INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT

INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT

INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT

FROM THE EDITOR'S DESK

This edition of the IJCD has some very well researched articles on impact of media on society, specially on the effect of audio-visual and new media. While going through them a thought which struck the mind was that planning for your personal development is an integral part of the research journey. A thorough knowledge of the subject, the need to develop a range of skills that equip one to become an independent researcher, the need to define the starting point and where one wants to be, in order to plan an efficient route to get there.

Seven key skill areas are defined to develop personality through research. These are research skills and techniques, knowledge and understanding of the research environment , research management, personal effectiveness, communication skills, networking and team working and career management. Within each of the above areas, the skills researchers are expected to develop are identified. It is useful to assess your own competence in each skill area and to plan consciously towards progress and development. Taking control of your own development is in itself a keyskill in research and career management. You might find it useful to score yourself from time to time on a 1-5 scale against each of the competence statements, i.e.,1.I am not at all skilled in this2.I have a little skill in this.3.I have some competence in this but need to improve4.I have some competence in this but need to improve5.I am an expert in this and could train others in it.

Many of the skills included in information literacy are not new. Framing the research question and finding, evaluating, using, and communicating information ethically and legally are basic elements of any research. Looking beyond the case study, which are the micro and macro dimensions of your research is also important. Defining your contribution to the field is important. What is the nature of your research and what difference will it make should be a question one should ask oneself?

All these improve the self and in turn the quality of research. Outcomes and benefits, implications and applications and impact whether scholarly, pedagogical and non-academic improve not only the research but the researcher too.

I take this opportunity to thank all the readers, the esteemed board members and the contributors for the growing popularity of the web and printed editions of IJCD.

Dr. Durgesh Tripathi
Editor

Effectiveness of Media Relations and Communication for creating awareness in the issues of Human Rights With special reference to the Puducherry State

By : Mr. K. Kulasekaran* & Dr. P. Rajendran**

Abstract

This paper discusses the role of effectiveness of Media Relations for creating awareness in the issue of human Rights and ascertains what teaching can be drawn from different happening so as to make sound recommendations to the journalistic profession and Human Rights Organizations in protection of Human Rights. The main objective of this study is to improve the quality and consistency of work in this area of Media relations. The proposed study is concerned with the media's relations to provide accurate and reliable relations and also timely information on issues that involve human rights. A detailed quantitative study would show that the various media like Print Media (Dailies, Monthly, Bimonthly, Weeklies, Fortnightly), Electronic Media (T.V. and Radio) and Other Media (Posters, Bit notice, Internet, Hoardings, etc.), devote a great deal of attention to this subject.

The objective of the study is not to make a general judgment on performance but to describe why the media do what they do, in the way they do it, when it comes to human rights. What pressures are brought to bear on them by parties that, one way or another, may be concerned by their reporting? The study concentrates on news coverage and all the ways in which human rights issues are reported by the media in Pondicherry State.

The proposed study will analyze the issues from the perspective of those who work in the media, more than those who work in human rights organizations. It discusses the constraints journalists' face, the effects of changes in the reporting process and in technology, and how the values of journalists and editors influence their priorities. This paper will analyze the relationship between news and human rights, defines the terms and sets out the report's postulates, and an overview of the history of human rights, and identifies the points of intersection between the media and human rights.

It will also examines the professional environment of the coverage of human rights in recent years in India, and focuses on the dynamics inside the newsroom, and the direct impact of factors internal and external to media organizations on the selection of human rights issue. The presentation of report of human rights issue is affected by bias and other forms of benign or less benign interference. Outcome of this proposed study, it will analyzed that the impact of human rights coverage and report and which amenities to need for developing the role of human rights reporting and some recommendations that journalists and interested parties may wish to consider if they seek to improve the quality of coverage of human rights by the media and recommendation.

Introduction

Media is a powerful tool in Puducherry for focusing human rights in our daily life. The Human Rights mostly cover the rights to human life, the rights of minorities and majorities, woman's rights, child's rights, the right of people, the right to a fair trial, the right of disabilities, the rights of treat the fairness and equality. Human rights cover every aspect of life from social security to the right to arts and entertainment. Many people do not know the difference of human rights and consumer rights. Journalists in their day-to-day coverage give much important to the news related to employment, health, crime, punishment, education, sports, etc. But they should emphasis the rights of ordinary people which should help them to safeguard their community. It is pertained to mention here that every citizen should know their rights to survive their life without any hamper. In the situation, the role of Media is considered very important for creating awareness about their rights in the society. This paper mainly concentrates on the recent years of media coverage in the Puducherry State about the environment of the coverage of human rights, coverage and focuses on human rights and the presentation of report of human rights issues.

Methodology

This paper mainly analyzes, (i) how the Media focusing the issues of human rights, (ii) whether the media reporting is accurate and consistent (iii) how the Puducherry Government, NGOs and media persuade the human rights reporting, and this paper also discussing the process of reporting in human rights issues and challenges.

Prelude about the human rights

Every person has dignity and value as fundamental rights provided in the Constitutional law of India. One of the ways that we recognize this fundamental worth is by acknowledging and respecting a person's human rights. Human rights are concerned with equality and fairness. They recognize our freedom to make choices about our life and develop our potential as human beings. They are about living a life free from fear, harassment or discrimination. There are a number of basic rights that people from around the world have agreed on, such as the right to life, freedom from torture and other cruel and inhuman treatment, rights to a fair trial, free speech and freedom of religion, rights to health, education and an adequate standard of living. These human rights are the same for all people everywhere – male and female, young and old, rich and poor, regardless of our background, where we live, what we think or what we believe. This is what makes human rights 'universal'. Rights also describe what is lawful: that is, some rights may be laid down in law. If you have a legal right to something, you may be able to defend it in court. In many situations, though, rights exist but are not covered by law. These rights are often called moral rights and are based on people's sense of what is fair or just.

The Universal Declaration of Human Rights, agreed to by the nations of the world (including India) on 10 December 1948, sets out the basic rights and freedoms of all men, women and children. It has become the most important document of its kind and forms the basis of many legally-binding national and international laws. Then, human rights standards have been developed and incorporated into many international laws and treaties.

Two of the most significant of these are :

    ☐ International Covenant on Civil and Political Rights

    ☐ International Covenant on Economic Social and Cultural Rights.

International Bill of Human Rights

Universal Declaration of Human Rights

International Covenant on Civil and Political Rights (ICCPR)

International Covenant on Economic Social and Cultural Rights (ICESC)

Adopted by the UN General Assembly in

Two Optional Protocols to the ICCPR

(Member nations permit individuals or groups to report personal human rights violations to the UN
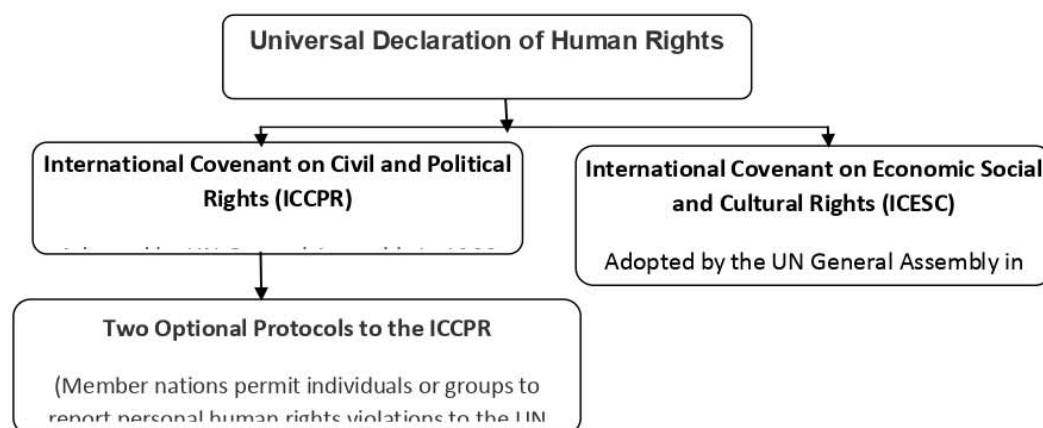
Analyzing the various type of Media in Puducherry
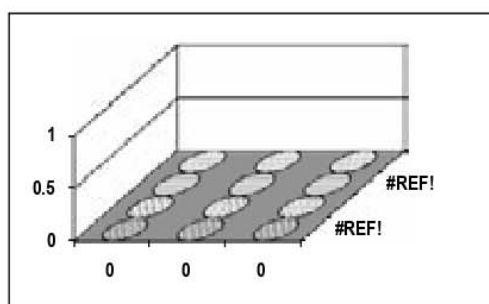
As per Indian constitution, Puducherry is a Union Territory of India. It is a former French colony, consisting of four non-contiguous enclaves. In September 2006, the territory has been changed its official name as 'Puducherry' from its original name 'Pondicherry'. The Puducherry means 'New Village'. Puducherry consists of four small unconnected districts / regions, Puducherry, Karaikal, Yanam and Mahe. Puducherry and Karaikal are by far the larger ones and are both enclaves of Tamil Nadu. Yanam and Mahe are enclaves of Andhra Pradesh and Kerala respectively.

The territory has a total area of 492 km². The total population of the Union Territory of Puducherry is 9,73,829. Official languages of Puducherry are Tamil, Telugu, Malayalam and French. English is used as like language for convenience of the official conduct of the District. The Governance and Administration of the Union Territory falls directly under the federal authority in New Delhi.

The media in Pondicherry is in four languages like Tamil, Malayalam, Telugu and English. Most of the newspapers and magazines published from Puducherry cover the news of human rights and consumer rights of the

People of the Union Territory of Puducherry. Printing Media in the State is more powerful in bringing out the report in violation of human rights against the minority and scheduled castes. The challenges in human rights report in Puducherry State are in very critical position so as to bring out the true news to the public. Tamil dailies likes Dinathanthi, Thinakaran, Dinamalar, and Malayalam are having separate units in the State. The following Dailies, Monthly, Weekly, Bi-monthly, and Fortnightly are being published from Puducherry and they are rarely concentrating the issues of the Human Rights. At now 143 Newspapers and Magazines are being published from the Puducherry State (chart -1).

Dailies: Dinakaran, Dinamalar, Kaalai Jothi, Maalai Boomi, Maalai Malar, Namathu Murasu, Pondy Murasu, Tamizh Murasu, The Thanthi, Dinamani and Thina Boomi.

Weekly: Karaikural, La Gazette De L' Etat De Pondicherry, Makkal Thulakole, Namadhu Manasatchi, Pondy Express, Pondy Times, Pondy Times, Puducherry Makkal Urimaikural, Puducherry Vision, Puduvai Express, Puduvai Sangamam, Puduwai Oli, Puthiya Geetham, Sintaani Seithigal, Thagaval Surabi, and Voice Of Puducherry

Monthly: Amaithi Puyal, Arasakattalai, Dhanigai Bala, Karai Murasu, Karai Sudar, Magalir Osai, Nanbargal Thottam, Natramizh, Pudhuvai Vanambadi, Puducherry, Puduvai Kavithai Vaanil, Puduvai Osai, Puducherry Report, Puduvai Seithigal, Puthiya Uravu, Sooryodayam, Sri Aurobindo Karmadhara, Sri Aurobindo Society Newsletter, Sri Aurobindos Action, Velicham, and Vellum Thooya Thamizh.

Bimonthly: Puducherry Rajiyam, Puduvaipparani, Vallinam and World Union Goodwill

Fortnightly: Cheidhi Surangam, Chozha Nadu, Jipmer News, Karai Samaran, Muthamizh Thoodhu Naattu Dharbar, Pudhuvai Bhoomi, Pudhuvai Muzhakkam. Seithi Sangamam, Sukran Reporter, and Vaniga Kalanjiam.

Other media covering in the Human Rights issues in Puducherry State
    1.   Posters,
    2.   Wall poster
    3.   Hoarding
    4.   Banners
    5.   Pamphlet
    6.   Bit notice
    7.   Internet

Electronic Media covering the Human Rights issues in the Puducherry State
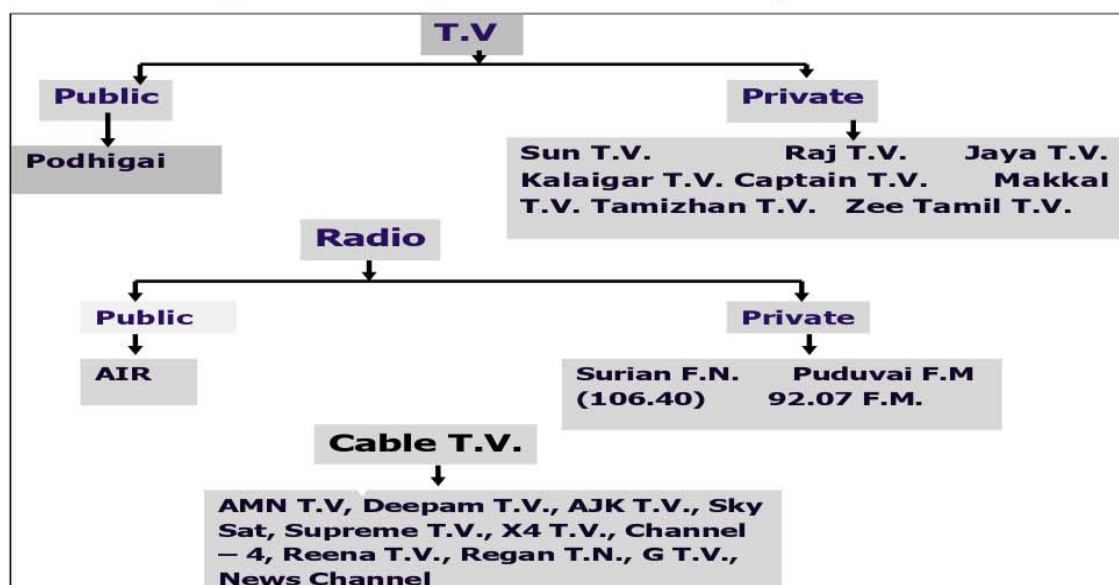
Discuses about the Media relations in covering the issues of human rights

Media coverage in human rights in the State is highly appreciable. Much of the reporting in the State concerns directly or indirectly to the human rights issues. In fact the freedom of the media itself is a human right. As far as the State of Puducherry concerned the media has interested not only in violations of human rights, but also in the institutional apparatus designed to promote and protect human rights. The Acts and Rules of the Puducherry are mostly common to the Government of India.

No separate Acts and Rules are enforced by the Government of Puducherry, but the local and municipal acts, rules and standing orders are being enforced, so as to smooth administration of the Government. In parallel, the Human Rights Organizations have emerged from, within civil society in Puducherry State. These organisations monitor violations of human rights, lobby for reform and feed the press with information on the subject.

The coverage of many humanitarian crises by the media, in the last decade in Puducherry State has been increased. Some of the most serious human rights violations have either taken place in the context of political revenges or on conflict erupting. Print media of Puducherry State has given wide coverage for the human rights issues. The coverage of human rights are still taken largely by the mean of political and civil rights, but the economic, social and cultural rights are ignored much by the media in their coverage. Economic issues are includes of poverty and economic discrimination. Many human rights organization (NGO) in Puducherry have refined their approach in propagating on the advocacy. The Puducherry Human Rights Organizations as well as Consumer Rights Organizations are having well infrastructure so as to reporting about the violation of the Human Rights and Consumer Rights to the concerned authorities and media.

Though it is very difficult to verify the number of human rights reports which news augmented in State of Puducherry, the proportion report of national media that contain human rights issues have definitely increased. In some cases, a human rights angle can be found in the mainstream report like the reports of diplomatic or financial report, but it is not a case a decade ago.

In Puducherry, the various Media like print media (dailies and magazines), electronic media (T.V. and Radio) and other media (posters, hoardings, etc.) are covering issues of human rights occurring in the local areas so as to create the awareness among them. It has been analyzed in the angle of the coverage and focused by the media on the issues of human rights. Human Rights issues focused by the various media are furnished in the tables 1-3.

Table – 1: Human Rights issues focused by the Print media:

Sl. No.	Dailies and periodicals	Focused and covered the issues of Human Rights (in percentage)				
		Civil Rights	Political Rights	Social Rights	Cultural Rights	Economic Rights
1.	Dailies	26 %	22 %	18 %	20 %	14 %
2.	Weekly	29 %	32 %	12 %	14 %	13 %
3.	Monthly	19 %	23 %	19 %	20 %	19 %
4.	Bimonthly	22 %	26 %	20 %	19 %	13 %
5.	Fortnightly	29 %	23 %	19 %	14 %	15 %

Table – 2: Human Rights issues focused by the Electronic Media:

Sl. No.	Electronic Media like T.V. and Radio		Focused and covered the issues of Human Rights (in percentage)				
			Civil Rights	Political Rights	Social Rights	Cultural Rights	Economic Rights
1.	T.V.	Public	23 %	27 %	20 %	17 %	13 %
2.		Private	32 %	29 %	13 %	12 %	14 %
3.	Radio	Public	24 %	19 %	28 %	29 %	10 %
4.		Private (F.M.)	22 %	18 %	30 %	31 %	9 %
5.	Cable T.V.	Private	31 %	29 %	15 %	18 %	7 %

Table – 3: Human Rights issues focused by other Media:

Sl. No.	Other Media	Focused and covered the issues of Human Rights (in percentage)				
		Civil Rights	Political Rights	Social Rights	Cultural Rights	Economic Rights
1.	Posters	36 %	10 %	18 %	20 %	14 %
2.	Wall Posters	25 %	27 %	19 %	19 %	10 %
3.	Hording	20 %	23 %	21 %	23 %	13 %
4.	Banners	22 %	26 %	20 %	19 %	13 %
5.	Pamphlet	29 %	23 %	19 %	14 %	15 %
6.	Pit notice	23 %	29 %	14 %	19 %	15 %

Independently reporting a conflict in the State of Puducherry is very difficult. The usual attitude of the media during the initial stages of a conflict on human rights violations are being committed on the other side. The reasons include:

□ The character of the reporter during the collection of information, trueness, etc.

□ The closeness of the reporter to sources which have an interest in representing the situation,

□ Outright censorship, preventing the reporter from saying what he saw on his personal side, and

□ Hazard, preventing the reporter to see through other side and reporting from outright bias.

Finding of human rights with case study

Human rights organizations are essential sources for the media for reporting the human rights violations. When media organisations become weary the human rights organisations trying to direct journalists priorities to give to the human rights issues. At the same time, reporting of the human rights in Puducherry is becoming very complex. The media has also train the staff to cover such issues accurately. The Human rights issues have been reported in the print media as in the items of news and non-news (editorials, letters, short story, etc.). The issues of human rights reported in news and non-news items of the print media of Puducherry have been analyzed and shown in chart - 2:

Chart -2.
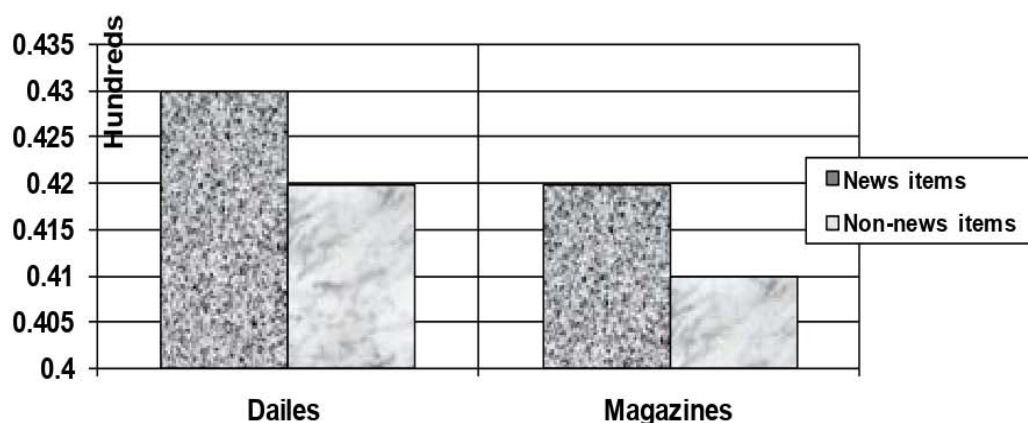
The following human rights issues have been reported in various media and proper action has taken by the particular set up by the Government.

One of the human rights reported in the Puducherry State in the years 1998 is custodial death. It was taken by media and Human Rights Organization of the State. This effective human rights report of the media in connection with the above issue is a grant success in violation of human rights and it is settled by the Government. The main human right report upon being informed of the custodial death of one Gothandam, aged 23 years, who was brought to the Police Station during the night of 15 February 1998 but he died in the course of interrogation. The Human Rights Organization and the Media have published the report mentioning it is against the violation of the Human Rights. Hence this matter has been taken by the Human Rights Commission and issued notice to the Government of Pondicherry calling for a report. The report received from the Government of Pondicherry indicated that all the five police officials who had been involved in this incident were placed under suspension; a criminal case had been registered against them and a sum of Rs. 60,000 had

been paid as compensation to the father of the deceased. The Human Rights Commission directed the issue of a show cause notice to the Government of Pondicherry as to why an additional amount of Rs. 2.00 lakhs be not granted as immediate interim relief under Section 18 (3) of the Protection of Human Rights Act. The Government of Pondicherry responded saying that the matter was pending before the Court. The Commission, however, took the view that the payment of immediate interim relief under Section 18(3) of the Protection of Human rights Act, 1993 was not dependent on the outcome of the criminal prosecution. It accordingly directed the Government of Pondicherry to deposit an amount of Rs. 2.00 lakhs in a nationalized bank, in the name of the next of kin of the victim, adding that the interest that accrued thereon be made available to the next-of-kin every three months.

The Media and Human Rights Organizations have approached this matter differently in different view. These kinds of the human rights reporting are more easily misled the public, government as well as Non-Governmental Organizations. It may argue that there are serious limitations in the human rights commonality of interests of human rights organisations and media outlets. Human rights advocacy also has played an important role in turning the media's attention in the issues which were previously ignored or unknown or reviving issues as into news. Sometime, this has led to more accurate, more complete and more consistent coverage.

In Puducherry, individual human rights were considered as secondary matter to the interests of the State. Most of people in the State have little awareness of their rights. When they are dealings with bureaucracy, police, and members of the public they do not know their strength. Many of the people still believe that the State has rights while citizens have should do the duty as they told. The media has a crucial role in changing this level of awareness that each individual should know that he or she has the rights of equal to those of other people. People pay attention to reporting the reality of their lives, which looks the world through their eyes.

On the basis of the coverage of the Media in Puducherry, the Tamil Nadu State Legal Aid and Advice Board brought to the notice of the Commission that Chandrasekhar had died on 29 December 1993 allegedly in police custody in Pondicherry State. It was also pointed out that there was non-reporting by the Pondicherry Administration, in violation of the Commission's instructions dated 14 December 1993 requiring prompt reporting of custodial deaths.

At recent, a Human Rights report in Puducherry State is focused in various media in connection with transfer of the case of murder of one 'Nondi Arumugam' from Government of Puducherry to CBI, Govt. of India. At the Same time, the media particularly the Dinamalar of Puducherry has published on 01.12.2010 a detailed story in the title "Kolai nagaramagum Puducherry Manilam (which mean Pondicherry State is being Murder City)". The Puducherry Police received numerous calls from journalists and Human Rights voluntaries requesting briefings and explanations of the legal issues of this case.

We may find out the common interest in the reporting that the Journalists who are not familiar with human rights and the regulations of the CBI and other State body are unlikely to understand fully the implications and ramifications of the Human Rights story they are going to over by them. Since the various Media of the Puducherry State have focused this issue in connection with the violation of human rights linked with the political persons, the opposition political parity has gone agitation against the ruling Government with the main demand that this case may be handed over to the CBI, even the accused was arrested by the police. Further, the report reflected the view of the political interest and hence it is against the true reporting of the Human rights. Most of the political party flames this issue only for the advantage of the politics.
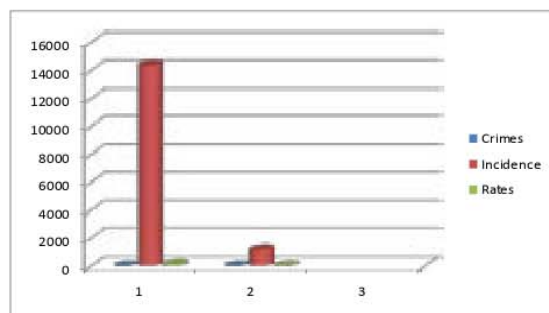
Further, women rights are also focused by the media of the Puducherry State. The crimes against the women are being registered in a minimum number of cases, which is show in the chart-3. Rape, kidnapping and abduction, dowry deaths, cruelty by husbands / relatives, molestation, eve teasing and immoral trafficking are the crimes against women which are common in Puducherry State like as in many other States. Victims of rape are mostly in the age group of upto 18 years. Rapists are mostly known to the victims, more often neighbors.

