of new media technologies. Growing sophistication

and diminishing size of photography technology, copying and storage devices, and more importantly the advent of the Web having possibilities for all kinds of media services, have made the individual's privacy more vulnerable to exposure. But despite being in an advanced stage in terms of new media technology, and their widespread misuse to invade the privacy of citizens, we in India, do not have appropriate legal remedy against violation of privacy.-we are yet to have credible safeguards against its violations. Alongside a legal approach, voluntary efforts should also start at the level of the media persons, perceived as the largest violator of the right, to avoid such violations. This obligation indeed lies on them as a precondition on media freedom. The producers and proprietors of new media technologies should also play a proactive role, either by way of providing for statutory warning or introducing appropriate technology, to check the cases of violation of citizen's right to privacy. What can be more enduring a solution to privacy violations is the realization that it is not new media which is threatening privacy; rather it's misuse by us. So the anus is on us, either as individual or as groups, who are to observe restraint to make new media innovations emancipate the misery and make life a pleasant experience for one and all.

## REFERENCES

- Basu, D. D., (1996), *Law of the Press in India*, New Delhi: Prentice-Hall of India.
- Iyer, venkat (2000), *Mass Media Laws and Regulations in India*, Singapore: AMIC.
- Jones, Steve (2003). *Encyclopedia of New Media*, Thousand Oaks, Sage Publications.
- Rogers, Everett (1988). *Communication Technology: New Media in Society*, New York, Free Press.
- Sarkar, R.C.S (1984), *The Press in India*, New Delhi: S. Chand & Company.
- Sawant, P.B. (1997), Media and Constitution, New Delhi, *the Press Council of India Review*, Vol.18 (2).
- Tanenbaum, Andrew S. (2003). *Computer Networks*, New Jersey, Pearson Education: Prentice Hall
- Mibarito, Michael.A.A. (1997), *The New Communications Technologies*, Boston, Focal Press.
- Fidler, Roger. 1997. *Mediamorphosis-Understanding New Media*. Thousand Oaks: Pine Forge Press.
- Sahay, Udaya, (2005), 'Sting Journalism: Legality and Morality', *Journal of Communication Studies*, Vol.4 (3), July-Sept. 2005
- Nayak, Debasis, Amendments to the Information Technology Act, *Network Magazine*, Feb 2007.
- Althaus, S. (1997). Computer-mediated communication in the university classroom: An experiment with online discussion. *Communication Education*, 46, 158-174.
- Mele, C. (1999). Cyberspace and disadvantaged communities: The Internet as a tool for collective action. In M. Smith & P. Kollock (Eds.), *Communities in cyberspace* (pp. 290-310). London: Routledge.
- Rakow, L. (1999). The public at the table: From public access to public participation. *New Media & Society*, 1, 74-82.
- Robins, K. (1999). New media and knowledge. *New Media & Society*, 1, 18-24.
- Smith, M. & Kollock, P. (Eds.) (1999). *Communities in cyberspace*. London: Routledge.

## **WEATHER EVENTS & MEDIA: “EXTREMITY & RESPONSIBILITY”**

**Dr. Balwan Singh** Assistant Professor in Geography Govt. P.G. College, Karnal

### **INTRODUCTION**

Weather has always been a popular topic but in the recent decade (2001-2010), it has sparked more interest and debate as the public has become more concerned about unforeseen changes in our climate. Today everybody from a common man to a scientist is discussing about climate change, global warming and recent extreme weather events which are happening around the world. Since man has started his living nature had acted mysteriously and till day it has not changed. But these days nature is playing a furious role. Climate change is happening faster than we believe only some years ago. This is the most important challenge for this generation of scientists, researchers and politicians. Every nook and corner of the entire world is traumatized due to natural calamities at present. During the year 2010 Africa continent is facing drought whereas the other three continents on earth vis-à-vis Asia, Europe and America are facing the problem of floods. These calamities i.e. Droughts and floods have caused a major havoc in these continents. The fire in the forests of Russia is blazing endlessly. The smoke clouds formed due to this fire have disturbed the day to day life to a great extent.