The Puducherry Police have taken proper security on the view of the women rights. On the basis of the interview with the All India Democratic Women's Association of Pondicherry, it has stated that the Sexual harassment in working places is rampant.

The most of the cases against the harassment of girl students in schools and colleges were also reported in the Puducherry. Meaningful measures should be taken against this menace. In last year (2010), five accused persons had been arrested by the police of the Rediarpalayam Police Station in connection with the incident occurred for the harassment against the school going girl student near the Rediarpalayam road junction. The accused persons were only arrested after taken agitations by the local people for the harassment against the school going girls. In this case, the media had taken full accurate coverage every thing occurred about this incident.

One case of sexual harassment was taken in the working place during 2004 in the office of the D.R.D.A, Puducherry. One working women of the same office had filed a writ at Hon'ble High Court, Chennai for booking FIR against the accused person who also worked in the same Department. On the base of the direction of the Hon'ble High Court, the All Women Police Station, Puducherry had booked FIR against the accused person and the case was referred to Hon'ble Chief Judicial Magistrate Court for trial.

There have been reports of sexual harassment even in the Aurobindo Ashram of Puducherry. A case was reported fifteen years ago in the Grand Bazaar Police Station limit of Puducherry, that one house wife had been raped and murdered in Aurobindo Ashram. Initially, the Police had neither took investigation nor arrested the accused, since the accused person was having full political influence of Central and State level. So the print media, electronic media and other media had focused and reported accurately the violation of human rights against women. Thus, the local people, Human Rights Organizations, voluntaries had taken demonstration against the Government and Police to take immediate action against the accused person who took offence against violation of the woman's rights. The accused person had been arrested and the Hon'ble Court had given punishment to death. Hence, many of the Human Rights Organization and media were forced the government that, the authorities should bring the offenders to justice wherever the offence takes place. Offences under Section 493/490 (A) of the IPC should be amended to make them cognizable.

Many cases of Rape were reported in the Puducherry. Out of the total cases reported, few cases were reported as raped and murder. Since this kind of the offences had been reported by the media, the local publics have got awareness about the violation against the women rights and them gone for agitation so as to file FIR and give assistants to the family of the deceased person. One important case was reported in the month of August 2010 at Ariankuppam (Manavely Village) of the Puducherry State that one accused person has sent a parcel bomb through courier to his girls friend, who was lived near his home. The girl was received the parcel from the courier person and then went to her home. Within a second after opening of parcel, the parcel bomb was blasted and the girl was also dead at spot. The background of this case is rape and harassment of the girl. But, the Police had not taken any step on this violation against the woman. So, the whole People of the Puducherry have gone for the agitation against the Government. The all worker of saloon shop of Puducherry had gone for one day strike. The accused person had been immediately arrested and the Puducherry Government had given assistance of Rs. 3,00,000/- to the family of the deceased girl.

During 2010, one Yogu Iyyappan, who belong to Dhiravidar Kazhagam, was arrested in the Gunda Act against the violation of human rights and natural justice. So, he filed writ before the Hon'ble High Court, Madras. The Court warned the Government and ordered to release him immediately from the Gunda act.

Reportedly, there are a number of slums around Pondicherry - twelve of them are within the town itself and they become convenient breeding ground for immoral trafficking. In order to deal with the dowry menace, the Department of Women and Child Development conducts awareness camps in villages. There are also designated Dowry Prohibition Officers in the departments of Government to check on dowry menace. All Police Stations including the All Women Police Station in Pondicherry deal with cases of atrocities against women so as to protect the human rights of women and children. In pursuance of the guidelines and norms laid down by the Supreme Court in the case of Vishaka and others vs State of Rajasthan and communicated to them by the Government of India, the Puducherry State Government has also constituted Complaints Committees in all the four regions of the Puducherry State for redresses of sexual harassment complaints of women employees of Government Departments and Public Sector Undertakings.

The Committees have been mandated to examine complaints received by them and make appropriate recommendations to the Heads of the concerned Government Departments and Organizations. The Committees are functioning as watchdogs for prevention of sexual harassment at workplaces. The Committees are further to send annual reports to the Government through the Department of Women and Child Development. They are also likely to be more easily misled by Governments Puducherry and in some cases by NGOs. Bearing this in mind, Claude Moisy warns against the tendency for assimilation when both NGOs and media are on the ground and stresses the need for the media to remain at a certain distance. Politicians are also interviewed in the context of reports that give a voice to the people whose lives have been affected. They have justified they did everything in human rights context. Moreover, by giving equality of coverage to the governed and those who govern, the media itself is delivering on people's right in freedom of expression. The media in Puducherry is not reported the human rights issues in accurately. The overall reporting rates of the media are furnished in the table -4.

Table – 4: Human Rights issues reported by Media in comparative method:

Sl. No.	Media	Covered and Reported issues of Human Rights issues (in percentage				
		Civil Rights	Political Rights	Social Rights	Cultural Rights	Economic Rights
1.	Printing Media	29 %	26 %	21 %	20 %	14 %
2.	Electronic Media	28 %	27 %	15 %	18 %	15 %
3.	Other Media	25 %	25 %	17 %	19 %	14 %

Most Police services, initiate publicity through regular press releases of information about police operations and arrests. Some media treat these police statements as undisputed fact. These versions of events may eventually be challenged in a court, and should therefore always be attributed and not reported as established fact. In all reporting of police operations it is important to distinguish between someone being interviewed, someone who has been arrested and someone who has been charged. Only the last of these has been accused, and even in this case there is no presumption of guilt. The presumption of innocence until proven guilty applies to the media as much as to the courts.
Pressure is often put on media not to criticize the police, who are there to protect the public and often have to confront violent criminals. However, an inquiring and critical media is not a threat to good policing. The evidence is that 'closed' Police forces become a law unto themselves, and are more likely to abuse the rights of suspects, or indeed to become involved in corruption. A Police force that accepts the right of the media to ask questions is on its way is to becoming publicly accountable.

Mr. R. Rajaguru, Chief Reporter of Puducherry Report monthly magazine, has stated that, in general, reporters should recognize human rights violations when they see them and should not need special expertise to do so. Journalists of the Puducherry State worry about accuracy. Many journalists, including some of those interviewed for this paper, do not feel that there is a problem in their coverage of human rights issues. Though they acknowledge inadequacies, they view, that human rights issues are covered no worse or better than other subjects are.

Conclusion
As a result, media coverage varies in quality, "On the Puducherry State side, there is not much escapes in media coverage. On the international side, it is not necessarily, because a reporter may not notice and report it, but because of the competition of limited space. Moreover, it is pointed out that if a journalist does not access the human rights stories, he simply cannot cover the story.
The media focus on the story of the occurrence, not the broader questions, the process stories. It can not get an accurate picture of what is at issue, probably not with regard to the story itself and certainly not with regard to human rights in a crisis.
Among journalists, there are serious lacks of knowledge of what human rights are. Many journalists as well as many politicians and others who are working in civil society are not familiar with the Universal Declaration

of Human Rights and the International Human Rights treaties and mechanisms. Often they do not understand the difference between human rights law and the laws of crime. As a result, human rights are often erroneously regarded as relevant only to reporting of conflict.

The objective of reporting is not achieved merely on presenting facts. Balance is certainly important. There is no contradiction between committed reporting and truthful reporting. media professional should not abandon professional standards but to emphasize them.

In general, human rights organisations feel the media do not give sufficient coverage on human rights issues. The coverage is also often lacking in depth. At the same time, human rights groups carry out credible research and develop their capacity to provide media with reliable information. There is a need to bridge the gap of misunderstanding that sometimes appears to exist between rights activists and journalists.

Recommendation

Changes in the International Human Rights Policy in recent the journalists and media organisations be well-informed about the human rights issues and, therefore, they better be able to promote wide-ranging debates within their societies.

The following human rights progammes may be conducted for creating awareness for the media persons, public and human rights Organizations by the State Government of Puducherry:-

☐ Specific pre-entry courses on human rights issues for individuals learning journalism schools,

☐ Mid-career and internal training on international human rights standards, including national and State Govt. perspectives on human rights law and policy;

☐ Internal editorial programmes reviewing coverage of human rights issues like refugee & asylum matters, rights of children, racism and racial discrimination, health issues; and

☐ Actions to promote exchanges of views between journalists and human rights organisations at na tional, regional and international level. Such meetings, briefings and seminars should be organized by journalism schools, media organisations and journalists' professional groups.

In short, media organization, NGOs, SHG and others should raise their voice to promote the human rights and creating awareness about human rights among public.

References:

1. Statistical Handbook, Annual Report, Directorate of Economics and Statistics, Puducherry, 2010.
2. National Human Rights Commission Report, New Delhi.
3. Dinamalar, Tamil daily, Puducherry Edition, from 1st October to 31st October 2011.
4. The Hindu, Chennai Edition, from 1st October to 31st October 2011.
5. Pondicherry Police Official website, Police Department, Government of Puducherry.
6. Poornima Advani, Chairperson, Profile of Union Territory of Puducherry, published by the Nation Commission for Women, Published in 2005.
7. Gorringe, Hugo, Untouchable Citizens, Sage publications, New Delhi, 2006.
8. Jeffrey, Robin: India's Newspaper Revolution: Capitalism, Politics & Indian Language Press
9. Varadarajan, Siddharth, Caste Matters in the Indian Media, The Hindu, 3 November, 2006.
10. Viswanathan, The Plight of Dalits and the News Media, 2010.
11. Puducherry Vision, Weekly Magazine, year 2010-2011.
12. National Crime Records Bureau, Crime in India, Ministry of Home Affairs, 2001-2010.
13. Sen, Amartya. Poverty and Famine. Oxford: Oxford University Press, 1981.
14. Curran, J.D., Media and Power, New York, Academic Press, 2002
15. Dinamalar, Daily, Jan – Nov. 2011.

Most of the journalists and human rights experts below were interviewed in the course of the preparation of this paper:-

1. Tmt. K. Kalivani, President, Puducherry Human Rights and Consumer Rights Organization.
2. Thiru R. Rajaguru, General Secretary, Press and Journalist Association of Pondicherry.
3. Thiru M. Gobi, All India Journalist Welfare Association, Pondicherry.
4. Thiru Rabert Roch, Public Relations Officer, Mark, Karaikal, Puducherry State.

Useful Internet site for preparation of this paper:-

1. http://police.pondicherry.gov.in/About%20us/ArrestGuidlines.htm (Website of Police Department, Govt. of Puducherry)

2. www.unhchr.ch/udhr/index.htm, (Universal Declaration of Human Rights (UDHR) is the premier human rights instrument of the United Nations. It was adopted and proclaimed by the UN General Assembly resolution, 217 A (III) of 10 December 1948)

3. www1.umn.edu/humanrts/instree/arabcharter.html (Arab Charter on Human Rights was adopted by the Council of the League of Arab States resolution 5437 on September 15, 994. There are no ratifications to date).

4. www.wix.com/presspuducherry/phrcro (Pondicherry Human Rights and Consumer Rights Organization, Pondicherry)

4. www.unhchr.ch/html/menu3/b/k2crc.htm (Convention on the Rights of the Child (CRC) is the most widely ratified human rights treaty. It was adopted by the UN General Assembly resolution 44/25 of November 20, 1989 and entered into force on September 2, 1990)

6. www.nyu.edu/globalbeat (Global Reporting Network, a programme of the Centre for War, Peace, and the News Media at New York University's Department of Journalism and Mass Communication. Contains a useful international list of experts)

7. www.fair.org (Fairness and Accuracy in Reporting scrutinizes media practices and offers Criticism of media bias and censorship).

8. http://nhrc.nic.in/cdcases.htm#no3 (National Human Rights Commission, New Delhi)

9. https://rni.nic.in/ (Registrar of News papers for India, Govt. of India)

Author: *K. KULASEKARN

B.Sc., B.Ed., M.Sc.(I.T.), M.A.(His.), M.A.(JMC), M.Phil. (JMC), P.G.D.C.A.

Madurai Kamaraj University, Madurai.
Cell: 9790581070, E-mail: k.kulasekaran.pro@gmail.com.

Co-Author: **Dr P. RAJENDRAN

M.A.(JMC), M.A.(Eng.), M.A.(Tamil), M.A.(Ling.)
B.Ed., Ph.D. D.J., P.G.D.T., H.P., D.K.,
Academic Co-ordinator, Department of Journalism and Mass Communication
& Law, D.D.E., Madurai Kamaraj University, Madurai.
Cell: 9486302381, E-mail: drrajendran555@gmail.com

for more detail visit: www.communicationijcd.com or email: editor.ijcd@gmail.com

Community Communications for Participative Development
Experiments and Experiences in South Asia
By: Dr. Rajesh Kumar*

Key words: Community communications, Community radio, Participatory development.

Abstract
Millions of people in developing countries, particularly in rural areas are deprived of a wide range of information and knowledge owing to lack of access to information and communication technologies and scanty participation in information generation and dissemination which may have improved their livelihoods and development pattern. In the prevailing socio-cultural and geographical structure of rural and remotely settled people, community communications or community media or its most popular and viable form, community radio have been found more effective and inclusive medium to provide equitable information and knowledge among the masses. It has been empirically established that community communications/media creates grassroots-level participation and horizontal circulation of ideas among the deprived rural communities, which are necessary pre-conditions to democratization of communication and redistribution of power. This paper makes an attempt to analyze the contribution of community movement for 'conscientization' and development of marginalized masses in various parts of South Asia in general and India in particular. It will examine various experiments and experiences in community radio broadcasting in different countries of South Asia/S-E Asia and will draw pragmatic policy suggestions for the sustainability of rural community radio initiatives, particularly in India. A host of literature and empirical studies on the subject will be referred during analysis.

Introduction
Uses of communications media which include two way communication have been called 'community communications' or 'community media'. In the past, similar terms have been used to identify programming especially designed for particular community groups, such as ethnic or minority groups, groups with special needs or interests. But community communications should mean more than programming designed for special or selected groups. They are intended to be based on more than assumed audience needs and interests. Community media are adaptations of media for use by the community, for whatever purposes the community decides. They are media to which members of the community have access for information, education and entertainment, in the form and in the manner they desire(Berrigan FJ, 1979). They are media in which the community participates, as planners, producers, performers. They are the means of expression by the community and also for the community.

The application of access and participation invariably involves communications. It is argued that communications media are the vehicles through which practical participatory democracy might be applied. At the simplest level, before people can consider a question, they need to be fully aware of all the facts: the short-term effects and the long term implications, ways in which decisions taken in one area will affect future planning. Communications media could present this information. At the same time, if people have access to communications media, they can use them to request further information, and convey their views to others. The media, when placed in the hands of the community might become machinery through which participation in the socio-political sphere is achieved.

The Theoretical Underpinning
Paulo Freire, a Brazilian educator challenged the one-way approach of information-giving, or transfer of content. As an educator, he worked on the basis of interchangeable teacher/learner relationships, i.e., the teacher learned from the student and vice versa. His practice was based on the idea that education was a process of 'conscientization', in which the community was helped to articulate its problems, then to provide the solutions for those problems. Freire believed that the average citizen was not an empty vessel into which facts could be poured, but a knowing being. The task for the educator was to activate the community to express its needs, to formulate solutions and to organize politically to achieve its goals. This approach was considered a radical departure from the traditional approach to rural education, for it did not rely upon transmission of knowledge and skills, but focused on the community as a decision-making unit. Since these ideas were first put forward,

there has been wider acceptance of the process of development as a process of individual and community self determination. An important ingredient in the 'conscientization' approach is the activation of the individual and the group (Quoted from Berrigan FJ, 1979).

Community communications and participative model of development is based on an emergence of "Another Development" perspective (Servaes,1995) which emphasised alternative communication system and media practices. The stress was on inclusive forms of participation of people in the economy, political system and media within a particular area. 'Another Development' perspective evolved as a critique of, and an alternative to, the modernisation and dependency theories, which influenced development communication paradigms until the late 1970s (Servaes,1995). Modernisation theorists advocated a universal model of development on the lines of those in Western European counties and North America. Dependency theorists put forward the transitional and structural conditions needed to eliminate under-development. Both modernisation and dependency theorists were on two extremes of a psychological warfare that characterised the cold war period.

'Community' emerged as a central element in the "Another Development" paradigm which argued that it is at the local community level that the problems of living conditions are discussed, and interactions with other communities and outside groups and institutions are elicited (Melkote, 1991). Therefore, it highlighted the critical role of local participation in development and demanded that participatory decision-making strategies be encouraged in the design and implementation of development programmes. For this purpose, communication systems were seen as a means for those local groups to seriously consider development initiatives and desires, and elicit participations. Therefore, the stress was on inclusive forms of participation in the economy, political system and media within the communities. The nation state in this case is considered to be consisting of any number of individual communities. The mainstream media which are usually associated with the concept of nation state were generally left out in support of small and alternative media. Thus, 'Alternative Development' approach to development communication recognised two key elements, viz., 'two-way process of communication' thereby emphasizing interactive nature of communication in contrast to linear form of communication under the modernization paradigm and 'participation of community'. It was widely believed that participatory approach could help in the "development of a community's cultural identity, act as a vehicle for people's self-expression, or serve as a tool for diagnosis of a community's problems" (Melkote, 1991). While fewer efforts were made to define participation, the exact nature and role of communication in "Another Development" were believed to depend on normative goals and standards set by the host communities to ensure participation. The participation, access and self-management define uses of communication media that include two-way communications as "community communication" or "community media" (Berrigan, 1979).

"Another Development" discourse supported the right to relevant local information, the right to answer back and the right to use the new means of communication for interaction and social action in small-scale settings of community, interest group or sub-culture. In the place of uniform, centralised, high-cost, commercialised, professionalised or state-controlled media it encouraged multiple, small-scale, local, non-institutional, committed media which link senders to receivers and also favour horizontal patterns of interaction(Mc Quail, 1994). Thus, the belief that the community should become the focus of development communication was strengthened.

Experiments and experiences in South Asia

In the prevailing socio-economic scenario and geographical settings in South Asia, the community radio fits into the true role of community communications/media as discussed above in the preceding paragraphs. Some of the experiences and experiments in countries of South Asia/South East Asia such as Nepal, Sri Lanka, Philippines and India could give an insight into the community radio organization, functioning and impact.

In Nepal, there are three types of such radio organizations and operations. One, a co-operative model, i.e., Radio Lumbini, Butwal. About hundred share holders contributed about Rs.20,000 each to set up the radio station in 1998. The station is owned managed and operated by this cooperative. There are also more than six hundred friends of Radio Lumbini each paying Rs.100. Annually, the station receives additional funding from 71 Village Development Committees(VDC) in the area. A combination of paid staff and volunteers make the programme. With infrastructural support from Danish International Development Agency(DANIDA) and

UNESCO, they broadcast for about 12 hours a day. The schedule includes four local news bulletins a day and a range of programmes on health, agriculture, gender equality, children's education and good governance. Second, Local Administration model, i.e.,Radio Madanpokhara. Initially funded by UNESCO, the station is owned by the village development committee. The station went on air in April, 2000 with the support of a trust fund constituted by sixty five members, each of whom paid Rs.1000 and some collections from donors to build a radio station, while running costs are met through donations from the VDC and from Tansen-Palpa District development committee, as well as through advertising, sponsorship and entry fees to the station. The station has been playing an active role in development, with programmes to improve forestry and farming and the environment as well as working to eliminate social discrimination, injustice, and superstitions. Third, NGO model, i.e., Radio Sagarmatha, Katmandu valley. Owned and managed by NEFEJ (Nepal Forum of Environment Journalists), this station was started with the support of UNESCO and has been a source of inspiration to the community radio movement in South Asia. Most often termed as an independent public interest radio station, approximately sixty per cent of its funds come from donors, thirty per cent from strategic advertisement and ten per cent of it comes from other sources. It has about thirty paid staff and many volunteers. It started broadcasting in 1997 and provides a forum to discuss local ideas and culture, and is actively involved in social change. It also broadcasts programmes in minority languages and on folk and contemporary music as well as programmes for women, children, and semi-urban listeners (Ghamaraj L, 2010).

Sri Lanka has the honour of establishing the first Asian community radio at Girandurukotte in 1986 under the Mahaweli Community Radio project. In fact, the project was started in 1980 as a community programme service, serving the Mahaweli settlements under which nearly 60,000 families were resettled downstream the Mahaweli river. The purpose of this community radio project was to cater to the needs of the newly-settled families. It aimed to help them exchange their settlement experiences, learn new skills from each other, give timely information on day-to-day activities and help in catalyzing development in the new communities. It was a new experience where both young and mature members of the settlers' families functioned as volunteer broadcasters. They identified various settlements issues, animated the community through their own programmes, much of which also related to cultural expressions which they brought from their place of origins. Lively interaction between settlers and field officers responsible for various settlement administration matters were broadcast over the community radio. These broadcasts enabled policy makers and senior officials responsible for settlements to learn about problems and prospects of the settlements. It also helped to establish an all inclusive decisions-making process to solve many important issues such as water distribution, marketing avenues, health, education etc. However, around this time there was no possibility of thinking of independent radio stations anywhere in Asia. The radio broadcasting systems were largely government monopolies except in the Philippines where traditionally broadcasting was not a major government function. Thus, The Mahaweli community radio project of Sri Lanka was administratively under the national broadcaster, Sri Lanka Broadcasting Corporation. With the passage of time, it has been found that national broadcasters' obligations towards this project is on the decrease because national broadcasting system is facing financial crunch. Under these circumstances, community radio services are being looked upon as a burden by the national broadcasting systems. Therefore, policy makers are now considering alternate ways of keeping community radio stations outside the authority of the national broadcasting organisation.

The first truly community-owned and operated Asian community radio stations were established in the Philippines with UNESCO-supported Tambuli Community radio project. The "Tambuli Community Radio Project" has set up a management and training team that co-operates with communities to organise independent community radio stations established in different rural communities. In the project, the thrust in on the local communities to build the radio station. Through focus group discussions, they set the guidelines for the broadcasters and organise the radio team from all sectors of the village. All team members volunteer to share work. The project provides equipment & training, facilitates research and helps in identifying community development schemes. These small radio station help strengthen the democratic process by providing access to different viewpoints, build tolerance and help animate the local development efforts without any commercial motives (Tabing Louie N, 2008 & Seneviratne K, 2009).

The Indian experience

"Radio Farm Forum" was one of the earliest efforts in the use of radio for the development of rural peasants in India. The experiment was carried out from February to April 1956 in five districts of Maharashtra state by All India Radio (AIR). Rural listener groups were organized, who would listen to radio broadcasts twice a week at 6.30 p.m. for half an hour. " The group then stayed together for discussion of what they had heard, the discussion lasted usually, about half an hour, seldom less, frequently more" (Neurath et al, 1959). The summative impact evaluation indicated positive outcome of radio rural forum. Impressive knowledge gains as a result of radio listening were reported across illiterates and literates, agriculturalists and non-agriculturalists, village leaders and others. However, over a period of time the project withered away and could not be operationalised for large-scale implementation in one form or the other. Lack of political will and indifference of bureaucracy killed the rural development project even before it could help poor to take advantage of radio broadcast (Agrawal BC, 2006). For more than fifty years hence, there has not been any single experiment carried out in this direction. But since 1996, several non-profit development organizations, academicians and media-activist groups in India campaigned for the right to set up low-cost local radio broadcasting facilities to support their community development work, especially in rural and tribal area. In November 2006, the union cabinet finally cleared the community radio policy marking a much delayed, but well-deserved victory to communities and civil society groups that have been waiting patiently for the right to broadcast to be extended to them (Pavarala V , 2001,2007).

Some significant initiatives in community radio broadcasting are Sangam Community Radio, Andhrapradesh, Radio Bundelkhand, Madyapradesh, Mandeshi FM Tarang-Community Radio, Maharashtra etc which are operating after seeking formal licenses from authorities. Sangam Radio is India's first community radio, entirely owned and run by members of women's groups or Sangams as they are known, started on the occasion of World Rural Women Day, i.e., October 15, 2008. These Sangams are supported by the Deccan Development Society(DDS) that has been working for the poor and landless. It also received UNESCO's support. After receiving formal license from MIB it has created lot of changes in a traditional rural society. Another such initiative is Radio Bundelkhand launched by the Society for Development Alternatives, on October 23, 2008, at Taragram, Orchha, in Bundelkhand region of Madhya Pradesh. The Society is a Delhi based NGO and is the first to establish, maintain and operate a Community Radio under the new policy. The purpose of setting up Radio Bundelkhand, as identified with the help of communities in the radius of the radio station, is to work along with them to use this communication medium to create awareness, give information, participate in local self governance and provide entertainment – all based on requests and feedback from the community. The audience includes the communities in the radius of the broadcast range – with special attention to women, youth and the marginalised groups. Mandeshi Tarang in Maharashtra, a community radio running at 90.4 MHz was started in 16th December, 2008 under the aegis of Mann Vikas Samajik Sanstha, an NGO working for the empowerment of rural and marginalized women in Satara District of Mhaswad and Hubli & Dharwad in Karnataka. Main aim of the Radio Station is to become an effective medium for the rural remote people to share views, showcase talent, gain knowledge and increase awareness and also to ensure overall social, economic and cultural growth of the area(Ray, Anuradha, 2009).

However, without waiting for the formal license from MIB there are some individual groups, civil society organisations and non-governmental organisations involved in running community radio institutions within the prescribed legal framework. The instances of 'Namma Dhwani', 'SEWA Radio', 'Henwal Vani', 'Mandakini Ki Awaz' and many others reveal an inherent trend of the community to come together and make their voices heard. 'Henwal Vani' and 'Mandakini Ki Awaz', in the hilly reaches of the Garhwal and Kumaon Himalayas of Uttrakhand present local issues and promote local culture. They are run by youth volunteers and use WorldSpace for broadcasting. The Kutch Mahila Vikas Sangathan is an initiative in Bhuj, Gujarat that uses the medium-wave broadcast channel of All India Radio (AIR). Alternative for India Development (AID) has a radio initiative in Daltonganj, in the Palamau District of Jharkhand which uses purchased air time from a local All India Radio station. Namma Dhwani, the VOICES initiatives in Budikote, Karnataka, cablecasts programmes, made by the rural community members themselves, right into their homes. Some of the most recent community radio initiatives include, Charkha's Pechuwali Man Ker Swar in Ranchi, Self Employed Women's Association's (SEWA) 'Rudi no Radio' in Gujarat etc. Institutions like One world South Asia, the Population

for more detail visit: www.communicationijcd.com or email: editor.ijcd@gmail.com

Foundation of India are also involved in establishing several community radio networks in India, especially in underdeveloped rural regions and the states like Orissa, Bihar and Rajasthan.

As per the Ministry of Information and Broadcasting recently updated official data available on its website accessed in June 2012, there are 132 operational community radio stations (CRS) all over the country. However, not many experts are impressed with these figures. "This is a drop in the ocean. We have the potential to accommodate around 4,000-5,000 CRS in the country.

Also, this upsurge is benefitting whom? Most of them are from the educational sectors and not from the civil society. We needed the NGOs and voluntary organisations to flourish, who really work for the community but unfortunately, this has not happened," says Vinod Pavarala, UNESCO Chair on Community Media, University of Hyderabad. In fact, going by the official ministry data, out of 132 operational radio stations, eighty one belong to the educational sector, six to state agricultural universities, four to Krishi Vigyan Kendras and forty one to the NGOs. It may be noted that only these four sectors are allowed to set up community radio stations in India. Amidst this increasing numbers, a new challenge has dampened the spirit of community radio enthusiasts. The ministry has decided to hike the annual license fee for these CRS from Rs 19,700 to Rs 91,000. "This retrograde step by the ministry has hit the very spirit of the CRS. It will discourage the small and marginalised communities running the low power radio stations and can lead to their shut down and will favour only the rich NGOs and private educational institutions. This is against the very concept of developing community radio which was supposed to be of, for and by the people," says Pavarala. Another problem is the involvement of multiple ministries when it comes to granting licences to CRS in India. Till now, the government has shown reluctance to open these CRS in 'conflict zones' like Jharkhand and Chhattisgarh which are 'Naxal prone areas'. "By barring the people of these areas of information, they are actually helping the extremists. When people lack access to information, chances are more that they will get inclined to the extremists' views. In fact, we need more CRS in these areas." says Pavarala who is spearheading the struggle for freedom of CRS in the country (Retrieved on 1/7/2012 from http://www.deccanherald.com/content/259324/community-radio-takes-tentative-steps.html).

Summary and suggestions

From the above discussion, it is clear that promoting awareness of issues, protecting cultural diversity of communities and people and motivating them to participate in the planned development programmes can be enhanced effectively on a mass level through the community radio. Greater decentralisation and power-sharing plans have been recognised as essential reforms to support development efforts. But, decentralised administration alone would not bring the desired results unless there are possibilities for each and every community to influence and to take part in the decentralised decision-making process. This is where community radio has a great potential, particularly because it helps bottom-up decision-making from each and every community in the decentralised administration. Therefore, community radio facilitates the process of true and democratic nation-building. Development based upon participation demands that the people affected by development are involved in the selection of development priorities, and the design of development plans. It is an approach which attempts to build upon a consensus. Participation calls for a horizontal governance process, in which community groups consider and decide priorities for development, and suggest the ways in which this can be achieved. It is in the operation of this procedure that community communications can play a part.

The availability of appropriate communication systems with public access facilitating free and fair participation in the decision-making process is increasingly becoming vital. It is also important that such systems are community specific, because community is the basic unit of decentralised development. Also, they should have the capacity and the necessary credibility to mobilise both mental and physical resources of communities at grassroots levels. Availability of permanent and affordable communication channels that are within the competence of people at grassroots levels is a must to usher in bottom-up reforms and more relevant development initiatives. Experiences have proved that effective participatory communication tools, in some particular community-operated small radio stations, have tremendous potential to catalyse development efforts in the immediate communities. Radio is the medium which can penetrate the most. A low-cost community radio is less expensive to operate and well within the resource capacity of any community. Further, community radio

is a valuable tool to maintain a high level of transparency and accountability in decentralised administrations. More recently, community radio has attracted attention for its potential to function as an interface to bring the benefits of new communication technologies to the communities, demonstrating that there are ways and means to include the excluded in the knowledge society, even if there is no individual access to computers.

In terms of policy formulation, the community radio should be based on the concepts of access, diversity, equality, inclusion and independence. The central public interest principle in broadcasting is that of universal access. This refers to the availability of broadcasting services to all citizens. The democratic basis for this claim is the right of citizens to reliable, accurate and timely information and to allow them to participate meaningfully in society and respective communities. It is also desirable to broaden the concept of access from the right to receive information to include greater access to the means of production in broadcasting. Genuine access to channels and messages depends then not only on the existence of channels, but on their effective distribution, availability and affordability enabling all segments of the society to participate in broadcasting rather than limiting themselves to being passive recipients.

While such an alternative to traditional development planning is suggested, some hindering blocks have to be taken into reckoning. First, for development to take place smoothly, there does have to be some central co-ordination, and there has to be some arrangements for central funding. Local developm al affairs, or even of the national situation, and do not have sufficient background knowledge or experience to make their judgments viable. There may be complex and involved circumstances which have to be weighed and it could be felt that inexperienced and uneducated people would contribute little that is useful to discussions. Therefore, these concerns must be addressed while devising bottoms-up development plans.

But the bottlenecks to community decision-making as enumerated above can be overcome effectively if there is determination to find ways to extend participation. Communications media can give people access to the national and international situation, can overcome some of the problems of choosing priorities, can be the vehicle through which people explore alternatives with central planning units, and with communities in other regions. They can also become the backbone of the horizontal decision-making machinery thereby speeding up the process of discussion, suggestion and decision.

References:

Agrawal B C (2006) "Communication technology for Rural Development," Indian Journal of Communication Technology, Vol, 22, No-2. Available at: http://www.satishserial.com/ issn0972-9348/finaljournal01.pdf

Berrigan FJ(1979), Community Communications, the role of community media in development, UNESCO. Available at: http://unesdoc.unesco.org/images/0004/000440/044035eo.pdf

Deccan Herald, Community radio takes tentative steps amid serious hurdles. Available at: http://www.deccanherald.com/content/259324/community-radio-takes-tentative-steps.html

Ghamaraj L, (2010), Radio Sagarmatha: Transforming community radio to public service broadcaster, paper presented at Radio Asia, Feb 2010, New Delhi.

Melkote, Srinlvas R. (1991), Communication for Development in the Third World:. Theory and Practice, Sage, New Delhi.

Neurath P and Mathur JC (1959), "An Indian Experiment in Farm Radio Forums", UNESCO. Available at: http://unesdoc.unesco.org/images/0004/000432/043238eb.pdf

Pavarala,Vinod(2001), "Who's Afraid of Radio in India?" Available at: http://www.indiatogether. org/ opinions/noronha.htm January 2001.

Pavarala, Vinod(2007), "Other Voices: The Struggle for Community Radio in India," Sage Publications, New Delhi.

Ray Anuradha(2009), Impact Analysis of Mandeshi Tarang . Available at: http://www.docstoc.com/docs/17621131/PROJECT-REPORT-IMPACT-ANALYSIS-OF-MANDESHI-TARANG-_THE-COMMUNITY.

Servaes Jan(1995), Development Communication- for whom and for what? Communicatio, South Africa, Vol. 21, nr 1, Taylor and Francis Online.

Seneviratne, Kalinga(2009), Maintaining the enthusiasm: Economic viability of community radio in the Philippines, an assessment, UNESCO, Jakarta.

Singhal, A, Rogers E. M. (1999), A Communication Strategy for Social. Change, Entertainment-Education, LEA Publishers, New Jersey.

Singhal, A., Rogers E. M. (2002), India's Communication Revolution - From Bullock Carts to Cyber Marts. Sage Publications, New Delhi.

Tabing Louie N(2008), Community Radio in Asia: putting people in charge, Tambuli Foundation, Metro Manila.

*Dr Rajesh Kumar
Associate Professor
School of Communication, Doon University
P.O.- Ajabpur, Kedarpur, Dehradun , Uttarakhand, India, Pin-248001.
E-mail - rkdoon@gmail.com

for more detail visit: www.communicationijcd.com or email: editor:ijcd@gmail.com

Press Coverage on Human Rights Issues:
A study Two Hindi Dailies of Uttarakhand

By: Dr. G. K. Sahu* & Shobhana**

Abstract

The history of mankind has been firmly related to the struggle of people against injustice, exploitation and disdain. The assertion of human rights is one among the outstanding manifestations of this struggle. Human rights have a special significance within the changing world situation, particularly within the Post World War democratic era. The Post World War era has witnessed the fast development of human rights culture. The General Assembly of the United Nations unanimously adopted The Universal Declaration of Human Rights on December 10, 1948. The domain of human rights is ever expanding in India. Many Laws, establishments and Organizations are enacted and established to confirm our citizens a better standard of human rights. The Protection of Human Rights Act was passed by the Indian Parliament in the year 1993 with an objective to protect the fundamental rights of the Indian individuals. It is in this context the study meant to assess the role of newspapers in the protection and promotion of Human Rights.

Introduction

The media coverage on human rights issues shows an increasing trend in recent years. In the news media content selection process, the issues related to human rights acquired an important position as a story subject. The media professionals not only covering the issues related to human rights violations but also they are taking keen interest about the organizations and institutions that are operating to protect and promote human rights. Several reasons may be cited for the increasing media attention towards human rights issues. Firstly, due to the fact that many governments and international institutions have integrated human rights principles into their policy frameworks. Secondly, a large number of human rights organisations have emerged from within civil society in many countries around the world. Thirdly, many humanitarian crises in the last decade have also caused media organisations to increase their coverage of human rights.

Though the news media coverage of human rights problems seems to be increasing and journalists entered into new areas, several human rights problems are still under-reported. Journalists rarely cover the problems that are less visible or slow processes. For some journalists human rights largely to mean political and civil rights, and therefore the importance of economic, social and cultural rights is ignored widely in their coverage of economic problems, together with, poverty, inequity and social and economic discrimination.

In India news media played an important role by exposing various scams, scandals, frauds, and many other cases of corruption. This has led to the initiation of enquiries and other processes of prosecution against the perpetrators of these crimes. In recent years due to the vigilant role of mass media some high profile people got punishments for committing crimes and atrocities on the people. At the same time media also suffers from some pitfalls; growing consumerism and materialism have adversely impacted our media. In the present market driven media environment, the social responsibility function of media is kept aside with ease when it comes to selecting profit making or saleable news stories.

Objectives of the study

Keeping in view of the above discussion the broader objective of the study was to assess the role of news media in protecting and promoting human rights of the common man. The specific objectives of the study were as follows: To measure the space devoted by the mainstream Hindi dailies on Human Rights issues;

　□ To measure the newspaper coverage on various issues related to human rights issues;

　□ To identify, the major issues relating to the Human Rights on which press pays attention and reasons behind them;

　□ To find out the status of Human Rights news in the priority list of issues covered in the print media and their reasons

Methodology

The content analysis method has been employed to track down the coverage of human rights news in mainstream Hindi daily newspapers. To represent the mainstream daily newspapers for the present study, the Dainik Jagran and Amar Ujala have been chosen because of their wide circulation, readership and reputation among the readers of diverse groups of people in the state. The study analyses the content of the selected newspaper to bring forth the trends in their coverage of human rights issues.

To find out the coverage of news related to Human Rights issues in the two selected Hindi newspapers in quantitative terms, the contents of selected samples of newspapers were analyzed precisely. Only selected issues of the sampled newspapers were analyzed by applying the systematic random sampling method. A total of 168 issues (84 issues from Dainik Jagran and Amar Ujala) were considered for analysis. In order to analyse the content on the issues related to human rights, the content was classified into the following three broad categories: 1) Social, economic and cultural rights, 2) Civic and political rights, and 3) Other rights (the rights do not fall under the above two categories). Further to give more focus on the specific aspects, the social, economic and cultural rights further divided into the following categories: Right to Food, Right to Livelihood, Displacement and Rehabilitation, Right to Education, Right to Education, Disabled, and Right to health. Similarly the civil and political rights further narrowed down to the following categories: Right to life, Torture, Harassment of women, Child labor, Child Marriage, Bonded Labor, and Discrimination. Finally the other rights sub-divided into the following categories: Migration, Environmental Degradation, Disaster, and Clamping down protests, and Poverty.

Profile of Newspapers

Amar Ujala is the largest circulated broadsheet Hindi Daily published in the state. According to the Indian Readership Survey Quarter-4, 2010-11, Amar Ujala has maintained its leadership in the state with an AIR of 8.88 lakh, adding 57,000 readers in a year with a year-on-year growth of seven per cent. This paper was launched its new edition in Uttarakhand on January 1997 in Dehradun. And after seven year Amar Ujala established its press in Haldwani (Kumaun Region) on 28 June 2004. It contains 13 edition in Uttarakhand, of which six (Almora, Pithoragarh, Bageshawar, Champawat, Nainital and U.S.Nagar) are published from Kumaun region and seven (Dehradoon, Haridwar, Rishikesh, Vikasnagar, Rudraprayag, Kotdwar and Garhwal) from Garhwal region.

Amar Ujala publishes a 16 page daily issue with more than four colour pages in all its editions. It has diversified its content and has added colour supplements on four days in a week targeting special categories of readers with: Career Plus - Turning Point: tabloid size supplement published on Tuesdays every week on career related topics for the youths. Rupayan - Aapki Personal Friend: a weekly magazine published on Fridays meant for women. Teen World – Total Masti: A fortnightly special supplement for teens on alternate Saturdays. Rangayan – Bole to Direct Bollywood se: A Sunday special supplement on Hindi film industry.

Dainik Jagran is the second largest circulated newspaper published in uttarakhand. With a growth of two per cent in AIR over last year and seven per cent over the previous quarter, the current AIR of Dainik Jagran stands at 6.19 lakh. It is also a popular newspaper in the state. The paper was launched its new edition in Uttarakhand on May 1997 in Dehradun. And after seven year the paper established its press in Haldwani (Kumaun Region) on 3 May 2004. The paper contains 13 editions in Uttarakhand, of which six (Almora, pithoragarh, bageshawar, Champawat, Nainital and U.S.Nagar) are published from Kumaun region and seven (Dehradoon, Haridwar, Rishikesh, Vikasnagar, Rudraprayag, Kotdwar and Garhwal) for Garhwal region. In order cater to the special interests of its readers the Dainik Jagaran publishes special supplements like Jhankaar, Yatra, Sangini, Josh, Nai Rahein, etc.

Newspaper Coverage on Human Rights Issues

In total 84 sampled issues in a year, the Dainik Jagran published 52 news stories (12003 square centimeters), three editorials related to human rights issues. In addition the newspaper also covered 20 feature stories, 18 photographs and 35 letters to the editors. The overall coverage in terms of space in the newspaper in sampled issues over a period of one year was 20683 square centimeters.

Table- 1: Space provided for the news items on Human Rights by Dainik Jagran

Type of newspaper content	No. of Items	Space in sq.cms
News	52	12003
Editorial	03	627
Feature	20	5093
Article	01	184
Letter to editor	35	1452
Photograph	18	1324
Total	129	20683

Amar Ujala published 35 news items with 3963 square centimeters space related to human rights issues. Its coverage is less than Dainik Jagran. In addition, the paper published seven editorials with 2240 square centimeters, 13 features with 2524 square centimeters space and nine photographs with 844 square centimeters space in 84 sampled issues in a year. It provided 683 square centimeters space for 17 letters of readers to editors, which is also very less as compared to the Dainik Jagran.

Table- 2: Space provided for the news items on Human Rights by Amar Ujala

Type of media content	No. of Items	Space in sq.cms
News	35	3963
Editorial	07	2240
Feature	13	2524
Article	10	1682
Letter to editor	17	683
Photograph	09	844
Total	82	11092

The below table and shows the Monthly space for news items published by both newspapers i.e. Dainik Jagran and Amar Ujala for issues related to Human Rights. During the study it was found that the months of the year which have any grand festival or special day, the papers reduced the number of news because of heavy advertisement. Beside this, stories based on crime, celebrity, sensation, entertainment, sports etc. are given precedence over the stories related to Human Rights issues. In the month of June and July Dainik Jagran provided 1877 sentimeter squares of space and 5677 square centimeters of space for human rights issues respectively. Whereas, Amar Ujala Provided 2790 square centimeters and 3258 square centimeters space for human rights issues in these months.

Table- 3 Total space covered (Monthwise) by Danik Jagran and Amar Ujala

Space covered	Dainik Jagran (in cm/sq)	Amar Ujala(sq.cms)
June09	1877	2790
July 09	5677	3258
August 09	1609	838
September 09	958	251
October 09	165	342
November 09	1571	295
December 09	172	935
January 10	1157	390
February 10	723	1151
March 10	1586	551
April 10	3129	516
May 10	2059	619
TOTAL SPACE	20683	11936

In the Month of August because of the Independence Day as well as festivals the newspapers under the study reduced their coverage on human rights issues. In this month Human Rights issues got only 1609 square centimeters space in Dainik Jagran and 838 square centimeters space in Amar Ujala. In month of September and October Dainik Jagran provided 958 square centimeters and 165 square centimeters and Amar Ujala provided 251 square centimeters and 342 square centimeters space respectively. In November Dainik Jagran increased space for human rights issues as it given 1571 square centimeters space. While Amar Ujala given only 295 square centimeters space on this. In month of December again it has shown the reduction in space for human rights issues. As Dainik Jagran given 172 square centimeters space and Amar Ujala given 935 square centimeters space for human rights news. In month of January Dainik Jagran dedicated 1157 square centimeters space and Amar Ujala 390 square centimeters space. Whereas, February month shown the increase in space for human rights news provided by Amar Ujala with 1151 square centimeters space. While Dainik Jagran provided only 723 square centimeters space for this. In month of March, April and May Dainik Jagran provided

more space for human rights news than Amar Ujala. As Dainik Jagran alloted 1586 square centimeters space in March, 3129 square centimeters in April and 2059 square centimeters in May. While Amar Ujala provided only 551 square centimeters in March, 516 square centimeters in April and 619 square centimeters in May.

Coverage of major issues related to Human Rights

In this section newspaper coverage is analyzed on the basis of issues under the Human rights, which is also show the space allotted for the different news items like news, editorials etc.

Economic, Social and Cultural Rights

The below table shows the space given for the different news items on human rights issues, under the Economic, social and cultural rights. Dainik Jagran provided 120 square centimeters space for news item, 507 square centimeters for editorials and 155 square centimeters for the right to food issue, while, Amar Ujala provided 312 square centimeters for feature items and 90 square centimeters for the letters for this issue. Total space given for right to food issue by Dainik Jagran is 782 square centimeters and by Amar Uajal is 402 square centimeters.

Table-4: Economic, Social and Cultural Rights covered by Dainik Jagran

Issues	News (sq.cms)	Editorial (sq.cms)	Feature (sq.cms)	Article (sq.cms)	Letter sq.cms	Photo (sq.cms)	Total space (sq.cms)
Right to Food	120	507	--	-	155	-	782
Right to Livelihood	1557	117	836		605	753	3868
Displacement and Rehabilitation	1557	-	80	184	44	168	2030
Right to Education	158	-	552	-	178	208	1096
Disabled	-	-	-	-	-	-	-
Right to health	846	-	588		54		1488

In Dainik Jagran space dedicated for Right to Livelihood was 1557square centimeters for news items, 117 square centimeters for editorials, 836 square centimeters for features and 605 square centimeters for letters, 753 square centimeters for photos and 3868 square centimeters space in the sampled issue over the year. Whereas, Amar Ujala dedicated 1240 square centimeters space for news, 196 square centimeters for editorials, 750 square centimeters for features, 715 square centimeters for articles and 250 square centimeters for letters and 513 square centimeters for photos. Total 3664 square centimeters space was provided on the sampled issues by Amar Ujala.

Dainik Jagran dedicated total 2030 square centimeters of space for the Displacement and rehabilitation issues, in which 1557 square centimeters space was given for the news, 80 square centimeters for feature, 184 for articles and 44 square centimeters for letter and 168 square centimeters for photos. While Amar Ujala contains 357square centimeters space for news, 247 square centimeters for articles and 44 square centimeters for letters and 240 square centimeters for photos for Displacement and Rehabilitation issue.

There were total 1096 square centimeters of space dedicated for the Right to Education issue by Dainik Jagran, Which comprise 158 square centimeters space for news, 552 square centimeters for features, 178 square centimeters for letters and 208 square centimeters for letters. Whereas, Amar Ujala dedicated only 554 square centimeters space for this issue, which comprises 288 square centimeters space for editorial, 176 square centimeters for articles and 90 square centimeters for letters.

Table-5: Economic, Social and Cultural Rights covered by Amar Ujala

Issues	News (sq.cms)	Editorial (sq.cms)	Feature (sq.cms)	Article (sq.cms)	Letter sq.cms	Photo (sq.cms)	Total space (sq.cms)
Right to Food			312		90		402
Right to Livelihood	1240	196	750	715	250	513	3664
Displacement and Rehabilitation	357			247	44	240	888
Right to Education		288		176	90		554
Disabled							
Right to health	170			240		56	466

Dainik Jagran provided 846 square centimeters space for news, 588 square centimeters space for features and 54 square centimeters for letters and in total 1488 square centimeters space for the Right to Health issue. While, Amar Ujala provided 170 square centimeters space for news, 240 square centimeters for articles and 56 square centimeters for photos and in total 466 square centimeters for this issue.

Both newspapers have not given any attention on the rights of Disabled persons. Not a single story was covered by both of the newspapers under the study.

Civil and Political Rights

Dainik Jagran dedicated total 587 square centimeters space for issues related to the Right to Life, which comprise 497 square centimeters for news, 36 square centimeters for letters and 54 square centimeters for photos. And Amar Ujala dedicated 1327 square centimeters space on this issue, which comprises 976 square centimeters for news, 306 square centimeters for editorials and 45 square centimeters for letters.

Dainik jagran published only news items on the issue related to torture with 203 square centimeters space in whole of the year. While Amar Ujala only published a letter to the editor with 35 square centimeters space.

In Dainik Jagran total space provided for the Women's Harassment issue was 1699 square centimeters, which comprises 1014 square centimeters for news, 641 square centimeters for feature and 44 square centimeters for letters. Whereas, Amar Ujala provided 688 square centimeters space for news, 727 square centimeters space for editorials, 736 square centimeters space for features and 45 square centimeters for letters and in total 2196 square centimeters space was provided for the Women's Harassment issues by Amar Ujala.

Issues related to Child Labor has got the total 543 square centimeters space in Dainik Jagran, in which 427 square centimeters space provided for features, 60 square centimeters for letters and 56 square centimeters space for photos. Amar Ujala dedicated 351cm/ sq total space on these issues, which comprise 108 square centimeters space for news, 143 square centimeters for article and 100 square centimeters space for photos. Both of the newspapers have not covered any news story on the Child Marriage and Bonded labor issues. Whereas Amar Ujala Provided 443 square centimeters space for the Discrimination issue, which comprises 120 square centimeters space for news and 323 square centimeters space for editorials, Dainik Jagran has not given any attention towards this issue.