Media plays an important role and has huge responsibility in providing clear and accurate information to the public during a disaster. In addition to official emergency broadcasts, media relay accounts for- 5W & 1 H i.e. Who, What, When, Where, Why & How?

Many news stories have long separated weather and climate change as separate entities, often Bringing them together only during an “extreme” event. Weather extremes seem to dominate the Headlines. There was also a time that saw the subject of extreme weather events rise up the climate change agenda, with numerous academic papers, blogs, seminars etc. focused on the issue.

India too is affected due to these extreme weather events. During this decade India faced several extreme weather events like heat wave (2003), tsunami (2004), Mumbai floods (2005), Rajasthan floods (2006), cold and heat waves (2007), Kosi flood (2008), Leh cloud burst (2010) etc. are the biggest examples in front of the man today. These natural calamities are a result of the extreme weather conditions. Isn't it an indication of great weather change in the times to come?

**EXTREME WEATHER EVENTS 2001-2010**

Sr. No.	Year	Event	Country	Victims
1.	2003	Heatwave	France	50000
	2003	Southern India Heatwave	India	1500
2.	2004	Asian Tsunami	India, Indonesia	220000
3.	2005	Mumbai Floods	India	2000
4.	2005	Excessive Snowfall in Kashmir	India	1000
5.	2005	Hurricane Katrina	USA	1800
6.	2006	Rajasthan floods	India	135
7.	2008	Burma Cyclone	Mynmar	146000
8.	2008	Kosi floods	India	
9.	2010	Floods	Pakistan	1800
10.	2010	Heatwaves & Forest Fire	Russia	15000
11.	2010	Leh Cloudburst	India	300

Source: Prepared from various news magazines/paper and internet

Basically, the Indian climate is dominated by the summer monsoons. So the climate of India is called Monsoonal Climate. The whole year is divided into four distinct seasons by the Indian Meteorological Department:

- Cold weather season (from mid December to mid March)
- Hot dry weather season (from mid March to end of May)
- Wet or rainy season (from June to September)
- Season of Retreating monsoon (from October to mid December)

But year to year deviations in the weather & occurrence of weather extremes in respect of these four seasons has been observed in the forms of cold & heat waves, floods, heavy rains, cloudburst etc.

### HEAT WAVES 2003

A heat wave is an extended period of temperatures considered extremely high for a particular area. In general, it is considered a heat wave when temperature hover some 5-10 degrees above normal for several days.

### MAJOR HEAT WAVES DURING 2001-2010

Sr. No.	Death Toll	Event	Location	Year
1	35000	European Heat Wave	Europe	2003
2	1500	Southern India heat wave	India	2003
3	15000	Russian heat wave	Russia	2010

Source: Prepared from various news magazines/paper and internet

In India heat waves during May to June 2003 lead to increasingly higher temperatures. Southern states of Andhra Pradesh, Tamil Nadu, Maharashtra were very badly affected by 2003 heat waves. During this year heat wave brought peak temperatures in May (between 45 degrees Celsius & 50 degree Celsius). This year's heat was particularly harsh with a death toll of at least 1500 people out of which more than 1050 deaths were recorded in Andhra Pradesh alone. Andhra's 20 districts were badly affected by the heat wave. Hardest hit districts were Nalganda (204 deaths), West Godavari (175 deaths), East Godavari (152 deaths), Guntur (138 deaths) & Prakasan (100 deaths). On 10<sup>th</sup> May the maximum temperature at Gannavaram (Vijaywada) reached 49 degree Celsius (WMO 2003). At Nunjambakkam in Chennai, temperatures have reached 45 degrees, the highest recorded in 93 years. Heat wave conditions had also developed in parts of Vidarbha region of Maharashtra, coastal districts of north Tamil Nadu, interior parts of Orissa, Madhya Pradesh, Bihar, Jharkhand & Chhattisgarh.