Table-6: Civil and Political Rights covered by Dainik Jagran

Issues	News (cm/ sq)	Editorials (cm/sq)	Feature (cm/sq)	Article (cm/sq)	Letter (cm/sq)	Photo (cm/ sq)	Total space (cm/sq)
Right to life	497				36	54	587
Torture	203						203
Women Harassment	1014		641		44		1699
Child labor			427		60	56	543
Child Marriage							
Bonded Labor							
Discrimination							

Table7: Civil and Political Rights covered by Amar Ujala

Issues	News (cm/ sq)	Editorial (cm/sq)	Feature (cm/sq)	Article (cm/sq)	Letter (cm/sq)	Photo (cm/ sq)	Total space (cm/sq)
Right to life	976	306			45		1327
Torture					35		35
Women Harassment	688	727	736		45		2196
Child Labour	108			143		100	351
Child Marriage							
Bonded Labor							
Discrimination	120	323					443

Other Rights

Dainik Jagran dedicated 80 square centimeters of total space for Migration issue as feature items. While, Amar Ujala was not covered any news item on this issue.

Table-8: Other issues under the Human Rights covered by Dainik Jagran

Issues	News (sq.cms)	Editorial (sq.cms)	Feature (sq.cms)	Article (sq.cms)	Letter sq.cms	Photo (sq.cms)	Total space (sq.cms)
Right to Food			312		90		402
Right to Livelihood	1240	196	750	715	250	513	3664
Displacement and Rehabilitation	357			247	44	240	888
Right to Education		288		176	90		554
Disabled							
Right to health	170			240		56	466

Total 1361 square centimeters space provided for the Disaster issue in Dainik Jagran, which comprises 1019 square centimeters for news, 257 square centimeters for feature and 85 square centimeters for photos. Where-as, Amar Ujala provided 140 square centimeters for news and 288 square centimeters for article and in total 428 square centimeters on this issue.

Table-9: Other issues under the Human Rights covered by Amar Ujala

Issues	News (cm/sq)	Editorial (cm/sq)	Feature (cm/sq)	Article (cm/sq)	Letters (cm/sq)	Photo (cm/sq)	Total space (cm/sq)
Migration							
Environmental Degradation							
Disaster	140			288			428
Clamping Down Protests							

Dainik Jagran also provided total 468 square centimeters space for Poverty issue, which comprised of 384 square centimeters for editorials and 84 square centimeters for letters. Amar Ujala has not given any attention on this issue also. It is disheartening to know that both of the newspapers under the study had not shown any concern on the issues related to environmental degradation as well as on clamping down Protest.

Findings of the Study

After careful analysis the content in the sampled newspapers, i.e Amar Ujala and Dainik Jagran the following assumption have been drawn. Both of the newspapers under study neither given adequate space nor the angle and framing of the stories were in favour of the afflicted persons. Among the two newspapers under study Dainik Jagran provides more overall coverage on human rights issues than that of Amar Ujala. However, a peculiar development can be inferred by making a comparative analysis between table1 and table2. The Dainik Jagran contained only three editorials with a space of 627 square centimeters whereas Amar Ujala contained seven editorials with a space of 2240 square centimeters. This shows that the editorial department of Amar Ujala which decides the direction and policy of newspaper is more concerned about human rights issue than Dainik Jagran. With this Amar ujala also contained 10 articles on the issue which is much more than of one article published by Dainik Jagran. Apart from editorials and articles Dainik Jagran provided more space for news, feature, photographs and letters to editor. Dainik Jagran published 35 letters of readers with a space of 1452 square centimeters whereas Amar Ujala published 17 letters of readers with a space of 683 square centimetes. It seems that Dainik Jagran welcomes its reader's views and wants to give more space for their sufferings.

Rights of disabled persons, child marriage, bonded labour, discrimination, migration, environmental degradation, clamping down protests are major and gruesome issues related to human rights violation in the state, but

both of the newspaper had not shown any concern about the issues as both of them had not contained any story whole of the year. Whereas, both of the newspapers have contained many stories regarding the harassment of women issues with an essence of sensation, entertainment and negligence. This shows that our hypothesis Proved to be right though with a caveat. The newspapers have given adequate coverage on human rights violations against women not because they are concerned about their rights but because of the sensational angle associated with those stories.

In both newspapers, most of news has been written in the same manner or routine type with same angle. The issues related to basic necessity of human being like water, electricity, employment crisis were became the news only when people protest against it, means both gives preference to Event base activities. Journalists have not taken any special trouble to raise these issues related to people with some new and fascinating angle. Along with this News based on big personality or celebrity get the preference in both newspapers. The news coverage on human rights issues by both of the newspapers mostly event or personality based rather than process oriented.

Conclusion

Human rights and journalism are always complementary to each other. In fact, the emergence of journalism has been for the protection and promotion of Human Rights. From the beginning the media has taken great strides in solving and promoting human rights cases. But today's media is somewhat distracted from its basic social responsibilities. Reasons for this may be the lure of money and glamour as well as the unawareness of essential rights of human being to lead a free and fearless life in society.

Today media fails to connect with the social, political and economic policies, which are generally the root cause of particular happenings. This fact also seems to reinforce that media is purveyor of power instead of people. Whenever, situation needs to clear and sharp target on government policies, media seems to crosses on other ways. The most common way to create sensation on issue related to crime, celebrity and even on the very serious issue of concern. With this the media repeatedly diverts the attention of the people from the real issues to non issues. The real issue in state are gruesome crises of Water, Electricity, employment, basic, practical and equal education for all, medical facilities in rural areas, migration, disaster etc. instead of serious coverage on these issues with pinpointing the root cause, the media focuses on deceptive issues like new trends of fashion, glamorization of valentine, friendship days, astrology, cricket matches, etc, which are not associated with general people's life who need the food, water, home and a job to survive.

Media often face the allegation of being commercialized. Not only people but also some journalists believe the advertisements are given more importance in media now. Rather, the direction of newspaper is also determined by advertisements. Generally, the prescribed standard of 60:40 ratios (60%news and 40% ad) is being reversed by the newspapers, in the time of major festivals, Independence Day, republic day etc. On this basis, newspapers are full of ads and have very less space for news in the most of the days in a year. This reflects that media spends most of its time in gathering the huge advertisements than giving focus on the deep rooted issues related to human rights and their violations.   The market driven media produce a heavy dose of sensational content. It often trivializes issues related to public.

Finally, we can sum up with Prof. K Nageshwar comment on this condition that "the brazen commercialization of media, the trivialization of the content, sensationalism etc., create a great disconnect between the media and the people. Thus, the mass media is devoid of mass reality. The media obsessed with the reality shows, personal and private lives of celebrities ignore the real lives of millions of people. Media suffers from a content disease called celebrity gauging and crime chasing syndrome. In such a media milieu, human rights coverage is an obvious casualty. The civil society should act as a watch dog. India urgently requires a media literacy movement. A critical evaluation of media should form part of academic curriculum of schools and colleges. A grass roots social pressure would only provide a human rights perspective for the media".

References

Agrawal ,R.S., Human rights in Modern World, Chetna Prakashan, New Delhi, 1978

Banik ,Dan, Starvation and India's Democracy, Routledge Publication, 2007

Bhatt, S.C., Indian Press Since 1955, Patiyala House, Tilak Marg, New Delhi, 1997

Borgohain, Bani, Human Rights:Social Justice and Political Challenge, Kanishka Publishers and distributors, Delhi, 2007

Gupta,Shilpy, Human Rights among Indian Population, Gyan book Pvt. Ltd., 2009

Hester, Albert L., Wai Lan J. To, Handbook for Third World Journalists, Asian Books, New Delhi, 1987

Iyer, Krishna V.R., Human Rights, Judge's Miscellary, B.R. Publishing Corporation

Joshi, S.C, Human Rights: Concepts, issues and Laws, Akansha Publishing House, New Delhi, 2005

Katju, Markandey, 'The role of media in India', The Hindu, 5 Nov. 2011

McCormic, Thelma, Diana Papademas, Human Rights and Media studies in Communication, Elsvier Science press,2008

Mehta, G.S.,Development Of Uttarakhand : Issues And Perspectives, Aph Publishing Corporation (1999)

Mishra, Akhilesh, Patrakarita: mission se media tak, Rajkamal Prakashan,New Delhi, 2005

Mohan, Arvind, Patrakar aur Patrakarita Prashikshan,Samyik Prakashan, New Delhi,2005

Nageshwar K, Media Advocacy and human rights, The Current Affairs, online journal (lecture delivered to the students of media laws on the subject "media and human rights" at the National Academy of Legal Studies and Research (NALSAR), Hyderabad.)

Nikle, W.James, Making Sense of Human Rights, John Wiley and Sons, 2007

Nirmal, C.J., Human Rights in India: Historical, Social and Political Perspective, Oxford University Press, USA, 2002

Prabhakar, Manohar, sanjeev Bahawat, Human Rights and Media, Uniersity Book House, Delhi, 2004

Rajkishor (ed), Manav Adhikaron ka Sangharsh, Vani Prakashan, New Delhi, 2004

Ramphal, R.C., Perspective in Human Rights, Rajat Publications, New Delhi, 2002

Ray, Arun, National Human Rights Commission of India, Formatting, Functioning and Future Prospect (Vol 1), Atlantic Publication, 2004

Sainy, R.S, Apartheid fundamentalism and Human Global Governance, Authors Press, New Delhi

Saklani, Shakti Prasad, Uttarakhand me Patrakarita ka Itihas, Uttara Prakashan, Rudrapur (Uttarakhand) 2004

Sehgal, P.S. Brinder, Human Rights in India: Problems and Perspectives, Deep and Deep Publication, 1995

Shaw, Ibrahim Seaga, Human Rights Journalism: Advances in reporting distant humanitarian interventions, Palgrave MacMillan Press,

Velagutham C., "Human Rights Issues and News Media Coverage", The Indian Journal of Political Science, Vol-70, Indian Political Science Association, 2009

Wilkins, Lee, Clifford G. Christians, Mass Media Ethics, Routledge; Tailor and Francis Groups, London 2008

*Dr. G. K. Sahu
Assistant Professor
Dept. of Mass Communication
Aligarh Muslim University, Aligarh-202002.

**Ms. Shobhana
Research Scholar
Dept. of Mass Communication
Aligarh Muslim University, Aligarh-202002.

for more detail visit: www.communicationijcd.com or email: editor.ijcd@gmail.com

Thirsty Regions Engineer Magma In The Shape Of Terrorism

By: Maumita Chaudhuri*

Abstract

Violence and conflict caused by water shortages may threaten states' political and social stability, according to the Parliamentary Assembly's Environment Committee. At its 25 February 2011 meeting, the committee noted the close links between water and security which have made water "a military and political tool and a new weapon for terrorists". The committee also discussed how climate change has made worse the problem of malnutrition in the world's driest regions. It called on European governments to recognize access to water as a fundamental human right and to apply and if necessary revise the rules of international water law. The systems for the joint management of trans-frontier Rivers and aquifers should be reviewed, the committee declared. Transparency and the flow of information between all stakeholders should also be improved. Scientists and military experts feel that as the world warms, water - either too little or too much of it - is going to be the major problem for the United States. They opined that it will be a domestic problem, with states clashing over controls of rivers, and a national security problem as water shortages and floods worsen conflicts and terrorism elsewhere in the world.

Introduction

A lack of water is a key factor in encouraging terrorism, the Third World Water Forum in Kyoto has heard. Living without an adequate level of access to water created a "non-human environment" which led to frustration, and from there terrorism. A non-human environment is the worst experience people can live with, with no clean water, no sanitation. It was in Arab countries that this problem was at its most acute. The Middle East has only 1% of the world's fresh water shared between 5% of the world's population. This puts a tremendous strain on water resources in the region. In the West Bank, for example, water has to be brought in to many villages on trucks, making it so precious it is used for little but drinking and some limited irrigation. And there were warnings in Kyoto that the situation would only get worse. Although per capita water consumption rates are the lowest in the world, many countries have already developed all their possible water resources. Inadequate water resources had had the knock-on effect of lowering still further the amount of food that could be produced through farming, thereby increasing poverty - another key factor behind the feelings of frustration that can lead to terrorism. If changes were made, improvements would be seen very rapidly. Better water provision has a very high effect on improving the non-human environment. The Arab world must do more with little water. By 2025, it is predicted that the countries of the Arabian Peninsula will be using more than double the amount of water naturally available to them. The forum was told that it was essential that changes began immediately.

The chance that water may soon be used as a weapon in key strategic areas (areas including the Middle East, South Asia and North Africa) is starting to seem more than just a possibility, according to a recent U.S. intelligence assessment. Fresh – water shortages, droughts and floods will increase the likelihood of water being used in tussles between states or even terrorist groups. According to the assessment, although "water – related state conflict" is unlikely in the next 10 years, continued shortages after that may begin to affect U.S. national security interests. The assessment, drawn from a classified National Intelligence Estimate distributed to policy makers, describes strategically important water basins tied to rivers in several regions: the Nile, the Tigris – Euphrates in Turkey, Syria and Iraq: the Jordan and the Indus. Senior U.S. intelligence official briefed reporters describing the possibility of states denying water to one another: "As water problems become more acute, the likelihood…is that states will use them as leverage". The official also touched on the subject of its use by terrorists: "Because terrorists are looking for high – visibility structures to attack, water infrastructure could become a target".

The assessment is coinciding with the scheduled announcement by Secretary of State Hillary Clinton of a new public – private program to use U.S. knowledge and leverage to help find "solutions to global water accessibility challenges, especially in the developing world", according to a State Department release. According to the official, the assessment anticipates more droughts, more extreme weather events and floods, along with concerns that states would not make the necessary infrastructure investments to deal with the shifting climate.

"The situation poses an opportunity for the United States to exert leadership but we also saw the risk that if the United States wasn't engaged in exercising that leadership, other states would step up to exert it and the United States might find itself losing influence".

Water Conflict
The water shortage is also a global problem, because, like Somalia across the Gulf of Aden, where desertification has been linked with that county's ongoing conflict, fights and desperation over water in Yemen would be exactly the kind of destabilizing factor that insurgents will need to continue to strengthen their base in remote areas far from the halls of power. As the water crisis has gotten worse, observers have noted that the government has concentrated its efforts to manage water resources in urban centers where it has (and wants to keep) political support, and many of the outlying areas not receiving help have been overlooked before. The failure to establish local water corporations in several governorates that historically have not received much support or social services from the central government has raised fear that a resurgent al Qaeda may seek refuge there. What could possibly be done includes stopping government subsidies and public purchases of qat, and constructing a better legal system to deal with the nation's increasingly scarce resource. If such measures are not taken in the near term, more dramatic steps will be required in the future, such as stopping rural populations from moving to overcrowded cities, and, more drastically, relocating population centers from the center of the country to the coasts. In other words, the government will be forced to create a lot more unhappy citizens. And that would make insurgents that find recruits in disgruntled communities very happy indeed.

Yemen could be the first nation to completely run out of water in a few years, a prospect that does not bode well for its young population of 24 million that is expected to double in 20 years, or anyone worried about the rising influence (and ability to get bombs on planes) of an al Qaeda branch in one of the Middle East's poorest nations. In Sana'a, which could be the world's first capital city to go dry, the population is growing at a rate of 7% per year as people flee from the parched outer reaches of the country. Part of the problem is qat, an addictive plant like chewed by about 75% of men in Yemen that takes a whole lot of water to grow. In places where vineyards used to be, farmers now are growing the more lucrative qat, which uses five times the amount of water as grapes but can be harvested and sold relatively quickly after it's planted. Farmers' ambition to better their lot is more than understandable in a nation where five million people — over a fifth of the population — go hungry each day. And though Yemen's qat farmers are estimated to now be using some 40% of the nation's domestic water supply, they are hardly the only actors in this looming crisis. Yemen's water table is falling about 6.6 feet per year, yet the central government has been ineffective at managing the piecemeal drilling of water wells (the government itself estimates an astonishing 99% of water extraction in Yemen is unlicensed) or regulating water management in more far-flung parts of the country. Instead, as Sana'a gets more and more water migrants, authorities have discussed relocating the capital to the coast where they might be better able to take advantage of desalination as other Middle Eastern countries have.

U.S. scientists mentioned that at home, especially in the Southwest, regions will need to find new sources of drinking water, the Great Lakes will shrink, fish and other species will be left high and dry, and coastal areas will on occasion be inundated because of sea-level rises and soaped-up storms. The scientists released a 67-page chapter on North American climate effects, which is part of an international report on climate change impact. Meanwhile, global-warming water problems will make poor, unstable parts of the world - the Middle East, Africa and South Asia - even more prone to wars, terrorism and the need for international intervention, a panel of retired military leaders reported in a separate report. "Water at large is the central (global warming) problem for the U.S.," Princeton University geosciences professor Michael Oppenheimer said after a press conference featuring eight American scientists who were lead authors of the Intergovernmental Panel on Climate Change's climate-effects report.

Roger Pulwarty, one of the federal government's top drought scientists, stated that states such as Arizona and Colorado, which already fight over the Colorado River basin water, will step up legal skirmishes. They may look to the Great Lakes, but water availability there will shrink. Reduced snow melt supplying water for the Sacramento Valley in California means that by 2020 there won't be enough water "to meet the needs of the community," Pulwarty viewed. Those will step-up the competition for water. On the East Coast, rising sea levels will make storm surge "the No. 1 vulnerability for the metropolitan East Coast," said study lead author

Cynthia Rosenzweig of NASA. "It's a very real threat and needs to be considered for all coastal development." Rising sea level can harm Florida's biodiversity and be dangerous during hurricanes, the scientists added. A few hours later, retired Gen. Charles F. "Chuck" Wald focused on the same global warming problem. "One of the biggest likely areas of conflict is going to be over water," said Wald, former deputy commander of U.S. European Command. He pointed to the Middle East and Africa. The military report's co-author, former Army Chief of Staff Gen. Gordon R. Sullivan, also pointed to sea-level rise floods as potentially destabilizing South Asia countries of Pakistan, India, Bangladesh, Indonesia and Vietnam.

Lack of water and food in places already the most volatile will make those regions even more unstable with global warming and "foster the conditions for internal conflicts, extremism and movement toward increased authoritarianism and radical ideologies," stated the 63-page military report, issued by the CNA Corp., an Alexandria, Va.-based national security think tank. Kristi Ebi, a Virginia epidemiologist on the scientific panel, added reduced water supplies globally will hinder human health. "We're seeing mass migration of people because of things like water resource constraint, and that's certainly a factor in conflict". Peter Glieck, president of the Pacific Institute, an Oakland, Calif., think tank, said the national security and domestic infighting over water comes as little surprise. "Water is connected to everything we care about - energy, human health, food production and politics," said Glieck, who was not part of either panel. "And that fact alone means we better pay more attention to the security connections. Climate will affect all of those things. Water resources are especially vulnerable to climate change."

As water fights erupt between nations and regions and especially between cities and agricultural areas, Stanford scientist Terry Root said there will be one sure loser low on the priority list for water: other species. "The fish will lose out and the birds and everything," she said. Pollution will also worsen with global warming, the scientists added. As places like the Great Lakes draw down on water, the pollution inside will get more concentrated and trapped toxins will come more to the surface, opined Stanford scientist Stephen Schneider. And even the air, especially in the Northeast, will become more deadly. More heat means more smog cooked and about a 4 to 5 percent increase in smog-related deaths, Ebi said. That's thousands of people, she said. The scientists and military leaders held out hope that dramatic cuts in fossil fuel emissions could prevent much of the harm they are predicting. But they said the U.S. government - and the rest of the world - has to act now.
Committee Report
On 17 March 2011, a Committee on the Environment, Agriculture and Local and Regional Affairs placed a report titled Water – a source of conflict. The report focused on various aspects. Water is part of humankind's common heritage and a vital resource for human survival. However, it is also a limited, fragile resource, and one in six of the world's inhabitants still do not have access to water. There are increasingly close links between water and security, to the point where water is becoming a military and political tool and a new weapon for terrorists, leading to acts of violence and conflicts which may threaten a state's political and social stability. Governments must recognize that access to water is a fundamental human right and the rules of international water law should be revised. States should also set up programs of assistance and co-operation with countries which suffer from water shortages. Unfortunately, population growth, the contrasting but increasing needs of the developing countries and the industrialized countries, as well as climatic vagaries, exacerbate the crucial nature of water, making it a political issue which often gives rise to conflict situations. The Assembly has to conclude that water has become a military and political tool and a new weapon for terrorists.

Water – a new battleground
The last water war was fought 4 500 years ago in Mesopotamia. In modern times, internal conflicts continue to develop as water supplies reach their usable limits. According to some experts, more than fifty countries on five continents will soon be involved in conflicts over water unless decisions are taken promptly about sharing arrangements for international rivers. Very often two causes lie behind these conflicts. The first is a rapid or major change in the physical environment of a river basin (through the construction of a dam or the diversion of a river) or its political context (through the breaking up of nations) and the second, poor management by existing institutions, particularly where there is no treaty establishing each nation's responsibilities and rights. Yet if the right measures are taken, a dam can contribute to development, notably by regulating the water supply, limiting flooding, improving navigation and, in particular, producing electricity. According to the World

Commission on Dams, there are currently some 45 000 dams in the world. In ten years, hydroelectric power generation, which does not emit any greenhouse gases or produce any toxic waste, has increased by some 20%. There are, however, three impediments to the growth of this energy source: dams are accused of disturbing ecological balances upstream and downstream, causing large-scale population movements and preventing the breeding of certain fish species. At international level, treating water as a renewable energy source does not fail to raise certain problems.

According to United Nations figures, there are 263 international water basins (rivers, lakes or groundwater) shared by two countries or more. These basins account for 60% of world water reserves and 40% of the world population live nearby. Where there are water shortages, upstream installations on an international watercourse can have an impact on water quality or availability for neighboring states, which may ultimately be a source of tension and conflict. According to some experts, the danger lies less in water shortages themselves than in the temptation for countries to try to control international watercourses. Turkey, for example, is financing the South-Eastern Anatolia Project (or GAP), which involves the construction of 22 dams and 19 hydroelectric plants on the Tigris and the Euphrates, which supplied about 22% of Turkish electricity in 2010. The construction of these dams enables Turkey to control the flow of water downstream towards Syria and Iraq, increasing these countries' dependence on Turkish water sources. Relations between Turkey on the one hand and Syria and Iraq on the other have deteriorated considerably since the launch of the project. In the ecological sphere, scientists have detected a pronounced desalination of the land downstream, which will cause major changes to the region's ecosystem.

Water shortage undoubtedly leads to acts of violence and conflicts which may threaten a state's political and social stability. The civil conflicts of today go beyond borders and are behind tomorrow's international wars. Wrangling between states over water gives rise to regional tensions, impedes economic development and runs the risk of causing more major conflicts. It should be recalled that the International Court of Justice has an important role to play, although it cannot impose decisions on parties which have not sought its arbitration. It is suitably equipped to work towards the settlement of global disputes, according to well-defined criteria of interpretation (Article 38 of its Statute). It has to be stressed that experts on international security have often ignored or underestimated the real and complex link between water and security. At the end of the 1980s, the Pacific Institute set up a scheme to record and collates events relating to water and conflicts. Recent events in the Middle East, the Balkans, East Timor and other parts of the world have added new data, as can be seen below. In this way, water has become a military and political tool, but unfortunately also a weapon for terrorists.

Where as international security and international and regional policies are always changing, there is one constant, namely that water is essential to life, and the measures introduced to meet water needs and demand depend most of the time on political decision-making. Internal water stress also has an influence on international political alliances, which merely exacerbate the burden of humanitarian crises. Countries normally adapt to water stress by importing the bulk of their food, enabling them to allocate a larger share of their drinking water to cities and industry. According to the experts, over the next fifteen years, more and more people will be living in countries experiencing water stress, and more and more countries will be forced to swell the ranks of food importers, resulting in an increase in wheat prices and, in poor countries, major famine and an increased need for humanitarian aid. Although full privatization, in other words complete divestiture (including the transfer of assets) is the exception rather than the norm, privatization of the water supply can also result in increased costs and a reduction in subsidies. In Bolivia, for example, following the privatization of the water supply system in Cochahamba, water costs reached unprecedented heights, with water bills for certain residents amounting to a quarter or more of their income, causing community violence.

The water industry is now the third largest in the world after oil and electricity, but it's vital role and its scarcity will soon make it the main potential source of profit. In the United Nations General Assembly, Venezuela has condemned the privatization of water as a factor of conflict. Development of the private sector allegedly carries a risk of community confrontations. Commercialization of an asset such as water in fact presents the danger that economic interests may continue to take precedence over environmental issues. The intensity of the debate between advocates and critics of private sector involvement has perhaps obscured the success of

this form of management. Reports by the World Bank (the Gassner report) and the OECD have highlighted productivity gains and improvements to household water supply and sanitation connections. Nevertheless, if certain states decide to rely on multinational corporations to manage their water resources, it is up to governments to award private enterprise limited leases (fixed-term, for example), in addition to a stringent regulatory framework and mechanisms of complaint and accountability. The independent expert's report to the Human Rights Council (29 June 2010) thus points out that "states have a duty to regulate and monitor providers that they involve in service delivery … When the State does not directly provide services, its role nevertheless remains obligatory and critical".

Participation by the private sector must be regulated. The 2008 report to the Human Rights Council includes a description of a strategic framework founded on three principles: the duty of states to protect people from human rights abuses by third parties, the responsibility of companies to respect human rights, and the need for access to effective remedies and grievance mechanisms to address alleged human rights violations. In the United States, the former Republican administration refused to ban the harmful chemical, atrazine, now prohibited in Europe, which is found among other substances in tap water. Nestlé and other bottled water producers are engaged in frantic competition to corner this increasingly lucrative market even if it means ravaging springs and rivers.

A few prominent examples
1. The Middle East
In the age of rockets and long-range missiles, Israel's desire to continue to occupy the Syrian territory of the Golan Heights to the east of Lake Tiberias, which it has held since the Six-Day War of 1967, does not and never did have much to do with any military strategy of protection or dissuasion. The real goal is quite simply to secure control over a huge reservoir of water covering some 1150 km2, which, according to United Nations figures, provides about 500 million m3 per year, much of which is said to be piped into the Negev Desert. About 70% of the water which flows into the lake is pumped out and routed to Israel. The occupation of the Golan Heights also has the effect of keeping the Syrian border away from the lake shores and hence the water. This reserve is vital for the region and, directly or indirectly, the Israelis, the Palestinians and the Jordanians all tap into it. Thus, it often happens that behind such confrontations, there are significant yet largely overlooked small-scale conflicts for the control of a resource on which agricultural development and thus all life in the region depends.

The Oslo Accords of 1995 failed to resolve the question of water distribution in times of peace, despite the fact that, along with the Lebanon, four countries – Israel, Jordan, Syria and the Palestinian Territories – depend on the Jordan River basin. The sharing of the waters of the Jordan and its tributaries provides a background, a pretext and an explanation for many confrontations, particularly as regards settlement in the occupied territories, whereas Article 12 of the Oslo Accords stipulated that questions of water, like those of noise, sanitation and the protection of flora, fauna and migratory species, should be settled outside the sphere of political debate and conflict. Clearly, this kind of conflict would not occur if the region had plenty of water and the rains were not so irregular. Fears linked with water resources are such that the Israelis regularly accuse the Palestinians of poisoning or plugging springs. Conversely, the Palestinian Authority sometimes claims that Israel occupied southern Lebanon for so many years because it wished to construct an underground diversion of the coastal River Litani, which rises in the Lebanese Bekaa plain but abruptly changes direction towards the west and the sea a few kilometers short of Israel's northern border. It also accuses Israel of covertly pumping water here, there and everywhere. These are outright water wars, which are hard fought and vital for the local communities.

The International Committee of the Red Cross (ICRC) has drawn public attention to the critical situation as regards access to water for the inhabitants of the Gaza Strip, where a large part of the population does not have direct access to drinking water and has to rely on water bought from private suppliers. According to the United Nations Office for the Co-ordination of Humanitarian Affairs (OCHA), as a result of the Israeli military assault organized under the code name Operation Cast Lead, 150 000 inhabitants of Gaza are still affected by insufficient water supply, 50 000 have no water at all while the others receive water only once every five or six

days. Gaza municipality has been forced to pump tones of sewage directly into the sea to avoid contaminating groundwater and drinking water.

2. The Caucasus

The largest river of the Caucasus is the Aras. It flows along the borders of Turkey, Armenia, Azerbaijan and Iran into the Kura River. It is thus a source of drinking water for a large number of states, but it is polluted by millions of tones of sewage and industrial waste. Furthermore, it is predicted that within 10 years there will be severe water shortages in this region. These tensions over water are further aggravated by the poor relations arising from other conflicts in the region.

3. China

In 2000, thousands of Chinese farmers defied the police over a government plan to recover the run-off from a local reservoir to supply cities and industry and for other purposes. For a long time the farmers had been using the water from the Yellow River and a drought had made water supply an even more critical issue than usual. Disputes have arisen in the provinces around the downstream section of the river basin, where there is practically no more water. The lower course of the Yellow River has experienced periods of total drought, which have been getting longer and longer for some years. The Salween River flows from southern China through Myanmar (Burma) into Thailand. Each of these nations is planning dam construction and development projects along the river, none of which are compatible. Furthermore, China has shown little interest in water sharing. It was one of only three countries to vote against a 1997 United Nations Convention establishing guidelines and principles on the use of international rivers.

Conclusion

It is not just a lack of water resources that will cause conflict in this century; water is increasingly being used as an instrument in terrorist attacks. Acts of terrorism involve water resources, or water systems, being used either as targets or tools of violence or coercion by non-state actors. Back in 1984 a religious cult contaminated a water supply tank in Oregon, US with Salmonella, causing an outbreak of over 750 cases in the community. While only last year, Al-Qaida told the media that it does not, "rule out the poisoning of drinking water in American and Western cities". So it seems that even in countries such as the US and Britain, where water supplies are fairly abundant and stable, there is considerable potential for conflict over water resources. During this century, opposing sides in Israel and Palestine have repeatedly attacked water storage tanks, pipelines and deliveries, cutting off supplies to towns and refugee camps. Undoubtedly such conflict can only worsen in the next few decades, as economic development, environmental degradation and climate change put greater strains on available water resources.

References:
1. Reference to the committee: Doc. 12176, Reference 3670 of 26 April 2010.
2. Draft resolution adopted unanimously by the committee on 25 February 2011.
3. In August 2010, the United Nations launched its Decade for Deserts and the Fight against Desertification (2010-2020).
4. Gleick, P. (2003). Water conflict chronology. www.worldwater.org/conflict.htm (Accessed: 3/5/04).
5. Gleick, Peter. (1993). "Water and conflict." International Security Vol. 18, No. 1, pp. 79-112 (Summer 1993).
6. http://www.geodata.soton.ac.uk/hypermail/envsci2004/group2/topic4/0007.html
7. http://www.inquisitr.com/210927/water-new-weapon-in-war/
8. http://www.military.com/NewsContent/0,13319,132519,00.html
9. http://news.bbc.co.uk/2/hi/science/nature/2859937.stm
10 http://assembly.coe.int/Main.asp?link=/Documents/WorkingDocs/Doc11/EDOC12538.htm

*Maumita Chaudhuri
Asstt. Prof., Department Of Journalism And Mass Communication,
Barrackpore Rastraguru Surendranath College,
6, Riverside Road & 85, Middle Road, Barrackpore, North 24 Parganas, West Bengal – 700120. India.
Ph. No. +919674339059, +919433065888.
E – Mail: chaudhuri.maumita@gmail.com, cmaumita@gmail.com.

Changing Face Of Indian Media And Entertainment Industry In The Wake Of Globalization

By: Pawan Kr Tiwari* & Deepak Upadhyaya**

Introduction

"Mera jootha hey Japani; ye pathloon Englishtani;
Sar pe laal topi Ruussi; phir bhi dil hey Hindustani"
(My shoes are Japanese; my trousers English;
The hat on my head is Russian; but my heart's Indian)
Song from the Hindi movie- Shree 420 (Mr. 420, Raj Kapoor, 1955)

What is globalization? Is it the integration of economic, political, and cultural systems across the globe? Or is it Americanization of world culture and the United States dominance of world affairs? Is globalization a force for economic growth, prosperity, and democratic freedom? Or is it a force for environmental devastation, exploitation of the developing world, and suppression of human rights? In sum, is globalization "good" or "bad"?

The term globalization was first coined in the 1980s, but the concept stretches back centuries and beyond. The forces and events leading to globalization can be traced as far back as 325 B.C. when King Chandragupta Maurya, triggered the first globalization revolution by combining the expansive powers of a world religion, trade economy, and imperial armies for the first time to connect India with the Mediterranean, Persia, and Central Asia. Between 500 BC –850 AD, Islam followed suit by expanding from Western Mediterranean to India. The discovery of the 'New World' by Columbus in 1492 was significant in that it brought together peoples who had been separated for over 10,000 years. In 1498 Vasco Da Gama started navigating the world waterway in an effort to connect the globe. The former discovered the Americas and the latter discovered the sea route to India. These discoveries set the stage for rivalries that engulfed the advanced capitalist countries between 17th and 19th centuries and sowed the seeds of globalization. The emergence of the world's first multinationals - the British East India Company (in 1600) and the Dutch East India Company (in 1602) - that truly launched the process that has matured into the current economic integration of the world.

Thus, historically, globalization is not a new concept. Thousands of years before the root word for this concept - 'globe' - came into use, our ancestors had already spread across the earth. However in recent years and there has been a growing body of research on the role of mass media in augmenting the process of globalization in all countries across the world, making it a global village. Traditional definitions of globalization, focuses on economics and the effects of multinational corporations. Globalization, in the eyes of some scholars, pundits, and policy makers, is a process, a system, a force, an age, or a revolution. Others have used globalization interchangeably with words like internationalization, liberalization, universalization, and westernization.

The "information superhighway", the internet, e-commerce, cable TV, and modern transportation also involves the dissemination of new media technologies that have tremendous impact on the polity, society, culture, and every-day lives of citizens living in developing countries. Time-space compression produced by new media and communications technologies are overcoming previous boundaries of space and time, creating a global cultural village and dramatic penetration of global forces into every realm of life in every region of the world.

Among the effects of globalization on culture, the growth of global "pop culture" tends to get the most attention, and to strike people on a visceral level. Many complain that this form of globalization is actually Americanization, because the United States is by far the biggest producer of popular culture goods. Pop culture is manifested around the world through movies, music, television shows, newspapers, satellite broadcasts, fast food and clothing, among other entertainment and consumer goods. For instance, in the United States, the entertainment industry is one of the most important spheres of economic activity. In fact, the U.S. entertainment industry generates more revenue from overseas sales than any other industry other than the commercial aerospace industry. Many would say that this new juggernaut of American industry has propelled the American pop culture around the world at a frenetic pace.

Former Canadian Prime Minister Kim Campbell observed that "images of America are so pervasive in this

global village that it is almost, as if, instead of the world immigrating to America, America has immigrated to the world, allowing people to aspire to be Americans even in distant countries."

This paper examines the topic of globalization from the perspective of the mass media interplay in the process of globalization. It has been established that the primary vehicle oscillating the phenomenon of globalization is through media products of the multinational corporations. The popularity of U.S. films, music, books, and other cultural commodities in countries across the globe is a case in point. Media globalization has aided in both the production and distribution of information. For instance, American movies and television shows, which are commonly referred to in trade parlance as audio-visual services, are therefore an important commodity among U.S. exports. As is often the case with exports and imports, exporting nations rarely acknowledge problems when one of their industries is able to capture a large or steadily increasing share of export revenues. However, when any sector of a nation's industry is threatened by foreign imports, voluminous concerns are raised. The globalization of the world economy and communications has been a vehicle for the Americanization of the globe.

Globalization enables foreign companies to distribute American cultural products, including music and books. The spread of American restaurant chains and consumer products worldwide is accompanied by the spread of American popular culture. In recent years, American movies, music, and TV shows have consistently gained more and more audiences worldwide. The products of popular musicians are also likely to be distributed by non-U.S. companies such as Japan's Sony, Germany's Bertelsmann AG, France's Vivendi, or the United Kingdom's EMI Group. Similarly, American authors are increasingly published by foreign media conglomerates, such as Bertelsmann, which owns Random House and Ballantine, or Australia's News Corporation, which owns Harper Collins Publishing and the Hearst Book Group. It is interesting to note that foreign media groups contribute to the spread of American popular culture as well. Foreign corporations earn profits by selling U.S. products, and U.S. products become more accessible worldwide.CNN exemplifies the global news network. After starting as a cable news network for the U.S. viewers only, CNN now reaches over 200 million households in over 212 countries and territories. However, television as a mass media remains there for a synergy of glocalization more than movies, music, or publications.

Critics of globalization charge this phenomenon, especially spread through pop culture, is perpetrating a kind of cultural genocide on the world—that the largest, most dominant cultures are becoming larger and more dominant at the expense of many others. In this view, globalization is in fact another word for Americanization. However, others argue that globalization offers the potential to enrich the world culturally. To these people, the notion that the opportunities for cultural exchange brought about by globalization can help promote tolerance and diversity is very attractive. Their vision is of a multi-cultural "global village," where ideas and practices can be freely exchanged and marketed, of course, under guise by a few to make money out of it.

Former Director General of WTO has rightly said that "telecommunications is creating a global audience; transport is creating a global village. From Buenos Aires to Boston to Beijing or Bombay, ordinary people are watching MTV, they're wearing Levi's jeans, and they're listening to Sony Walkman as they commute to work or home" This global culture includes the proliferation of media technologies that veritably create Marshall McLuhan's dream of a "global village." These technologies allow transnational media and information companies to instantaneously traverse the globe from North to South. This process has led some to celebrate a new global information superhighway and others to attack the new wave of media pervasiveness in their lives as cultural imperialism. Dominick (2002) has noted that the production rate of information doubles every eight years. In addition, "information is being produced at a rate that is four times faster than the consumption of information". The phenomenon of media globalization along with the increasing abundance of media-text production has produced various effects which are being researched by communication scholars. Media globalization or the role of mass media in globalization is a broad topic, which includes television, radio, film, music, the internet, and other forms of new digital media.

Media globalization can be defined as the phenomenon of expanding multinational corporate media investment, resulting in the emergence of a global oligarchy of first tier corporations, which own and operate a variety of mass media content and distribution technologies including: television, radio, film, music, broadcasting,

satellite, telecommunication, cable, newspapers, magazines, publishing companies, Internet content providers, and other forms of converged digital media. In this context, it would be pertinent to say that the creation of a "global oligopoly" is taking place among a handful of multinational organizations which control worldwide media production that is giving impetus to globalization process (McChesney, 2005).

Media globalization has been a natural extension of corporate expansion on an international scale .Globalization is being driven blindly by strong international market factors fueled by organizations such as the World Trade Organization (WTO) and the International Monetary Fund (IMF) and of course, the World Bank. The United Nations Educational, Scientific, and Cultural Organization (UNESCO) is another significant stakeholder in promoting globalization policies and discourses. Sean Mac Bride and Roach (2000) pointed out, that the UNESCO constitution which was adopted in 1946 addressed the flow of international information by charging the agency to "collaborate in the work of advancing mutual understanding of people and knowledge through all means of mass communication and to that end recommend the free flow of ideas by word and image Without question, the driving force behind globalization is motivated by economic interests of the rich nations of the First World who are holding the purse and veto to all the above mentioned international agencies. Much of the current climate of international investment and global business is a direct result of global reconstruction, which followed World War II. Both the World Bank and the International Monetary Fund were founded within a few years after the end of World War II. Critics of globalization say that capitalism is the driving force behind world economics. According to Amnesty International (2000), "of the 100 largest economies in the world, 51 are now global corporations; only 49 are countries". Critics of globalization, such as Amnesty International are concerned that developing nations are losing their national sovereignty and that, human rights violations are taking place rampantly. According to Amnesty International , "The developing nations have diminishing power to control mergers, take-over and liquidations, may not know who plans to buy or sell a major industry or utility; a telephone, TV or water company may change ownership overnight".

Another challenge of globalization is the perception that trade liberalization has exacerbated the gap between rich and poor countries in the macro level and in micro level between the rich and poor within countries that have liberalized. In trying to explain why globalization is not a win-win game, we must ask fundamental questions in terms of these four concepts: Is the information revolution beneficial to all or to some well-endowed countries? Is trade liberalization really a free trade or there are some elements of protectionism acting as a stumbling block on the way of some countries? Does internationalization of capital add up to monopoly capital, which might stifle competition or does it allow infant industries from the South to compete fairly? Does the new international division of labor engender comparative disadvantage or will it relegate the weak economy to the periphery merely as supplier of raw materials, cheap labor, and market for finished products? These questions relates to how unbridled globalization—technological innovation, trade liberalization, internationalization of capital, and the new international division of labor—could wreak havoc on some countries while simultaneously opening the doors of opportunity to others.

Sean MacBride and Roach (2000) while reviewing 1974 UNESCO study by researchers like Nordenstreng and Varis and have noted that, "The study demonstrated that a few Western nations controlled the international flow of television programs, with the United States, the United Kingdom, France, and the Federal Republic of Germany accounting for the largest shares". According to Mac Bride and Roach (2000), media globalization gained further momentum in the 1980's, when a prevailing policy of deregulation of media in many developing nations along with openness to private investment occurred. McChesney (2005) also noted this trend of free-market deregulation occurring in the eighties and the nineties, in the cable and digital satellite systems around the world.

Critics of media globalization have long held that the United States of America is far too powerful and that it exercises cultural imperialism over smaller nations by overwhelming them with media products like movies and television programs produced in the United States of America. According to Dominick (2002), there has been international reaction to charges of cultural imperialism by certain nations including Canada, Spain, and France that have placed quotas on the amount of foreign material that can be carried on their broadcasting systems.

Such is the power of the mass media in garnering international support or mobilizing public opinion and re-

sources in today's globalized world, that foreign policy decisions are sometimes driven by, especially television, images beamed around the world by satellites channels justifying war on Al Quaieda or killing of Osama Bin Laden and Gaddafi by allied forces. Who will forget Vietnam War, Weapons of Mass Destruction found in Iraq, Incubator baby being burned alive in Kuwait, recent Afghanistan War, and Libya War by the US .In this context, globalization enables a newscaster to humanize an event overseas. Seeing images of starving children and other stories of human suffering by television creates a much more powerful emotional reaction in the minds of an observer than reading a newspaper report that says "100,000 people have died as a result of a natural disaster in the floods of Koshi in Indo Nepal region".

Media Globalization or Media Imperialism
Thus from the above we have seen that although complaints of U.S. cultural imperialism are a recent phenomenon, the spread of the culture of a dominant world power is not. From the Roman Empire to 19th century European colonizers, dominant powers have spread their language and culture as a means of indirect control over their subordinates. In addition, throughout human history, people have exchanged cultural experience, ideas, values, and goods through art, trade and migrations. But never before has technology in the wake of media globalization been able to spread ideas to the masses in quite the same fashion. The massive scale in which the U.S. cultural products are being distributed and consumed has reached a level never before achieved. Researchers have noted a variety of cultural and sociological effects resulting from media globalization.

According to George Gerbner, the most successful television programs are no longer made for national consumption but rather for international distribution. George Gerbner, further, noted that the content of the television programme is affected by the desire to increase the marketability of international television program distribution. Programmes that contain violent or sexual material are considered to "travel well" according to Gerbner. In contrast, development communication programs which may be quite successful in some countries do not necessarily do well in other countries. For instance, comedy is culturally defined, and what is deemed funny by one cultural group may, in fact be, offensive to another. In comparison, violent material has a very simple story line of good versus evil. It is universally understood and in many ways culturally transparent and can make inroads to other cultures. Perhaps this explains the reason why Bollywood cinema is trying to ape Hollywood these days with extra dose of violent and explicit sex content to make inroads into newer international markets, like its American counterpart has been doing since its inception.

Robert McChesney (2005) is another scholar who has vehemently criticized multinational corporations and their role in present-day globalization in a number of ways for evils of unrestricted globalization. First, that the global media market is dominated by eight multinational corporations which also dominate the world media productions and distributions. These companies are General Electric, AT&T, Liberty Media, Disney, Time Warner, Sony, News Corporation, Viacom and Seagram, and Bertelsmann, the Germany-based conglomerate. Second, multinational corporations are increasingly becoming horizontally integrated, meaning that, these companies both create content and own publishing companies or broadcasting networks, and are able to distribute their own product. Cross-media ownership is responsible of homogenization of cultures in the media poor countries of the South. Third, international deregulation and free-market policies have created a climate that has been conducive to foreign investment in media of the developing countries Fourth, that the World Trade Organization is threatening local culture by encouraging foreign investment in local media. McChesney has observed a trend of cultural protectionism form developing nations: Fifth, there is a well defined second tier of media conglomerates which are increasingly competing on the international level through foreign investment, mergers, and acquisitions. Half of these corporations are based in North America while the others are based in Western Europe and Japan. This observation by McChesney is interesting since the Trilateral Commission encourages economic trade between precisely these three regions. Second tier corporations include, "Dow Jones, Gannett, Knight-Ridder, Hearst, and Advance Publications, and among those from Europe are the Kirch Group, Havas, Media-set, Hachette, Pisa, Canal Plus, Pearson, Reuters and Reed Elsevier". Sixth, merger mania seems to be the rule of the day when it comes to multinational corporations. McChesney noted that sixty or seventy, first and second tier multinational corporations control a major portion of the world's media in the areas of publishing, music, broadcasting, television production, cable & satellite distribution, film production, and motion picture theater exhibition etc. Seventh, McChesney concluded that

the effect of the spread of multinational media corporations has resulted in cultural imperialism, a loss of local cultural identity. McChesney summarized the motivation of multinational media corporations as such, "The global commercial-media system is radical in that it will respect no tradition or custom, on balance, if it stands in the way of profits".

Advertising and culture of a country are related to each other. Advertising as a symbolic form of the capital-ist economic system governs the principles of the social exchange in which the reciprocal limits of the world of objects and subjects are elaborated (Gallissot, 1994). The cultural significance of advertising is that it has become, in its multiple forms (printed ads, Posters, films and so on) as well as in its techniques (marketing), a full-fledged consumption goods which is part of the cultural industries as a cultural object and constitutes one of its dominant modes of production. Rise in consumer culture, mall culture in countries of Asia, Africa and Latin America where there are thousands of hungry mouths to be fed, the effects of advertising on such a society or on a group like women, children, ethnic minorities, middle class, youth etc., are devastating. It does more harm than good by giving rise to expectations and frustrations. The conception here is that advertising and mass society are at poles in the developing countries. Enticing advertising by the multinationals compa-nies simply gives rise to a quagmire of spiraling frustrations among the masses whose expectations cannot be met in a poor society where people are living below poverty line, in less than a dollar a day who cannot afford two meals of coarse rice are shown Mc Donald's hamburger every day. The forces of globalization are intent upon giving family a new image-an image that is perfectly compatible with consumer culture and conspicuous consumption pattern attained in a society where there is no hunger and diseases.

TV and Globalization- reversal of skyvasion from India

With respect to TV it was first Indianization of the programme contents and then globalization of Indian TV fare. Prof. Daya Kishan Thussu is of the opinion that media globalization and the resultant expansion of main-ly Western transnational media empires have transformed broadcasting in India. An exponential growth in the number of television channels from one state-controlled channel in 1991 to nearly 500 channels at present, within such a short span of time has profoundly changed the electronic media landscape. Introduced in 1959, television was seen as a means for disseminating state policies and public information. The main aim of the national broadcasters — AIR and Doordarshan(the national television network) was to educate, inform and create a feeling of national identity and help maintain national unity. Sky invasion by CNN and Hong Kong based STAR (Satellite Television Asian Region) TV, now part of Rupert Murdoch's News Corporation, was the first to exploit this demand when, in 1991, it started beaming a five channel satellite service (Star Plus, Prime Sports, Channel V, the BBC World and   Star Movie). In 1996, STAR Plus began telecasting locally made programmes in English and Hindi, in addition to Western programmes. Other global players have fol-lowed the market leader in Asia by localizing their products to reach a wider market and increase advertising revenues: the Discovery channel, which started beaming to India in 1995, dubs its documentaries into Hindi; BBC began broadcasting Hindi news.

The implications of globalization for the Indian media are strikingly evident in the example of Zee TV, In-dia's first private Hindi-language and most successful satellite channel. The Zee network has aimed to reach the mass market by pioneering movie-based television entertainment. Launched in 1992 by Subhash Chan-dra Goel, Zee TV set the standards for private television in India, breaking new grounds in domestically-produced entertainment. Employing metropolitan broadcast language codes and conventions and in adapting programme formats, such as game and chat shows, unknown in India before globalization, Zee TV scripted the most successful story in broadcasting history. Zee's success is based on a mixture of Hindi film and film-based programming, serials, music countdowns and quiz contests, aimed at a younger audience. Zee's innovative programming — such as the development of an Indianized version of MTV and use of 'Hinglish' (a mixture of Hindi and English) — has made it very popular with its growing audience. Hinglish, whose roots are in the spoken languages of north India, has been steadily gaining acceptance among urban youth across the country. In the past few years Hinglish has become the standard language in serials and game and chat shows, but Zee was the first network to elevate this new language by using it in a more serious genre such as news.