**HEAT WAVE CASUALTIES IN INDIA IN 2003.**

Type	Disaster	Start	End	Killed
Extreme temperature	Heat wave	May 2003	June 2003	1500

Source: South Asian Disaster Report 2003

Heat waves again hit India during April-June 2007. The heat waves were observed over Coastal Andhra & Telangana during May 2007. As per EMDAT data these heat waves claimed more than 72 lives. It raised the maximum temperature above 5-7 degrees Celsius over the northern & central parts of India.

**HEAT WAVE CASUALTIES IN INDIA IN 2007.**

Type	Disaster	Start	End	Killed
Extreme temperature	Heat waves	April 2007	June 2007	72

Source: South Asian Disaster Report 2007

In 2007, many places over North-west India witnessed maximum extreme temperature to the tune of nearly 50 degree Celsius. The monthly mean temperature over the western Himalayan region was the highest in the last 100 years. The month of April also observed extreme heat.

**MUMBAI FLOODS 2005**

In India, monsoons affect every sphere of life. If monsoons are on time, regular & evenly distributed, they bring prosperity. But variability, uneven spatial distribution & torrential forms are also some of the characteristics of monsoons. People of Mumbai can't forget the extreme nature of monsoonal rains of 26<sup>th</sup> July 2006. The west coast of India on which Mumbai is located receives heavy rainfall during summer monsoons due to the presence of Western Ghats because it is located on the windward side of these Ghats.

The observatory at Santa Cruz in north Mumbai recorded a rainfall of 94.4 mm during 24 hours that ended at 8:30 a.m. on 27<sup>th</sup> July 2005. The previous record of heaviest 24 hours of rain over Mumbai was 58 mm for Santa Cruz on 5 July 1974 (IMD, 2005).

Heavy rainfall is quite common in Mumbai during the onset of monsoon, but after the monsoons has set in & goes into its active phase, the synoptic situation is conducive to the occurrence of very heavy rains over Mumbai when it has the following features collectively:



- Development of low pressure area over the North West Bay of Bengal.
- Intensification of monsoon trough & development of embedded convective vertices over central India.
- Strengthening of Arabian sea current of monsoon.
- Super positioning of meso-scale off-shore vertex over north east Arabian sea & its northward movement.

All these conditions were met on 26<sup>th</sup> July 2005 (Shyamala, 2005).

The flood that occurred in Mumbai on July 26, 2005 was aggravated by three main factors. The first was the poor & inadequate drainage system of Mumbai, which was not capable of carrying even half the amount of water per hour on the day of disaster that took place in the city. The second factor that had an adverse impact on the situation was the rapid growth & development of the northern suburbs of the city which lacked proper control & planning on the part of city's municipal authorities. Thirdly, the mangroves that existed along the banks of river Mithi & Mahim Creek have been destroyed indiscriminately to make way for the construction of new buildings.

#### **MUMBAI FLOOD CASUALTIES**

<b>Type</b>	<b>Disaster</b>	<b>Place</b>	<b>Date</b>	<b>Deaths</b>
Extreme rainfall	Floods	Mumbai	26 July 2005	1094

Source: Wikipedia

#### **HEAVY SNOWFALL IN KASHMIR 2005**

Snowfall is a regular phenomenon in the hilly areas but excessive snowfall is something disastrous. This is what that had happened in Jammu & Kashmir in February, 2005. The state experienced heavy snowfall & avalanches which was a very extreme weather event. At least 290 people have been killed & hundreds more were missing in the Kashmir following the worst snowfalls in two decades. Avalanches & mud slides triggered by heavy rains had buried entire villages & crushed houses across the area. The worst hit region- series of villages in Anantnag district south of Srinagar, the summer capital of Indian administered Kashmir which had seen 4.5 meters (15 feet) of snow since. The temperature also plunged to -34. Most of the avalanches had hit the Pir Panjal Mountains south of Srinagar.

Heavy snowfall had occurred in the state of Jammu & Kashmir from 16-20 February, 2005. Reports of the state government said that more than 230 persons are killed, 380 persons rescued including 40 foreigners.