By 1998, Zee was claiming to be 'the world's largest Asian television network', covering Asia, Europe, the USA and Africa, catering to the 24 million strong Indian diaspora. In Asia, the network spans more than 40 countries and offers round the clock programming on four channels —Zee TV, Zee Cinema, Zee TV India and Zee Music Asia. Having already reached approximately 750 million homes in India, Pakistan, Bangladesh and United Arab Emirates, Zee's strategy now is to expand its operations in the lucrative markets in Western Europe and Indian heritage and culture. The expansion and global broadcast of premier Indian television channels such as Zee TV, Sony Entertainment Television, Doordarshan, and Star Network have consistently brought homegrown cultural entertainment to the diaspora. These media channels have delivered popular serials such as the hugely successful television adaptation of Mahabharata, Ramayana, and then the onslaught of family saga soaps such as Kahani Ghar Ghar Ki (The Story of Every Home), Ghar Ek Mandir Hai (Home is a Temple), and Kyunki Saas Bhi Kabhi Bahu Thi (Because a Mother-in-Law was once a Daughter-in- Law too). These shows were designed for the burgeoning middle-class in India and also served as a bridge to the growing thirst for Indian culture among the diaspora. Similarly, the diaspora established various publications in their host countries to create a sense of common cultural unity. Examples of these include Asian Bride, Asian Woman, Little India, BizIndia, The Asian Age, and Eastern Eye. The Hindi film industry has visibly been a prominent part of this bridging, despite its own unflattering portrayals of the diaspora and the West during the 1960s and 1970s.

There is a significant trend in local and regional programming in developing nations, and that much of this is in response to charges of cultural imperialism. Thus the key to bridging India with Indian diaspora has been Cinema and Cable Television channels that are coming up with immensely popular soap operas in Hinglish to cater to NRI and Indian diasporic viewers scattered in Asia, Africa, America, UK and USA. This dual cultural synchronization goes a long way in spreading Indian cultural nationalism among home sick Indian diasporic viewers in all the continents. On the other hand, cable TV is helping to create a demand among the burgeoning middle classes in India who have aspirations to a 'Western' lifestyle, by diffusion of entertainment.

With the winds of globalization getting strength in India, the AIR also has gone an extra mile to expand its FM coverage by giving licenses to private operators in all the metropolitan cities, such as Times FM, Radio Mirchi, Radio Uulala, Radio etc. Despite being limited to the major cities, the FM listenership is soaring up with introduction of mobile phones with radio receivers from early 2000s in the wake of globalization. AIR is also now allowing that foreign companies could hold up to 25 percent equity in FM radio. Who does not like to tune in to India's Vividh Bharati in the South East Asian region and UK to listen to nostalgic filmigeet? A time was when during the post independence period, the Binaca Geetmala broadcasted by Radio Ceylon, would come every morning and evening to wake up Indians with film music and Bhakti geet now the Vividh Bharati does the same thing to the British consumers and South Asian diasporic audiences with its melodious songs that have been archived richly by the commercial service. Vibidh Bharati, the commercial services wing of the All India Radio which saw the light of the day in 1957 has come a long way and presently it conveys an altogether different image of India through its spreading of tentacles in DTH platform.

Commercialism is also increasingly making inroads into the traditionally serious and staid Indian press, which is copying the US-style sensational journalism, with its emphasis on entertainment-oriented news agendas. The managerial approach to running editorial operations, most acutely seen in the Times of India, is symptomatic of how globalization is affecting Indian newspapers. By degrees several foreign publishing houses like Readers Digest, Time Magazine etc are beginning to have tie ups with Indian counterparts for publication bases. Thus with the liberalization and globalization of Indian economy, the country has waken up from decades of slumber and India is soon becoming one of the fastest growing and potentially the biggest English language media software markets in the world.

Communication convergence in the wake of globalization and digital realm, which affects the internet, telecommunications, television, movies, radio, and satellite distribution of content, is based on increasing interactivity. Consumers and media users increasingly seek interactive environments in which they can use these types of services in a seamless manner. Consumers and customers in India are already able to use their cell phones to make purchases from vending machines, fill recharge vouchers and transfer money into others

accounts. The successful marketers of the future will be those who discover new interactive solutions for a public which seeks ubiquitous solutions from a variety of digital devices. Interactive capabilities create a new growth curve, which in turn will expand the customer base of mature media technologies. On the other hand, the global spread of the Internet and the increasing trend of digital media convergence is an emerging face of media globalization. Television is becoming increasingly interactive army of globalization with its meta-morphosis in HD TV, IP TV and DTH versions coming up. Millions of viewers are called upon to vote, as in the case of the popular television reality shows like Indian Idol which benefits the telephone multinations like Vodafone, Airtel, Aircel etc become rich in no time High Definition Television (HD TV) have built in two-way interactive capabilities. Cable television currently has interactive capabilities allowing viewers to order a pizza directly through the cable connection.

Global Bollywood

One of the main drivers of Indianization in post liberalized economy after 1990s is cinema. The role of the Bollywood cinema in globalization process within India and outside India deserves a special mention in any discourse on the role of media in globalization process. Indian movie industry, notably Bollywood, has come a long way in the last two centuries. Producing roughly 1100 films annually, double that produced by USA, India is the world's largest film producer and is arguably one of the world's most prolific cultural industry clusters. With its growing global impact upon films, music, dance, and other art forms, Bollywood is develop-ing its own strong global brand and is also becoming big business, attracting massive investments. Whereas Hollywood film producers and investors are comparatively unable to make inroads into India, Bollywood companies now export at a massive scale to USA and other attractive consumer markets, and acquire cinemas and production companies aboard.

The year 2000s saw a growth in Bollywood's popularity in the world. This led the nation's filmmaking to new heights in terms of quality, cinematography and innovative story lines as well as technical advances in areas such as special effects, animation, and so on. Some of the largest production houses, among them Yash Raj Films and Dharma Productions were the producers of new modern films. The opening up of the overseas market, more Bollywood releases abroad and the explosion of multiplexes in big cities, led to wider box office successes in India and abroad, including Lagaan (2001), Devdas (2002), Koi... Mil Gaya (2003), Kal Ho Naa Ho (2003), Veer-Zaara (2004), Rang De Basanti (2006), Lage Raho Munnabhai (2006), Krrish (2006), Dhoom 2 (2006), Om Shanti Om (2007), Chak De India (2007), Rab Ne Bana Di Jodi (2008), Ghajini (2008), 3 Idiots (2009), My Name is Khan (2010), and Dabangg (2010).

The lure transnational gold has led   Bollywood cinema to come out of its cocoon and reach offshore, is an open secret to viewers and film scholars as well, with Gokulsing and Dissanayake noting that people of South Asian ancestry, who can be found in areas ranging from Sri Lanka to the Caribbean to Australia to Canada, often find that their understanding of what is Indian is derived, in large part, from Indian films. There is cer-tainly no shortage of films to choose from, with India's prolific industry churning out approximately 1100 pic-tures a year. It is estimated that roughly ten-twelve million people a day purchase tickets to see a Bollywood movie and some of these will return repeatedly to view a favourite movie (Gokulsing & Dissanayake, and Rajadyaksha). Despite producing more films a year than any other country, including the United States, India typically did not export its films at the same rate in the 1990s. Nonetheless, there is an emerging global market for Bollywood cinema after late 1990s. Most of the costs generated by Bollywood films are actually recouped through the overseas market, rather than within India, due to "the growing market of non-resident Indians, or Indian expatriates, nostalgic for all things Indian" (Rajadyaksha). The immigrant Punjabi, Sindhi, Gujarati, Bengali families sometimes use Indian films to ensure that their grand children receive a sense of their cultural heritage, while Ray (2001, 2003) describes a similar use of Bollywood cinema by twice-displaced Fiji Indians in Australia to build a sense of identity and community. The Indian diaspora, like other diasporas, rather than realizing "the myth of return to the homeland", the Indian diasporas act out their longing for the homeland through symbolic acts, such as consumption of cultural products through Bollywood cinema.

Since the 1930s, Bollywood had enjoyed a small but stable export to India's main trade partners (e.g. Russia and the Middle East), cultural neighbors (e.g. Pakistan, Bangladesh, and Afghanistan), and countries where

centuries of migrations and British colonialism had created large Indian diasporas (e.g. Nepal, Burma, South Africa, and Sri Lanka).Traditionally, main exports of Indian films (in all languages) were to the Arabian Gulf, USSR, Indonesia, Sri Lanka, and Burma. With the passage of time Morocco, Jordan and Fiji were almost as big importers as UK and Ireland (NFDC, 2007).

After Indian independence, new Indian diaspora began to grow rapidly in countries offering education and work opportunities, such as USA, UK, Saudi Arabia, United Arab Emirates, Canada, Singapore, Australia and New Zealand, Kuwait and Oman. By the year 2001, the old (Indian diasporas included Nepal, Burma, Malaysia, South Africa, Sri Lanka Mauritius, Trinidad and Tobago, Guyana ,Fiji, Russian Union, CIS , Kenya, Yemen and Tanzania) and the new Indian diasporas(which included USA ,Saudi Arabia, UK, United Arab Em irates,Canada,Singapore,Oman,Kuwait, Netherlands, Australia, Thailand, Japan, Bahrain, and New Zealand) combined were conservatively estimated to a size of 20 million people globally. At that time, in 11 countries, the Indian diaspora exceeded half a million people, and in at least 48 countries, there were more than 10,000 Indian diaspora members (Ministry of External Affairs, Government of India 2001; Walton-Roberts, 2004). Given the rate of Indian immigration over the last decade, the diaspora in some of these countries are now notably larger.

From the year 1990s, and at first largely inadvertently, Bollywood saw a sudden growth in export earnings from the new Indian diasporas in North America, the UK, and a range of Arab countries.2 Soon after, East Asian and markets such as Singapore and Australia began to rise. Exact export data cannot be provided, but two leading Bollywood distribution companies (of both film and TV) report that USA and UK now account for 50-60% of their export revenues (Ernst and Young, 2008). Today, Bollywood is the largest foreign exporter to the US entertainment market, and successful films are currently screened in up to 75 US cinemas, some earning in excess of USD 1 million in their opening weekend, making them appear in the top 20 box office charts (Times of India, 2006). The new Indian diasporas constitute very profitable export markets, because their purchase powers are much higher than those of the Indian home consumers or the old Indian diasporas. .

Global Bollywood's influence on Hollywood
Since the fifties Indian movies like Mother India (1957), for example, continued to be played in from Russia to Nigeria decades after its release Indian movies have also gained ground in West Africa so as to alter the style of Hausa fashions. Bollywood songs have also been copied by Russian singers and stories have influenced the writings of Nigerian novelists. Stickers of Indian films and stars decorate taxis and buses in Northern Nigeria, while posters of Indian films adorn the walls of tailor shops and mechanics' garages in the country.

Unlike in Europe and North America where Indian films largely cater to the expatriate Indian market yearning to keep in touch with their homeland, in West Africa, as in many other parts of the world, such movies rose in popularity despite the lack of a significant Indian audience, where movies are about an alien culture, based on a religion wholly different, and, for the most part, a language that is unintelligible to the viewers. One such explanation for this lies in the similarities between the two cultures. Other similarities include wearing turbans; the presence of animals in markets; porters carrying large bundles, chewing sugar cane; youths riding Bajaj motor scooters; wedding celebrations, and so forth. With the strict Muslim culture, Indian movies were said to show "respect" toward women, where Hollywood movies were seen to have "no shame". In Indian movies women were modestly dressed, men and women rarely kiss, and there is no nudity, thus Indian movies are said to "have culture" that Hollywood films.

In the year 2000s, this trend picked up the climax when Bollywood began influencing musical films in the Western world, and played a particularly instrumental role in the revival of the American musical film genre. Baz Luhrmann stated that his musical film Moulin Rouge! (2001) was directly inspired by Bollywood musicals.42 The film incorporated an Indian-themed play based on the ancient Sanskrit drama The Little Clay Cart and a Bollywood-style dance sequence with a song from the film China Gate. The critical and financial success of Moulin Rouge! renewed interest in the then-moribund Western musical genre, and subsequently films such as Chicago, The Producers, Rent, Dreamgirls, Hairspray, Sweeney Todd, Across the Universe, The Phantom of the Opera, Enchanted and Mamma Mia! were produced, fueling a renaissance of the genre.

The influence of Bollywood film music or known as flimigeet can also be seen in popular music elsewhere in the world. In 1978, technopop pioneers Haruomi Hosono and Ryuichi Sakamoto of the Yellow Magic Orchestra produced an first electronic album Cochin Moon based on an experimental fusion between electronic music and Bollywood-inspired Indian music. Devo's 1988 hit song "Disco Dancer" was inspired by the song "I am a Disco Dancer" from the Bollywood film Disco Dancer (1982). The 2002 song "Addictive", sung by Truth Hurts and produced by DJ Quik and Dr. Dre, was lifted from Lata Mangeshkar's "Thoda Resham Lagta Hai" from Jyoti (1981). The Black Eyed Peas' Grammy Award winning 2005 song "Don't Phunk with My Heart" was inspired by two 1970s Bollywood songs: "Ye Mera Dil Yaar Ka Diwana" from Don (1978) and "Ae Nujawan Hai Sub" from Apradh (1972). Both songs were originally composed by Kalyanji Anandji, sung by Asha Bhosle, and featured the dancer Helen. Also in 2005, the Kronos Quartet re-recorded several R. D. Burman compositions, with Asha Bhosle as the singer, into an album You've stolen my heart - Songs From R D Burman's Bollywood, which was nominated for "Best Contemporary World Music Album" at the 2006 Grammy Awards. Filmi music composed by A. R. Rahman (who has won two Academy Awards for the Slumdog Millionaire soundtrack) has frequently been sampled by musicians elsewhere in the world, including the Singaporean artist Kelly Poon, the Uzbek artist Iroda Dilroz, the French rap group La Caution, the American artist Ciara, and the German band Lowenherz, among others. Many Asian Underground artists, particularly those among the overseas Indian diaspora, have also been inspired by Bollywood music. A. R. Rahman, an Indian film composer, wrote the music for Andrew Lloyd Webber's Bombay Dreams, and a musical version of Hum Aapke Hain Koun has played in London's West End.

A further way the diaspora is contributing to Bollywood is through creating pipelines of talent to the cluster. Increasingly, creative labor from the diaspora gets involved in Bollywood's product development processes. Many allegedly "Bollywood" films popular with Western audiences (such as Monsoon Wedding; Water; Bend It Like Beckham and Bride and Prejudice) have in fact been made by diasporic directors abroad. Given the success of these films, Bollywood now seeks to "repatriate" many of these directors through offering them co productions or full-blown Bollywood productions. This strategy worked well for The Namesake: A Hollywood production by a director from the Indian diaspora in Canada and with potential to sell both in India and abroad, it was co-produced by leading Bollywood company UTV. It turned out to gross more abroad than any of UTV's pure Bollywood productions.

The Bollywood musical Lagaan (2001) was nominated for the Academy Award for Best Foreign Language Film, and two other Bollywood films Devdas (2002) and Rang De Basanti (2006) were nominated for the BAFTA Award for Best Foreign Language Film. Danny Boyle's Slumdog Millionaire (2008), which has won four Golden Globes and eight Academy Awards, was also directly inspired by Bollywood films, and is considered to be 'homage to Hindi commercial cinema'. The theme of reincarnation was also popularized in Western popular culture through Bollywood films, with Madhumati (1958) inspiring the Hollywood film The Reincarnation of Peter Proud (1975), which in turn inspired the Bollywood film Karz (1980), which in turn influenced another Hollywood film Chances Are (1989). The 1975 film Chhoti Si Baat is believed to have inspired Hitch (2005), which in turn inspired the Bollywood film Partner (2007).

Besides being popular among the India diaspora, such far off locations as Nigeria to Egypt to Senegal and to Russia generations of non-Indian fans have grown up with Bollywood during the years, bearing witness to the cross-cultural appeal of Indian movies. Over the last years of the twentieth century and beyond, Bollywood progressed in its popularity as it entered the consciousness of Western audiences and producers.

Indian films distributed to parts of developing countries in Asia, Africa, Europe and Russia largely allowed for a new youth culture to follow without such ideological baggage as 'becoming western.' among the and newly independent countries emerging from years of colonialism .Bollywood is also popular among Somalis and the Somali diaspora, where the emerging Islamic Courts Union found a bête noire. Chad and Ethiopia have also shown an interest in the Bollywood movies. Several Bollywood personalities have avenued to the continent for both shooting movies and off-camera projects. The film Padmashree Laloo Prasad Yadav (2005) was one of many movies shot in South Africa. Dil Jo Bhi Kahey (2005) was shot almost entirely in Mauritius, which has a large ethnically Indian population.

Despite official ban, Hindi movies are a craze in Pakistan .Many Pakistanis watch Bollywood films, as they understand Hindi (due to its linguistic and cultural similarity to Urdu). Pakistan banned the legal import of Bollywood movies in 1965. However, a thriving trade in pirated DVDs and illegal cable broadcasts ensured the continued popularity of Bollywood releases in Pakistan. Exceptions were made for a few films, such as the 2006 colorized re-release of the classic Mughal-e-Azam or the 2006 film Taj Mahal. Early in 2008, the Pakistani government eased the ban and allowed the import of even more movies; were screened in 2008. Continued easing followed in 2009 and 2010. The new policy is controversial in Pakistan. It is opposed by ardent nationalists and representatives of Pakistan's small film industry; it is embraced by cinema owners, who are booking large profits after years of poor receipts.

Bollywood movies are also popular in Afghanistan due to the country's proximity with the Indian subcontinent and certain other cultural perspectives present in the movies. A number of Bollywood movies were filmed inside Afghanistan while some dealt with the country, including Dharmatma, Kabul Express, Khuda Gawah and Escape from Taliban.

Hindi films have also been popular in numerous Arab countries, including Palestine, Jordan, Egypt and the Gulf countries. Imported Indian films are usually subtitled in Arabic upon the film's release. Since the early 2000s, Bollywood has progressed in Israel. Special channels dedicated to Indian films have been displayed on cable television. Bollywood films are also popular across Southeast Asia (particularly the Malay Archipelago) and Central Asia (particularly in Uzbekistan and Tajikistan).

Some Hindi movies also became big successes in the People's Republic of China during the 1940s and 1950s. The most popular Hindi films in China were Dr. Kotnis Ki Amar Kahani (1946), Awaara (1951) and Two Acres of Land (1953). Raj Kapoor was a famous movie star in China, and the song "Awara Hoon" ("I am a Tramp") was popular in the country. Since then, Hindi films significantly declined in popularity in China, until the Academy Award nominated Lagaan (2001) became the first Indian film to have a nation-wide release there in decades. The Chinese filmmaker He Ping was impressed by Lagaan, especially its soundtrack, and thus hired the film's music composer A. R. Rahman to score the soundtrack for his film Warriors of Heaven and Earth (2003). Several older Hindi films also have a cult following in Japan, particularly the films directed by the late Guru Dutt.

The awareness of Hindi cinema is substantial in the United Kingdom, where they frequently enter the UK top ten. Many films, such as Kabhi Khushi Kabhie Gham (2001), have been set in London. Bollywood is also appreciated in France, Germany, the Netherlands, and the Scandinavian countries. Various Bollywood movies are dubbed in German and shown on the German television channel RTL II on a regular basis.

Bollywood films are particularly popular in the former Soviet Union. Bollywood films have been dubbed into Russian, and shown in prominent theatres such as Mosfilm and Lenfilm.The popularity of Bollywood in the CIS dates back to the Soviet days when the films from Hollywood and other Western countries were banned in the Soviet Union. As there was no means of other cheap entertainment, the films from Bollywood provided the Soviets a cheap source of entertainment as they were supposed to be non-controversial and non-political. In addition, the Soviet Union was recovering from the onslaught of the Second World War. The films from India, which were also recovering from the disaster of partition and the struggle for freedom from colonial rule, were found to be a good source of providing hope with entertainment to the struggling masses. The aspirations and needs of the people of both countries matched to a great extent. These films were dubbed in Russian and shown in theatres throughout the Soviet Union. The films from Bollywood also strengthened family values, which was a big factor for their popularity with the government authorities in the Soviet Union. (Excerpts from Ashok Sharma, former Indian Ambassador to CIS and Suriname).

The film Mera Naam Joker (1970), sought to cater to such an appeal and the popularity of Raj Kapoor in Russia, when it recruited Russian actress Kseniya Ryabinkina for the movie. In the contemporary era, Lucky: No Time for Love (2005) was shot entirely in Russia. After the collapse of the Soviet film distribution system, Hollywood occupied the void created in the Russian film market. This made things difficult for Bollywood as

it was losing market share to Hollywood. However, Russian newspapers report that there is a renewed interest in Bollywood among young Russians.

Bollywood has experienced a marked growth in revenue in North American markets, and is particularly popular amongst the South Asian communities in large cities as Chicago, Toronto and New York City. Yash Raj Films, one of India's largest production houses and distributors, has reported that Bollywood films in the United States earn around $100 million a year through theater screenings, video sales and the sale of movie soundtracks. In other words, films from India do more business in the United States than films from any other non-English speaking country. Numerous films in the mid-1990s and onwards have been largely, or entirely, shot in New York, Los Angeles, Vancouver and Toronto. Bollywood's immersion in the traditional Hollywood domain was further tied with such films as The Guru (2002) and Marigold: An Adventure in India (2007) trying to popularize the Bollywood-theme for Hollywood.

Bollywood is not as successful in the Oceanic countries and Pacific Islands such as New Guinea. However, it ranks second to Hollywood in countries such as Fiji, with its large Indian diaspora Australia and New Zealand.

Australia is one of the countries where there is a large South Asian Diaspora. Bollywood is popular amongst non-Asians in the country as well. Since 1997 the country has provided a backdrop for an increasing number of Bollywood films. Indian filmmakers have been attracted to Australia's diverse locations and landscapes, and initially used it as the setting for song-and-dance sequences, which demonstrated the contrast between the values. However, nowadays, Australian locations are becoming more important to the plot of Bollywood films. Hindi films shot in Australia usually incorporate aspects of Australian lifestyle. The Yash Raj Film Salaam Namaste (2005) became the first Indian film to be shot entirely in Australia and was the most successful Bollywood film of 2005 in the country. This was followed by Heyy Babyy (2007) Chak De! India (2007) and Singh Is Kinng (2008) which turned out to be box office successes. Following the release of Salaam Namaste, on a visit to India the then Prime Minister John Howard also sought, having seen the film, to have more Indian movies shooting in the country to boost tourism, where the Bollywood and cricket nexus, was further tightened with Steve Waugh's appointment as tourism ambassador to India. Australian actress Tania Zaetta, who co-starred in Salaam Namaste, among other Bollywood films, expressed her keenness to expand her career in Bollywood. Bollywood movies are influential in South America, though Bollywood culture and dance is recognized. In 2006, Dhoom 2 became the first Bollywood film to be shot in Rio de Janeiro, Brazil.

Ominously, however, the popularity of old Bollywood versus a new, changing Bollywood seems to be diminishing the popularity on the continent. The changing style of Bollywood has begun to question such an acceptance. The new era features more sexually explicit and violent films. Nigerian viewers, for example, commented that older films of the 1950s and 1960s had culture to the newer, more westernized picturizations. The movie of old days of India were avidly "advocating decolonization ... and India's policy was wholly influenced by its missionary zeal to end racial domination and discrimination in the Third World Countries" were replaced by newer realities.

The Bollywood cinema is not just about Indians in India, it is about Indians in silicon valleys or wherever they are today in the Indian diaspora. Thus, the phenomenon of emergence of Noe Global Bollywood, in the region can be easily felt and seen. Critics are of the opinion that, due to globalization of Bollywood cinema post liberalizations of 1990's, has worked in tandem with the sexualisation of Indian films so as to become more like American films, thus negating the preferred values of an old Bollywood culture where songs and dances were at the centre stage.

Conclusion:
Whatever may be the colour of media globalization happening in our country, India has done extremely well within a short span of opening up from decades of isolation. The Indian government in 1991 made a radical policy shift towards free market forces, which strongly impacted the informatization and globalization of Indian society, opening the nations boundaries to Coca Cola, McDonalds and Nike , as well as allowing exports

of highly profitable computer software and telecommunication companies, Private Television channels and Bollywood cinema to the world.