Type	Disaster	Place	Date	Deaths
Extreme snowfall	Avalanches	Jammu & Kashmir	February 16, 2005	380

Source: Prepared from various news magazines/paper and internet

### RAJASTHAN FLOODS 2006

Floods in India are the major aspects of weather associated with the abundance of monsoon rains. Nearly 40 million hectare of India is flood prone & every year nearly 8 million hectare of land is affected by floods. But flood in the deserted area of Rajasthan is the example of extreme rainfall during the monsoons. Rajasthan's Barmer & Jaisalmer districts are lying in the heart of Thar desert & normally receives the lowest rainfall in India. But in August 2006 this region experienced the unexpected & unusual in terms of monsoon rains. The erratic & heavy rainfall in August 2006 has turned a large part of the deep desert country into a vast submerged landscape. Thar desert region under Barmer & Jaisalmer districts have an average rainfall of 280 mm annually. But during the monsoons of 2006 it received more than 600 mm of rains within three days.

Several hamlets & small villages have been wiped out after the 19-21 August rains. The region experienced one of the worst floods in a hundred years. The most affected villages in Barmer district were Kawas, Malwa & Bhadaka. About 150 people died in these districts. Kharif crops worth Rs. 1300 crore was damaged & about 75194 cattle perished in the flood. These areas have been submerged under water for more than 4-5 months. Some areas of Kawas village remained submerged under 3-4 feet of water even 7 months after the rains.

During heavy rains, the areas underlain by clays & gypsite in parts of Barmer & Jaisalmer were invariable factors for water logging & floods. Geological & geomorphologic observations indicate that several depressions & plains are underlain by Jurassic shales, tertiary clay & Quaternary Gypsite which turn into water bodies after rains.

### RAJASTHAN FLOOD CASUALTIES

Type	Disaster	Place	Date	Damage/ deaths
Extreme rainfall	Floods	Barmer & Jaisalmer districts of Rajasthan	19-21 August 2006	Crop damage- Rs. 1300 crore / 150 lives lost & 75194 cattle perished.

Source: Prepared from various news magazines/paper and internet

## KOSI FLOODS 2008

The 2008 Kosi flood in Bihar was one of the worst & disastrous floods in the history of Bihar. Surely, it as an annual affair-“the floods in Bihar”, but 2008 flood was different in terms of damage, volume & area in the last five decades. Kosi is very infamous due to its frequent course changing. Kosi carries about 90 cubic meters of sediments a hectare every year, five times the load of any other river in Bihar. As Kosi finally gushes out of the mountains into the plains through a gorge at Chatara in Nepal, it begins to dump its massive load along the way, gradually raising its bed and eventually forcing itself to change course.

## FIVE WORST AFFECTED DISTRICTS

	Supaul	Madhepura	Araria	Saharsa	Purnea	Total
<b>Affected Details</b>						
No. of blocks affected	5	11	4	6	9	35
Name of affected blocks	Basantpur Pratapganj Raghopur Chhatapur Triveniganj	Shankarpur, Puraini, Kumarkhand, Chausa, Singheshwar, Alamnagar, Murliganj, Madhepura, Bihariganj, Gwalpara, Udaikikishunganj	Narpatganj Bhargama Forbesganj Raniganj (W)	Saurbazar, Nauhata, Patharghat, Sonbarsa, Simri Bakhtiarpur, Banmi Itari	Banmankhi, Dhamdaha, K. Nagar, Vaisee, Barhara Kothi, Amaur, Bhawanipur, Baisa, Rupauli	
No. of panchayats Affected	65	140	71	59	77	412
No. of Villages Affected	173	370	141	169	140	993
Population Affected	696816	1419856	625052	448796	164000	3355530
No. of	186661	374798	140895	130000	41545	873999

Families Affected						
Livestock Affected	132500	303640	80000	161000	35000	712140
Area affected in lakh Hectares	0.51	1.59	0.45	0.38	0.47	3.4
No. of Houses damaged (Pucca, Kuchha and Jhopadi)	130207	168410	8439	26124	7562	340742
No. of persons Evacuated	370000	335110	107937	115945	65000	993992
No. of Human Death	15	222	2	35	1	275
No. of Livestock Death	97	1348	0	22	0	1467

Source: Disaster Management Department, Govt. Of Bihar  
website: <http://disastermgmt.bih.nic.in/>

On August 18, 2008 the Kosi burst through its eastern embankment at Kusaha in Nepal, changed its course and shifted over 120 kilometers eastwards, causing a deluge in villages, town & cities over sixteen districts of north Bihar. Over 35 lacs people in sixteen districts are supposed to have faced its fury. Araria, Katihar, Khagaria, Madhepura, Purnia, Saharsa & Supaul districts were the worst affected.