Although Indian Society has strong historical roots in socialism, the young Indian businessmen and women who are pioneering high technology companies, private television networks and advertising industry, are super capitalist. The new economic policy of 1991 allowed India to become a major player in the global village. Dramatic changes have occurred as a nation of bullock carts became a nation of cyber marts. No other nation provides a better example of the role of mass media and new communication technologies in the development process through a country moves from being an agriculture-based economy towards an information society. In the recent decades, the United States, Japan and most European nations have become information societies, but India as a nation is still far from becoming from becoming an information society. India has made a remarkable progress in certain sectors. But India is an unusual paradox. India has more university students than any other nation in the world today, but India is also a home to most illiterates. Globalization and informatization is powerful, but every thing about it may not be beneficial, especially for the disadvantaged sections of Indian society. Globalization and material progress has to do more to improve the quality of the life of India's poor whose main occupation is with arranging two square meals a day, not with Coca Cola and McDonald's. If mass media can help in this front by diffusion of usable information then that would be truest globalization achieved in a newly liberalized country like India.

References and works cited
1. International Monetary Fund, Retrieved from www.imf.org on 15.10.2011.
2.United Nations Educational, Scientific and Cultural Organization, Retrieved from www.unesco.org on 15.10.2011.
3.Audience research: Cultivation analysis. Retrieved from www.museum.tv/archieves/audienceresearch on 15.10.2011
4. World Trade Organization Retrieved from www.wto.org. on 15.10.2011.

5.Banerjee, I. (2002). The locals strike back? Media Globalization and Localization in the new Asian Television landscape. Gazette: The International Journal for Communication Studies.
6.Bloch, L.-R., & Lemish, D. (2003). The megaphone effect: The international diffusion of cultural media via the USA. , Communication yearbook.pp-303-318.
7. D. McQuial (Ed.), Mcquail's reader in mass communication theory: Sage Publications.pp-200-210.
8. Compaine, B. (2005). Global media. In E. P. Bucy (Ed.), Living in the information age: A new media reader: Wadsworth Thomson Learning pp-178-186.

9. Cullity, J. (2002). The Global Desi: Cultural nationalism on MTV India. Journal of Communication Inquiry, 26(4), pp 408-425.
10. Dominick, J. R. (2002). The dynamics of mass communication: Media in the digital age. : McGraw Hill pp 23-45.
11. FICCI-Pricewaterhouse Coopers. 2011. The India entertainment and media industry: Unraveling the potential. Retrieved from www.pwc.com/ extweb/pwcpublications pp 81-96.

12. Ferguson, M. (2002). The mythology about globalization. In Denis McQuial (Ed.), Mcquail's reader in mass communication theory, Sage Publications Ltd. pp 31-45.
13 Gokulsing, K.M. and Dissanayake, W. (1998) Indian Popular Cinema – a narrative of Cultural change. New Delhi, India: Orient Longman Private Limited, pp 11-23..
14. Gerbner, G. (1977). Comparative cultural indicators. In G. Gerbner (Ed.), Mass media policies in changing cultures. New York: John Wiley & Sons, pp137-151.

14. Gerbner, G., Gross, L., Morgan, M., & Signorielli, N. (1986). Perspectives on media effects. In J. Bryant & D. Zillmann (Eds.), Living with television. Hillsdale: Erlbaum.pp 304-310.
15. Katz, E. (2002). Publicity and pluralistic ignorance: Notes on 'the spiral of silence'. In D. McQuial (Ed.), Mcquail's reader in mass communication theory: Sage Publications Ltd.pp136-145.

16. Kohli-Khandekar, India's Media Business: Sage Publication, New Delhi,pp 15-29.

17. Lazarsfeld, P. F., Cantril, H., & Stanton, F. (1939). Current radio research in universities. Journal of Applied Communication. Pp45-67.

18. Littlejohn, S. W. (2002). Theories of human communication. Albuquerque: Wadsworth Thompson Learning.pp 21-31.

19. MacBride, S., & Roach, C. (2000). The new international information order. In F. J. Lechner & J. Boli (Eds.), The Globalization Reader: Blackwell Publishers.405-417.

20. McChesney, R. W. (2005). The new global media. In E. P. Bucy (Ed.), Living in the information age: A new media reader: Wadsworth Thomson Learning pp 300-312.

21. McLuhan, M., & Powers, B. R. (1989). The global village: Transformations in world life and media in the 21st century: Oxford University Press.pp 265-269.

22. Pavlik, J., & McIntosh, S. (2005). Convergence, content, and interactivity. In E. P. Bucy (Ed.), Living in the information age: A new media reader: Wadsworth Thompson Learning.pp54-67.

23. Pike, R., & Winseck, D. (2004). The politics of global media reform, Media Culture & Society.pp78-89.

24. Rajadhyaksha, A. and Willemen, P. (1999) Encyclopedia of Indian Cinema. Chicago,
IL: Fitzroy Dearborn.pp700-727

25. Rao, S. (2007) 'The Globalization of Bollywood: An Ethnography of Non-Elite
Audiences in India' in The Communication Review, Issue 10, 2007 pp38-45..

25. Rogers, E. M. (1994). India's Information Revolution: From bullockart to cybermart, Sage Publications, New Delhi.pp121-130.

26. Rushkoff, D. (2005). Renaissance now! Media ecology and the new global narrative. In E. P. Bucy (Ed.), Living in the information age: Wadsworth Thomson Lerning, pp502-512.

27. Schramm, W. (1954). The process and effects of mass communication. Urbana: University of Illinois Press pp 70-76.

28. Signorielli, N. (1990). Television's mean and dangerous world: A continuation of the cultural indicators perspective. In N. Signorielli & M. Morgan (Eds.), Cultivation analysis: New directions in media effects research: Sage Publications, pp403-410.

29. Signorielli, N., & Morgan, M. (Eds.). (1990). Cultivation analysis: New directions in media effects research. Newbury Park: Sage. Pp289-291

30. Straubhaar, J., & LaRose, R. (2004). Media now: Understanding media, culture, and technology: Thomson Wadsworth ,pp63-79.

31. omlinson, J. (2002). The discourse of cultural imperialism. In D. McQuial (Ed.), Mcquail's reader in mass communication theory: Sage Publications, pp71-89.

*Pawan Kr Tiwari
Research Scholar Dept. of Mass Communication
Assam University Silchar
&
**Deepak Upadhyaya
Assistant Professor, Department of Journalism and Mass Communication,
Tripura University, Agartala-799130.

Role of media in Anna Hazare's Movement and its Impact on society
By: Ms. Kavita Koli*

Abstract

In today's world media occupies an important place in the society. People get to know what is happening around the world and accordingly they formulate their opinion. One can say that media is the voice of people. There are many functions of media like persuasion, it provides information, it entertains and it keeps an eye on the government work. Man is surrounded by its presence whether in the form of print, electronic or internet. Therefore, it also has impact on its user according to their usage. Many studied has come up with the view that media has lot of negative impact on the society. They have been criticizing media for many years for their negative role in the life of the people. This paper talks about that though media has negative impact on its viewer yet it is playing important role in the life of people. It is one of the vital tools in the hand of common man. We cannot ignore the positive aspects of media presence.

Introduction

Media is a forth pillar of the democracy and it is perceived as watchdog of the society. India which is a nation of diverse ethnicity, religion, caste, creed etc. role of media becomes more significant and analytical. We cannot forget the contribution of newspapers in freedom struggle. Media role in democratic society is very important. It is through the presence of media institutions that the citizens of that country came to know what is happening in and around the world. Media can be divided into following categories:

    a. Print Media
    b. Electronic Media
    c. New Media.

Indian population is highly diversified in nature. According to census of India 2011 literacy rate of India is now 74.04%. This indicates that more than 25% of our population is still illiterate. But still they are well aware with what is happening around the nation and world. Though their access to print media is restricted yet they have other mediums like television and radio to access for the information. Therefore, in media itself one has lots of option for getting information according to their accessibility, capability and understanding. This shows that there is no way to escape from the media and its exposure.

Today there are many options available for the people to get information. Therefore, media is also affecting our lives, behavior and thinking. Many scholars have conducted research on the impact of media on the society. However most of the studies have concluded that media impact is bad and critical on every section of the society. For instant a study conducted by Susan Villani began in 1996 on the 'Impact of Media on Children and Adolescents.' In this study she found that constant exposure of media content containing violence and explicit scenes can affect the children's mind and behavior, she further in her study state that there is violent behavior of the children who see lots of violent content.

In 1992 Shanahan and Morgan conducted a comparative analysis and case studies on the adolescents and how the use of television is influencing their interaction with their family. The study was conducted in five countries – USA, Canada, Taiwan, Argentina and Korea. The focus of the study was on the exposure of television, family conflict due to television and the relationship of television viewing and family communication.

There are many other researches which often concluded on the negative impact on society like –

In 2004 a major new study by RAND Corporation published in the September issue of Pediatrics the Journal of the American Academy of Pediatrics, concluded that teens who watch television shows with heavy sexual content are twice more likely to engage in sexual intercourse what those who watched tamer TV.

In India Feminist scholars are particularly concerned the way female portray in men's abuse of women is often glorified within Indian Cinema. And many feel that rising cases of eve-teasing and attempt to rape is due to the unfavourable exposure of media content.

However there are still many researches which have viewed that media also have some positive effect on our society. For example Candle March at India Gate for Jaissica Lal Case by the public was inspired from the film Rang De Basanti directed by Rakeysh Omprakash Mehra. In a same way Lage Raho Munna Bhai film

directed by Rajkumar Hirani also inspired public to take the path of Non-violence to fight against the system. Such incidents show that media do have positive impact on the actions and thoughts of the people.

When India was a colony of British Government the first newspaper of India was published in 1780 called Bengal Gazette by James Augustus Hicky. This lead to the growth of Newspaper in India later many other newspapers like Madras Courier (1785) & Bombay Herald (1789) were published under the control of British Government. Mostly these papers where by the Britishers and for the Britishers, however proceedings of the British Parliament were not allow to publish in these newspapers. James Silk Buckingham, the editor of Calcutta Chronicle (1818) was the first to raise the issue of 'freedom of press.' His newspaper gave the voice to the Indian population. The newspaper used to cover local news and views, criticizing the policies of the British Government and as well as social evil practices of India like 'Sati' and 'Child Marriages'. Gradually this medium of mass communication became one of the tools to fight for the freedom. Many freedom fighters like Bal Gangadhar Tilak owned Kesri newspaper published in Marathi language. In a same way Dadabhai Naroji established his own monthly journal called Voice of India (1882). Many prominent leaders of the freedom struggle like Mahatma Gandhi, Jawaharlal Nehru, Sarojani Naidu etc. was inspiring the whole India to join fight against British rule with their writings. This shows that media had been playing an important role during that period. However, society has been criticizing media for deviating from their objectives and becoming commercialized. But once again media has proved its importance and its positive role during the Anna Hazare's anti-corruption movement. The positive coverage and objective views of media have inspired the whole India to participate in this movement and making it a public movement. This paper will study the role of media in Anna Hazare's Movement and its impact on society, so that we can prove that media do have positive impact on the masses and it still carries the social responsibility of democratic society like India.
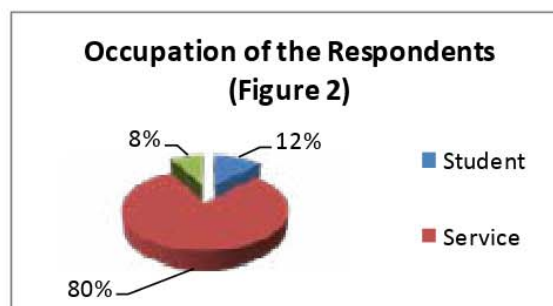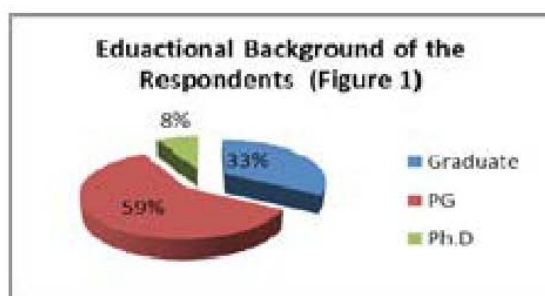
Objectives of the Research Paper
1. To study that media do have positive impact on the audiences.
2. To study how media had inspired the people living in India and abroad to participate and to support the movement and presented its positive quality.
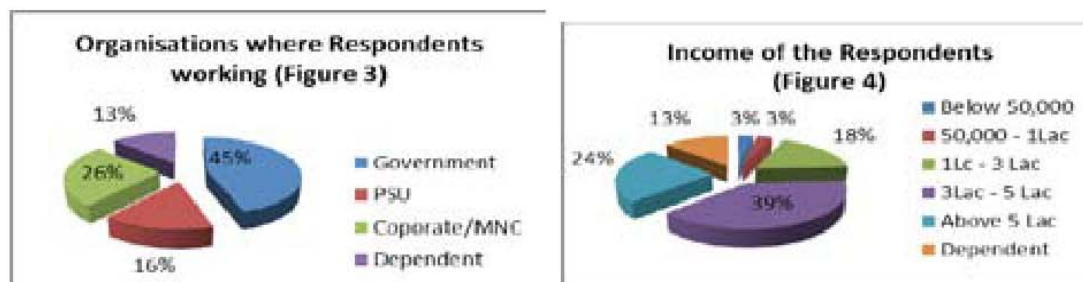
Methodology & Area of Research
The study is based on the data collected through questionnaire from the respondents of different age group and gender. The sample size for data collection is 100 samples out of which 49 are females and 51 are males. 20 years to 60 years of age has been considered of the respondents. The research has been conducted in Delhi. Delhi is a prominent place for this movement as it has witnessed the two consecutive movements against the corruption. First by Baba Ram Dev which unfortunately was suppressed by the government and second by Anna Hazaare, the anti-corruption activist who finally made government to bow. The whole episode happened at the Ram Lila Maidan where lakhs of people gather from all over India to participate the movement for cause.

The socio-economic conditions of the respondents:
While selecting the sample, their socio-economic conditions were kept in mind. This has been done so that we can study how the media coverage had affected their thinking and action to participate or not to participate in the movement. It is important to take into consideration their educational and professional backgrounds.


Eduactional Background of the Respondents (Figure 1)
8% — 33% — 59%
Graduate / PG / Ph.D

Occupation of the Respondents (Figure 2)
8% — 12% — 80%
Student / Service

Organisations where Respondents working (Figure 3)

Income of the Respondents (Figure 4)

Coverage of the movement through different media:

It is not wrong to say that through media the movement got international recognition. It has been long time to see such a mass movement in India in which not only people from different state participated but Indians living in other countries also participated. It was possible only through media participation that so many people around the world turned a simple movement into the mass movement. If we look at the coverage pattern especially between the newspaper and television news channel, then television exclusively cover the event. The medium as we know has an advantage over the newspaper in the sense that it is more immediate. Therefore, news channels were covering it live throughout the day from the Ramlila Maidan, New Delhi. The big challenge for the print media was then how to cover or present the whole event where people already following the television news channels. If look at the data then 74% of the people were following television channels whereas 20% were reading newspaper for the event and only 8% were following internet (figure 5).

Which know m
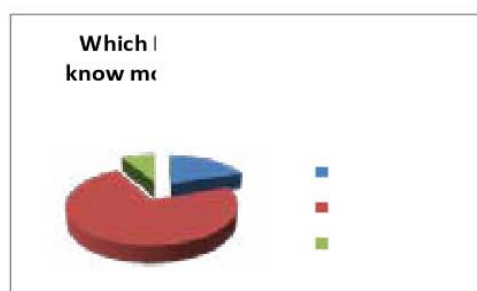
The reason why television is chosen by the most of the respondent could be that it is easy to follow, immediate and regular updating is fast. Whereas newspaper needs more concentration for analyzing the news, still many prefer newspaper because of wide range of news content and it is at your ease. The draw back with the news channels was that they only concentrated on one news because of it news value and ignore most of the news and event which is taking simultaneously. This is the result of high competition prevailing among the news channels for the advertisements.

Therefore, they were ignoring other valuable news which could be beneficial to the viewers. Television news channels to break the monotony of just covering the happening of Ramlila Maidan, they were simultaneously showing extensive discussions between political party's members, NGO's members and general public. They were also using different programmes formats like interviews, talks etc. to cover up their air time. The presentation of the event covered by news channels was very melodramatic.

That's why it had attracted the viewer's attention.

Table 1: Percent distrubution of the respondent on using the media for the follow up of the movement according to their occupation.

Media	Students	Service	Part-Time Service	Total
Newspapers	4%	12%	4%	20%
News Channels	6%	62%	4%	72%
Internet	2%	4%	8%	8%
Total	12%	80%	8%	100%

If we analyze the data of table 1, we can conclude that whether it is student or service man they both have chosen news channel as their medium to follow the movement whereas people doing part –time service have chosen internet over the other two media.

However, newspapers had very balanced coverage over the whole episode and they maintained their various columns so that no valuable news was left out. Though their first main page was covered with the Anna's figure yet they were also providing the government viewpoints on the issue which has been ignored by the news channels. It is interesting to know that during this movement Rajiv Gandhi Jayanti was celebrated by

the Congress. However no news channels were carrying that news, whereas government used newspapers to advertise about the Rajiv Gandhi's Jayanti. In Times of India every second page of it was carrying the advertisement of Rajiv Gandhi B'day Celebration. This effort by the government was done to dilute the damages done by this movement to the government's image.
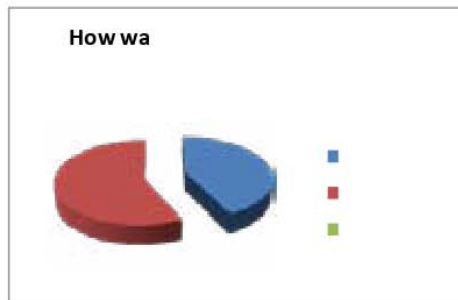
According to the figure 6 around 57% of the respondents think that the coverage by the media where it is newspaper or television or internet if very informative. Whereas 43% of the respondents think that it is highly inspirational. This could be the reason why so many people gather at Ramlila Maidan, India Gate and other parts of the country to support the cause. This shows that if media had not given such coverage to the movement, it would not have had such an impact on the audience. Somewhere media played the role of linkage between the Anna's team and the common man.

During that period whatever was the government reply to the team Anna, it went against them. They were looking more in the villainous image whereas Anna was becoming the hero in the public view. This hype was the result of media coverage to the movement.

Conclusion

The modern era is a media age. Print, audio, film, video and internet are more pervasive than ever before. The world is circled by communication satellites, and rich and poor, although not equally, are linked to a single emerging media world. The last few years have seen growth of interest in how the media work, how they affect our daily lives and how the public might ensure the fulfillment of the media's staggering potential. This is the one case where media has shown its positive attributes of its impact on the society. In democracy like India media has greater role to play as it is the watchdog of the largest democracy of the world. Therefore we cannot ignore media and its importance in today's society. People for the news, events and information are totally relying on media. The media helps in formulating the public opinion whether it's a Jaissica Lal's murder case or Anna's movement. Therefore one cannot criticize media all the time for the negative impact.

Media played major role in making people aware about the event. If we study the collected data then 98% of the respondent has said that yes media played important role in making people of the event (figure 7). This shows that people from different states, creed, caste and religion united against the corruption and participated in this movement. Media had provided common man with a platform where they voiced their opinion. Around 87% of the respondent believed that people and media has come together to support the movement. Therefore we can say that media had played positive role in bringing the people together.

References

• 'Census of India 2011: Literacy rises by 9.2%, now 74.04%' in Economics Times, March 31st 2011.

• Croteau, David & William Hoynes (2003) 'Media Technology and Social Change' in Media Society: Indus tries, Images & Audiences, Sage Publication, U.K. Ch. 9, pp. 200-314.

• Lipschultz, Harris Jeremy & Michael L. Lit (2009) 'Psychological & Social Impact of Crime and Violence' in Crime & Local Television News: Dramatic, Breaking & Live from the Scene, Taylor & Francis, pp. 16-25

• Perse, Elizabeth M. & Douglas A. Ferguson, 'The Impact of the Newer Television Technologies on Television Satisfaction' in Mass Media & Society (Ed. Allan Wells & Ernest A. Hakan), Ablex Publishing Corporation, USA, Ch.8, pp. 317 – 328.

• Susan, Villani (2001) 'Impact of Media on Children & Adolescents', Journal of the Academy of Child & Adolescent Psychiatry, Vol. 40.

• Vijayalakshmi, Peddiboyina (2005) 'Viewing Patterns of Youth' in Foreign Television and Indian Youth: Changing Attitudes, Concept Publishing Company, New Delhi, pp 76-85.

* Ms. Kavita Koli
Producer Radio, USMC,
Guru Gobind Singh Indraprastha University, New Delhi.

Impact of Reality Shows in India
(With special reference to "SatymevJayte" A real reality show)

By: Mr. Ramesh Kumar Sharma*

Introduction:

The history of Indian television has envisioned the development of audio visual media in the country. During the 1980s Indian small screen programming began and at that time there was only one channel Doordarshan (DD), which was government owned. The Ramayana and Mahabharata were the first major television series produced. The Sword of Tipu Sultan and The Great Maratha, religious serials such as Jai Hanuman, Shri Krishna, and Om Namah Shivay, fantasy serials like Shaktimaan, and family serials like Shanti, Hum Raahi, and Udaan. These popular television programs attracted large audiences, and generated vast advertising earnings for the Indian government throughDoordarshan. These serials reached the zenith of the world record viewership numbers for a single program and it's called the golden era of Doordarshan.

The first private network to capitalize on the opportunity provided by direct broadcast satellite (DBS) was STAR-TV.The network, originally owned by the Hutch Vision Group of Hong Kong, was founded in 1991. While STAR-TV was the catalyst for direct satellite broadcasting into India, its path was rapidly followed by Indian-owned private networks like Zee-TV, and by foreign-owned broadcasters like Sony. By the late 1990s, more than 40 private television channels were available to Indian audiences.

In recent times, Indian television is said to be in close amalgamation with the private channels that offers all kinds of entertainment and educational shows in a perfect dazzling presentation. The Indian television has achieved strata of indispensability. Life without the audio visual media is imagined to be a standstill one. The glamour packed soaps and serials, reality shows, talk shows and other entertainment packages encompass a major section of Indian lifestyle.

Reality shows in India:

The year 2000 will be remembered for a single show in the history of Indian television. The Indian television industry went on to switch the fortunes of some promising media companies. Kaun Banega Crorepati, the Amitabh Bachchan hosted game show based on Who Wants to be a Millionaire, not only became the most-watched programme on private satellite television but also catapulted Star Plus into an incredible popular position. On the foundation of the success of Star Plus, Rupert Murdoch built his media empire.

Reality TV is the new concept of television producers and channel executives. And it's just like a trump card of the producers of the television Industry. Common audience has become bored watching the never ending imaginative and dramatic daily soaps. From the urge for something new the idea of reality shows sprang up. Simultaneously they generate good revenues for Television Industry and create a very good platform for thousands who want to achieve great things in their field of interests.

The rising popularity of the reality shows on television channels has added a new dimension to the production of TV programs. These shows give opportunities to the prodigies residing in the interiors of the country to showcase their talent. These shows have not only changed the destinies of many television channels but also of many ordinary people. Celebrity reality shows are another aspect of reality television that has become extremely popular with the audience. Here is a list of most popular and latest reality shows in India:

Indian Idol

Indian Idol is a popular television show on Indian television, a singing talent contest to determine the best undiscovered young singer in the country. It is based on the international Idol series format, launched by UK show Pop Idol. First time aired in 2004 on Sony Entertainment Television.

India's Got Talent

India's Got Talent is the Indian franchise of the Got Talent series, and is a cooperative effort between India's TV channel Colors and Britain's FremantleMedia.India's Got Talent follows the global Got Talent format, in which contestants audition in front of three judges and a studio audience. It is the first Got Talent format show in Asia, and India's first large-scale televised entertainment variety show, intending to showcase India's best unknown acts and talents.

MTV Roadies

The meanest reality show on Indian Television, 'MTV Roadies; has travel, adventure, drama and also a dash of voyeurism. The auditions are deliberately acrimonious to test the participant's attitude, tolerance and patience levels.MTV Roadies is a youth-based popular reality television show on MTV India.The selected Roadies are provided with Hero Honda Karizma bikes to travel on a pre-decided route.

Sa Re Ga Ma Pa

Sa Re Ga Ma Pa is an Indian Music Reality Show.It is one of the oldest and most popular shows on Indian Television which even after years has maintained its consistency of the talent of its participants.Sa Re Ga Ma Pa, formerly known as Sa Re Ga Ma before Shaan's debut, is a musical contest shown on Zee TV.

Kaun Banega Crorepati

'Kaun Banega Crorepati' is the Indian take on the UK game show 'Who Wants to Be a Millionaire?'. The show saw the Big B debuting on the small screen. The show first aired in 2000 and was hosted by Amitabh Bachchan. This was the first appearance of Amitabh Bachchan on Indian television. The show was hugely popular and attracted audiences from all age groups. Not only did it help Amitabh Bachchan revive his Bollywood career but also made Star Plus into India's #1 network.