The 2008 flood was different from previous floods in that past embankment breaches were mostly accompanied by high discharge along the Kosi river. In 2008 the embankment breached during a period of below average discharge compared with the same time period in previous years. Therefore, this is not a flood caused by high discharge brought with monsoons, cloudburst and landmass movement from the Himalayas. Several scholars argued that a lack of priority and urgency in maintaining these structures contributing to the embankment breach on August 18, 2008.

### LEH CLOUDBURST 2010

A cloudburst is high intensity rainfall in a short period of time, sometimes accompanied by hail & thunder, and can cause floods. Cloudburst in the low altitude Himalayas is a common phenomenon during monsoons. But the cloudburst in the high altitude, cold desert region of Ladakh on August 6, 2010 is not the usual but an extreme weather event. Leh seldom experience cloudbursts because it is a highland desert, strongly guarded by different Himalayan ranges i.e. Pir Panjal, Zaskar etc. which do not allow any moist air to reach the Indus valley. But the cloudburst event of August 2010 puzzled the meteorologists. The average rainfall of Leh for the month of August is 15.4 mm only. The highest rainfall ever recorded over Leh during 24 hours has been 51.3 mm recorded on August 22, 1933.

### LEH CLOUDBURST CASUALTIES

Type	Disaster	Place	Date	Killed
Cloudburst	Flashfloods, Mudslide	Ladakh, Leh	Aug 6, 2010	About 300

Source: Prepared from various news magazines/paper and internet

The death toll in the flash floods in Leh was up to 300, hundreds of houses destroyed and thousands injured.

There are so many theories given by different weather experts to explain the Leh cloudburst

- i) Army's tree plantation programme.
- ii) Chinese weather experiments.
- iii) Climate change & global warming.
- iv) Heavy rainfall associated with annual Asian monsoon.
- v) Interaction of Westerlies with monsoon currents.

But none of these theories explained the Leh cloudburst properly. So further research & time is required to explain this extreme weather event.

### CONCLUSION

The influence of weather & climate on human being and the inherent impact on the environment are well known. If we know the status of the climate today and the major differences between the past and the present, we can plan for the future. Every year we are facing the different types of extreme weather events in every corner of the earth. Losses in the name of human beings, crops, cattle, fertile soil etc. due to extreme weather events are increasing rapidly in this decade. In today's world there can be no argument against development. No one can be denied the right to a better living. But urban growth has to be controlled and planned on the strong foundations of wisdom, foresight and discipline. Otherwise more disasters may be just waiting to happen.

Media throughout the world play a vital role in educating the public about disasters; warning of hazards; gathering and transmitting information about affected areas; alerting government officials; etc. For media to fill these roles most effectively, the scientific organizations need to establish and strengthen working relationships with the media. Media are demonstrated, cost-effective means of saving lives, reducing property damage and increasing public understanding; irrespective of location, population or level of economic development. This topic is important not only for scientists and media, but for societal understanding and action as well.

## REFERENCES

- Kelkar, R.R., Understanding the Extreme weather events, IWRS newsletter- Nov. 2005.
- De, U.S., Dubey, R.K. and Prakasa Rao, G.S., Extreme weather events over India in the last 100 years, Ind. Geophysics Union (July 2005), Vol. 9, No. 3, pp 173-187.
- Laul, Vivek and Laul, V.P., Floods in Barmer and other tertiary terrains in Rajasthan, Current Science, Vol. 92, No. 5, 10 March 2007.
- Reddy, D.V., Kumar, D. Saha, Deepankar and Mandal, M.K., Current Science, Vol. 95, No. 12, December 2008.
- Indian Meteorological Department, Pune, 2005, Annual Climate Report.
- IMD, Annual Report, 2007.
- [www.thehindu.com](http://www.thehindu.com)
- Frontline, September 26, 2008.

**“MEDIA GOVERNANCE & YOUTH”**  
**IGSSR SPONSORED SEMINAR**  
**Organized by**  
**University School of Mass Communication**  
**GGSIP University, N. Delhi**  
**on**  
**21st & 22nd MAY 2013**  
**Last date of Abstract Submission: 10th May 2013 (500 words)**  
**& Full Paper: 15th May 2013 (3000 words)**  
**Registration Fee: Professionals/Academicians: - Rs. 2000/-**  
**Students/Research Scholars Rs. 1000/-\***  
**(\*Including Accommodation & Food at University Hostel)**  
**email: durgeshtripathi6@gmail.com, sachin4862@gmail.com**

## SUBSCRIPTION FORM

### Subscription Rate:

Category	Indian/per issue (Rs.)	Annual/ four issue (Rs.)
Individual	200.00	700.00
Institutions	300.00	1000.00
Corporate	500.00	1500.00

### Advertisement Rates (Rs.)

Inside cover page	50,000/ per issue	180,000/ Per Annum
Inside back cover page	40,000/ per issue	150,000/ per Annum
Single Insertion (1 issue)	Inside B/W Rs. 5000/	

### Terms & Conditions:

- Print subscription is volume based Rs. 200.00 only. Indian subscribers to add Rs. 100.00 for non- delhi cheque.
- Students should send a photocopy of their ID cards or Admission slip.

### Ordering Information

Subscriptions: Payment has to be made in favour of ..... payable at New Delhi,

The Editor  
IJCD  
Dear Sir,

I/We would be interested in subscribing to International Journal of Communication Development for

\_\_\_\_\_ year (s). We are enclosing a DD No. \_\_\_\_\_ Dated \_\_\_\_\_ drawn on  
\_\_\_\_\_ for \_\_\_\_\_

My contact details are:

Name: \_\_\_\_\_ Profession: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Tel No. \_\_\_\_\_ Email. \_\_\_\_\_

### PUBLISHER

**Dr. Durgesh Tripathi:** A-2, Ground Floor, Plot No. 159  
Gyan Khand - 4, Indirapuram (Delhi NCR), Ghaziabad, UP.  
Copyright @ 2011 International Journal of Communication Development.  
All rights reserved and all disputes are subject to Delhi jurisdiction only.  
Website: [www.communicationijcd.com](http://www.communicationijcd.com)

**GUIDELINES TO AUTHORS**

International Journal of Communication Development publishes Research Paper and Articles on communication development issues by Media academicians, researchers and media professionals.

**Guidelines for the paper are:**

- All manuscripts should be original and should not be under consideration at other journals or publications.
- All manuscripts should accompany a declaration letter of the author and a brief Bio-data (in a paragraph).
- All manuscripts will undergo masked peer review. The normal review period is three months or less.
- Research papers should be between 6,000 and 8,000 words and articles should be between 2,000 and 4,000 words, accompanied with an abstract of 150-200 words.
- All manuscripts should be submitted in MS word in English using 12-point Times Roman in double space.
- All drawings, graphs and tables should be provided on separate page.
- Authors are responsible for obtaining permission from copyrights owners to use lengthy quotations or to reprint or adapt a table or figure that has been published elsewhere.
- International Journal of Communication Development makes every effort to ensure the accuracy of all the information or content published in its publications. However, International Journal of Communication Development and its agents and licensors make no representations or warranties whatsoever as to the accuracy, completeness or suitability for any purpose of the Content and disclaim all such representations and warranties whether express or implied to the maximum extent permitted by law.
- Any views expressed in this publication are the views of the authors and are not the views of International Journal of Communication Development.

All rights reserved. No part of this publication may be reproduced, stored in or introduced into a retrieval system, or transmitted, in any form, or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior permission of the publisher.