The Great Indian Laughter Challenge

The Great Indian Laughter Challenge is one of the very successful reality shows on Indian television. It is a competition of stand up comedians that is presented on STAR One. It is produced by Endemol India.It has run through several seasons where stand-up comedians and performers from different places came together and showed their comedy skills to judges, live audience and people.

Dance India Dance

LUX Dance India Dance is a reality dance show that airs on the Indian satellite television channel Zee TV. The show has been produced by UTV Software Communications and has become India's largest dance-based reality show.The show has raw talent of age group 15 to 25 from all over India. Once chosen, the contestants are trained by professional Bollywood choreographers. There after the participants' compete against each other.

Boogie Woogie

Boogie Woogie is an Indian Television dance show that airs on Sony Entertainment Television. The show is hosted by popular Indian film and television personalities, Naved Jaffrey and Ravi Behl, who also co-created the show with Javed Jaffrey, who appears as the permanent celebrity judge. It has become the longest lasting dance show in India, going for its 15th year on air this year.

Big Boss

Bigg Boss is a popular reality TV programme broadcast in India. It is the Indian version of the Big Brother format, which was first developed by Endemol in the Netherlands.Big Boss is a reality show in which a group of contestants, housemates, that is custom built but includes everyday objects, such as a fully equipped kitchen and a garden. The House is also a television studio , and includes cameras and microphones in most of the rooms to record the activity of the housemates.

Jhalak Dikhla Jaa

Jhalak Dikhhla Jaa is an Indian version of BBC's Strictly Come Dancing and ABC's Dancing with the Stars. Sony Entertainment Television brings "Jhalak Dikhhla Jaa" with new celebrities and well known faces to perform with professional dance partners on a highly competitive stage. The show is produced by BBC Worldwide Productions in India.The dances are typically more exuberant than on its sister programmes around the world, owing to India's unique Bollywood traditions.

Satyamev Jayate:

There are many types of reality shows ((game show, fear centric, sports and dating, self improvement, renovation, social experiment, talk shows and hidden cameras like Big Boss) broadcast everyday on different TV channels who presents entertainment, quiz, game and competitions. But Satyamev Jayate is a real social experiment research based talk show.

For a discerning viewer, the format seemed to be a take on The Oprah Winfrey Show. Some simply hung on with patience just to see whether Aamir could pull it off. The Bollywood star began with talking about the importance of mother dearest in our lives. While some were wondering if the episode was a Mother's Day special since it falls on May 11, it soon became clear that the topic for the shows was female foeticide Voice Against Female Foeticide, Old Age, Untouchability, Alcohol Abuse, Toxic Food, Domestic Violence, Per-

sons With Disability, Intolerance to Love, Does Healthcare Need Healing?, Marriage or Marketplace?, Child Sexual Abuse.

According to Amir Khan's productions " Satyamev Jayate is a window. Open it. Look out, and you might find you're looking in. What you will see is the truth. The truth that lives alongside us all in the house down the street, in the next room, on your pillow, in tomorrow's breakfast.
The truth in all its facets - beautiful, inspiring, thought-provoking, stark.
We believe that Satyamev Jayate is not afraid to look the truth in the eye, take its hand and embrace it. After all, it belongs to all of us.
And when we recognize the truth, when we discover that it is part of us, part of the things we cherish, then what? Then we know it is time to think – perhaps to act.

Review of literature:
1- http://ibnlive.in.com: Aamir's 'Satyamev Jayate' to be aired on private channels and DD1 simultaneously Mumbai: 'Satyamev Jayate' is Aamir Khan's first television project and the star says that the reality show will create history by becoming the first ever programme to go live simultaneously on a private channel and national broadcaster DD1.

"This is for the first time in the Indian history that a show will also be showcased simultaneously on national television channel DD1. Besides, the show will be dubbed in four southern languages - Telugu, Tamil, Malayalam and Kannada. This show is being launched on a large scale," Aamir told reporters Friday here at the launch of the show's promo song.
"I don't understand TRPs (Television Rating Points) and GRPs (Gross Rating Points). I have no idea how to calculate it! I don't care about TRPs. It is important to reach out to the Indian audiences. If viewers want to see, they will see or else it is up to them," added the 47-year-old.
Aamir feels that TV is a very powerful medium and added: "I had to make complete use of this medium. This is a baby step towards it."
"I cannot say I understand TV completely. I was earlier scared to go ahead with the project. I can only say I have made this show with complete honesty and without compromising on anything."

2- http://www.bollywoodlife.com: The teasers of Mr. Perfectionist's new television show look promising and are aimed at connecting with the entire TV viewing audience
There has been a lot of buzz about the phrase "truth is invincible" ever since Aamir Khan's television debut as the anchor-host of a show was announced a while ago. There were speculations galore about the nature of the show and we were one of the first to tell you what the brouhaha was all about. As usual, we were right well, almost! The well made teasers of Satyamev Jayate, launched yesterday, show how involved Aamir was with the making of the whole thing and how he feels that entertainment is not only about making people laugh.
In one of the teasers Aamir says that he wants the show to connect across the board and will not play to the gallery. It will make people cry, anger them and will lead to a reaction and, if that happens, the show will accomplish what it has set out to do. Like with everything else the Talaash actor does, he has spent a lot of time on this one and it seems to be very close to his heart.

3- Aamir's Satyamev Jayate touches hearts: Hindustantimes.com, New Delhi, May 06, 2012
Following a great deal of hype and promotions, Aamir Khan's 'reality show' Satyamev Jayate managed not only hit the television screens but also the viewers' hearts.
The show's first episode, which dealt with the social issue of female foeticide, told some heart-wrenching stories of women who had suffered due to this malpractice. It ended with a moving track O Ri Chirayya, which was written and sung by music composer Swanand Kirkire. The episode moved many of the viewers to tears
We asked: Did you like Aamir Khan's Satyamev Jayate?

And the response was: A whopping 88% voted in agreement that the show was the perfect television debut for Aamir Khan; a tiny 5% felt that Aamir and the show failed to impress and a 7% remained undecided, waiting to watch more episodes before forming their opinion.

4- Satyamev Jayate Episode 13 combines everything for season finale: http://www.dnaindia.com
On July 29 it aired its last episode 'We The People'. Justice, liberty, equality and fraternity – the principles that are the basis of the Constitution of India became the basis of SJ's last episode, a theme that was maybe a little too vast to be dealt with in one and a half hour.

Sunday's episode seemed like Aamir Khan tried to include everything that could not be covered in the first 12 episodes. And the result? A mess. Each issue was large and heavy enough to have an episode entirely to itself. A myriad of evils were thrown at the audience, from discrimination on the basis of religion, denial of right to education, to corruption. Case studies after case studies were brought in and dealt with in a matter of minutes.

We were introduced to Piramal and Trupti Desai, a couple who started a home for children who were orphaned in the Gujarat earthquake and the riots. The Desais took it upon themselves to teach the children principles of equality and friendship irrespective of caste and religion.

Sunitha Krishnan, a woman who had been through a trauma of being gang raped at the age of 16 came on the sets and spoke about her work involving rehabilitation of women rescued from the paws of flesh trade. The difficulties faced by these women trying to survive independently in a society that rejects their very existence highlighted the failure of a system that promises its citizens the right to a dignified life.

The episode also covered the story of 19-year-old Babar Ali who individually upholds the law that assures right to education for all, by teaching those children in his village who do not enjoy the privilege of going to school.

Of all Satyamev Jayate episodes, this was the least impactful. A show that started on a note of excitement, ended 'not with a bang but a whimper'.

Impact of Satyamev Jayate:
Satyamev Jayate began with Aamir walking on the beach, sharing his thoughts and literally explaining to his audience why he, an entertainer who is happy in his own world, cared about making a show that concerns every Indian. "Mujhe kya fark padta hai?" he questioned, providing the answer himself, "Lekin fark padta hai, kyunki main bhi toh issi samaj ka ek hissa hoon…." Aamir approached this in a very personal way, although it did seem a bit preachy. Having removed all doubts in people's minds about his inspiration behind the show, the actor made it clear that he did not want to blame or criticise anyone or take perpetrators to court. "Sirf hungama khada karna mera maksad nahin, meri koshish hai ki yeh soorat badalni chahiye, mere seene mein nahin toh tere seene mein hee sahi, ho kahin bhi aag, lekin aag jalni chahiye," he summed it up. Finally the show has got great response in his favor.

Total: **1,249,440,319 Connections**   **14,972,514 Responses**
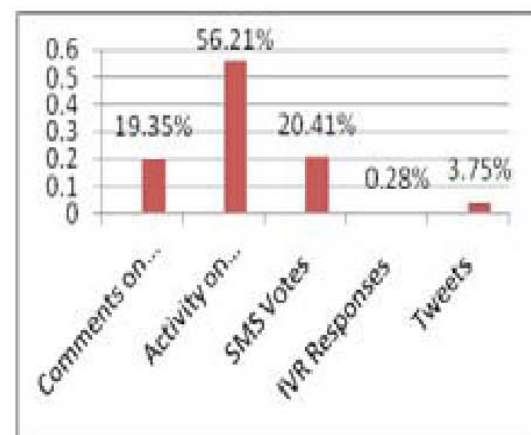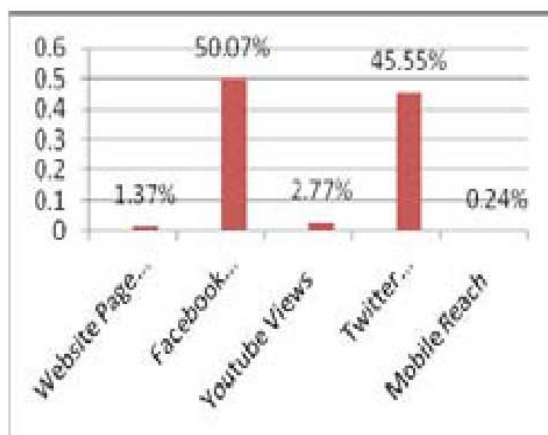
8,115,739 Community Members

Source: http://www.satyamevjayate.in
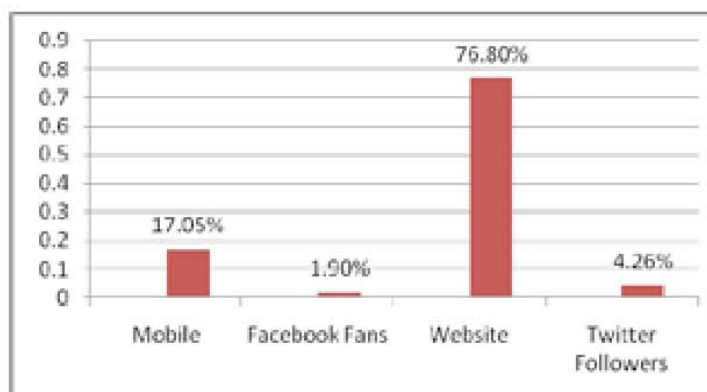
1- Amir's Show on the Disabled Jolts Govt into Action, New Delhi | Jun 21, 2012

Amir Khan in his TV series Satyamev Jayate talked about problems being faced by physically challenged children in getting admission in schools, Delhi government has decided to carry out a survey of such kids in the city to extend them educational facilities.

Officials said Education Minister Arvinder Singh Lovely has asked his department to launch a survey to find out the number of physically challenged students.

"Based on the survey result, the government will firm up a policy to extend all kinds of educational facilities to the physically challenged students," the officials said.

2- Satyamev Jayate gets AA drunk on its own success: By Uttarika Kumaran DNA

The General Service Office (GSO) of Alcoholics Anonymous (AA) India, which operates from a tiny municipal school in Byculla, was bursting at its seams as nearly 100 AA members and volunteers attended to a torrent of calls after a national TV show flashed AA's helpline numbers and website details, on Sunday.

In its ninth episode which first aired at 11am, Satyamev Jayate focused on alcoholism and featured interviews with experts and recovering alcoholics, including AA member Laxman. As the show's producer and host Aamir Khan announced the number on air, AA offices across the country braced themselves.

3- March against female foeticide: The Telegraph Thursday May 31,2012

Bhagalpur, May 30: A day before chief minister Nitish Kumar is scheduled to start his Seva Yatra in Bhagalpur, health minister Ashwini Kumar Choubey today managed to establish that he still has a good command over a large section of residents here.

Taking cue from Aamir Khan's serial Satyamev Jayate, Choubey undertook a 30-km ride on a tonga (horse-driven carriage) from Sultanganj to Bhagalpur under the scorching sun this afternoon after launching the Bitiya Bachao Andolan (Save the Girl Child Movement) in the state. The march was part of his strategy to launch a mass awareness drive against the rising incidents of female foeticide cases.

4- Lok Sabha passes child protection bill courtesy Aamir: Renuka Vyavahare, TNN May 23, 2012.

Satyamev Jayate's second episode addressed the issue of child sexual abuse. The show brought forward shocking sexual offenses that adults have been committing on children.

Various victims who faced this ghastly abuse daringly came out of the closet on the show and narrated their horror stories that shocked the country. Never before was the issue discussed in an open forum like it happened on Aamir's show.

Aamir Khan won the battle as the Lok Sabha passed the child Protection Bill which was pending for long. Aamir himself spread the word as he blogged, "Great news! The Lok Sabha has passed the 'Protection of Children against Sexual Offences Bill' today. Unbelievable! Super News!"

5- Rajasthan high court CJ approves fast track court on female feticide: PTI May 11, 2012,

Chief Justice of the Rajasthan high court Arun Mishra has given an in-principle nod to set up a fast track court

for expediting trial in cases of female feticide. Chief minister Ashok Gehlot met the chief justice over the matter on Wednesday night, official sources said on Friday.

Strongly taking up the issue on his show 'Satyamev Jayate,' actor Aamir Khan had met Gehlot on Wednesday evening requesting him to establish the fast track court to decide cases which were pending in various courts.

6- NGO flooded with child abuse cases after Satyamev Jayate: The Hindu, May 17, 2012

With Bollywood star Aamir Khan's television show Satyamev Jayate receiving critical appreciation from the audience, a city-based non-government organisation claims to have received a dozen cases related to child abuse in the past three days alone.

Raised awareness

Following the telecast of the second episode on child sex abuse on Sunday, the city office of Childline received two cases related to sexual abuse and others about children being beaten up by their parents and relatives, NGO director Archana Sahay told PTI on Wednesday.

Parents approach NGO

Ms. Sahay said they had received 12 cases related to children issues in just three days.

In some cases, children being beaten up by parents or relatives leave homes and come to Childline for help, she said, adding now even parents approach the organisation to seek help for their children thanks to Satyamev Jayate .

7- Satyamev Jayate impact: Women & Child Dev Min promises action : Dailybhaskar.com | May 10, 2012

Krishna Tirath, Union Minister of State (Independent Charge) for Women and Child Development, describing Aamir Khan's debut TV show Satyamev Jayate as a successful effort, lauded his campaign against the rampant practice of female foeticide in the country.

She also added that the govt has taken up this issue as a grave concern of humanity and promised to take suitable action to curb this malpractice of female foeticide.

Tirath believes that such practices can be stopped through mass awareness campaigns and greater public participation.

8- Bathinda cops do an Aamir, reunite estranged couples: hindstan times: Mon,08 Oct 2012

Taking a cue from the format of the reality-television show, 'Satyamev Jayate', of Bollywood film star Aamir Khan, the men in uniform on Sunday tried to unite 80 separated couples in an open chat and reconciliation. Police Public School turned the place where some people rediscovered love and walk home smiling.

In a first effort of its kind in the state, the 80 couples, whose cases are in the district women's cell, were invited to "Khulla Darbar" (open house), where senior superintendent of police Sukhchain Singh Gill moderated the discussion.

It was a serious approach to understand and solve family troubles. Eight teams took up 80 of the 135 pending cases, and each had an SP and a DSP on it, along with station house officers, lawyers, women counsellors and representatives of non-government organisations (NGOs). In some cases, the arguments went on for an hour.

9- Satyamev Jayate Impact: Five Rajasthan doctors booked: health.india.in, May 30, 2012

The Anti-Corruption Bureau (ACB) booked five senior Rajasthan government doctors for granting recognition to the nursing colleges which did not have standard facilities for the students, officials said. The doctors are professors at the medical colleges in the state and had inspected these nursing colleges as designated members of the Rajasthan Nursing Council for granting them recognition, they added. The authorities of five nursing colleges were also booked under various sections of the Prevention of Corruption Act.

According to ACB's Inspector General Umesh Mishra, the agency had raided about 75 colleges in March on complaints of irregularities. "It was found that many of these nursing colleges were granted recognition from the Rajasthan Nursing Council despite the fact that they did not have proper facilities," said Mishra.

In the fourth episode of Satyamev Jayate, Aamir Khan highlighted issues dealing with medical malpractice. The show has brought to fore issues like child sex abuse and female foeticide, not your usual dinner table

chatter and has actually forced various state governments get their act together. The Haryana government has announced that pregnant women will have to submit a photocopy of their identification proof at ultrasound centres as a pre-condition for undergoing the test and there are plans to embed observer chips in ultrasound machines. Aamir Khan also met Rajasthan CM Ashok Gehlot to discuss the female foeticide situation in the state and convinced him that infanticide cases should be fast-tracked in special court. In MP, 65 MTP (medical termination of pregnancy) licences were suspended because they hadn't submitted the necessary documents. Recently the child sex abuse bill was also passed in Parliament to protect under 18s from sexual predators.

10- Satyamev Jayate impact: Kids make MMS of child abuser, get him arrested : DNA, Jun 03, 2012
Inspired by actor Aamir Khan's popular reality show "Satyamev Jayate", two adolescents recorded a goon beating up a child of neighbourhood and showed the footage to SSP on Friday with request for action.
The intrepid adolescents--a girl of class nine and a boy of class 10 --first contacted Child Line after seeing number on Satyamev Jayate and then approached the SSP.
They had also contacted Gwaltoli police station but their complaint was not entertained.

11- Satyamev Jayate effect: Schools plan workshops on good touch, bad touch: Alifiya Khan, DNA, May 20, 2012
Thanks to Bollywood actor Aamir Khan's television show Satyamev Jayate, which has created a massive awareness about child sex abuse (CSA), city school principals have now decided to organise workshops on the subject for both parents and younger children.
Most of the school principals said that although they conduct classes on sex education for older children from Stds VIII to X, the idea of educating younger students on sexuality and health issues didn't cross their minds.
"Yes, it is indeed important to teach younger kids who are in the most vulnerable group," said Leena Chaudhari, principal of Symbiosis School.
"They might not even realise which 'touch' isn't good and even if they do, they might not know or have the confidence to speak about it, let alone confront the person. In our school, a team of doctors and professionals teaches older kids about sex education. I am thinking of requesting them to devise special sensitised workshops for younger children too," added Chaudhari.

12- Satyamev Jayate effect: 7 abortion centre's licence cancelled: Dailybhaskar.com, Jun 10, 2012
It seems Mr Perfectionist's drive against female foeticide is finally taking its cue since in a crack-down following increase in the number of foeticide cases in the state, authorities have cancelled the licenses of seven maternity and abortion centres in the district.
Licenses of five maternity centres have been suspended. Show-cause notices have also been issued to two hospitals for irregularities in their records, official sources said.
Inspection squads, in the last three days, raided 32 abortion centres and hospitals.

13- Govt jolts into action after Aamir's show on disabled kids: PTI, Jun 21, 2012
Aamir Khan in his TV series Satyamev Jayate talked about problems being faced by physically challenged children in getting admission in schools, Delhi government has decided to carry out a survey of such kids in the city to extend them educational facilities.
fficials said Education Minister Arvinder Singh Lovely has asked his department to launch a survey to find out the number of physically challenged students.
"Based on the survey result, the government will firm up a policy to extend all kinds of educational facilities to the physically challenged students," the officials said.

14- Generic drugs to be available by Oct-Nov: Min after Aamir pitch: the pioneer, Saturday, 23 June 2012
Spurred by actor Aamir Khan's demand for making generic drugs available to patients to reduce their financial burden, the Union Health Ministry on Friday said such medicines will be available at all Government hospitals from October-November. The Ministry, however, claimed it had been working on the plan much before the actor took up the issue.

It means, 348 essential drugs under the National List of Essential Medicines (NLEM) will be available free-of-cost to out-patients as well as in-patients in Government hospitals. As per the programme, the States will also be given flexibility to include drugs not enlisted under NLEM, provided their total cost is 5 per cent of the total budget allocated to them.

Though the Ministry has already missed the April deadline for the initiative which was announced by Health Minister Ghulam Nabi Azad in March, the officials hope to kick off the scheme later this year.

Unwanted womb removal: Registration of nine private doctors suspended: TNN Jun 23, 2012

fter film actor Amir Khan's TV show 'Satyamev Jayate' dug out devils of healthcare and a string of womb removal surgeries sparked a row, Chhattisgarh government has cracked down on nine private doctors and suspended their registration for allegedly advising and performing hysterectomy-removal of uterus and both ovaries-without convincing medical reasons.

After a number of incidents of "unwanted womb removal surgeries" came to light in the rural areas, the state government swung into action and formed a high level committee which inquired into the complaints and submitted its report. Subsequently, Chhattisgarh medical council suspended registration of nine private doctors. Now these doctors will not be allowed to practice, a health department spokesman said.

15- Educate moms to save girls: The Telegraph, May 30,2012

Capital meet against female foeticide calls for watchdog panels & vigilant society. It may or may not be the Satyameva Jayate effect, but it appears that Aamir Khan's TV show on female foeticide set alarm bells ringing outside Rajasthan too.

There are 874 females for every 1,000 males in Dhanbad. Just compare it with Simdega's figures — 1,004 females per 1,000 males — to see the stark difference. The worrying gender imbalance in population came to the fore at a symposium in the capital.

16- 'Satyameva Jayate' inspires sarpanch to act against female foeticide: Jaipur, May 24, 2012, (IANS)

Aamir Khan's highly acclaimed "Satyameva Jayate" has inspired a sarpanch in a Rajasthan village to register police cases against women and families who go for tests to detect and abort the girl child.

"Illegal sex determination is rampant in the Shekhawati region (Jhunjhunu, Churu and Sikar districts)," sarpanch Randheer Singh of Budania village told IANS.

The village, some 200 km from here, is home to some 5,000 people.Randheer Singh said a six-member committee had been formed to keep a tab on pregnant women.

"After watching Aamir Khan's TV show 'Satyameva Jayate' on female foeticide, I felt that awareness in Rajasthan is not enough," he said. "Checking female foeticide at the village level is necessary to save girl children." He said that auxiliary nurses and midwives know about almost every pregnant woman in villages.

Findings & Conclusion:

Satyamev Jayate, is a perfect example of how Big Data can be used to deliver maximum impact for the society. The huge popularity of the show surprised everybody. The common man was interested in common problems. He wanted the celebrity host to fight for his common cause. And it worked. Apart from raising social issues in the programme , he also did a followup by taking them to governance and asking them to do some thing about these evils. Media gave its full support to this cause raised by a real hero for real people.

- Aamir Pitches for Generic Meds Before Parliament Panel Jun 21, 2012
- Aamir to Address Parliamentary Panel on Medical Issues Jun 19, 2012
- New Bill for Empowerment of Disabled People Jun 13, 2012
- TN: PIL Filed for Live Telecast of Assembly Proceedings Jun 12, 2012

- NAC for Tax Benefits to Employers of Disabled Persons Jun 10, 2012
- Make Generic Medicines Available in Maharashtra: Aamir Jun 08, 2012
- WB Notice to Govt Teachers for 'Anti-Govt' Remarks on TV Jun 08, 2012
- Won't Apologise to MCI: Aamir Khan Jun 06, 2012

• US Halts Financing for Pak Version of 'Sesame Street' Jun 06, 2012
• Aamir Khan to Pitch in for Nutrition Campaign Jun 05, 2012
• 382 Movies Aired Without Censor Certificates Jun 03, 2012
• With No BCCI Rights, Neo Sports Goes Game-Neutral Jun 03, 2012

• IMA Asks Aamir Khan to Apologise Jun 02, 2012
• Aamir Asked to Apologise for 'Defaming' Docs on Show May 31, 2012
• A.K. Hangal Returns to Acting at 95 May 29, 2012
• Shiv Sena, MNS Protest Over Marathi TV Producers' Issue May 28, 2012
• Bihar Seeks Aamir's Help for 'Save Bitia' Programme May 28, 2012
• Aamir Khan Lauds Child Sexual Abuse Bill May 23, 2012
• Over 350 Pvt Sonography Clinics Stop Operation in Jaipur May 22, 2012
• Cartoon Row: Mamata Storms Out of Live TV Session May 18, 2012
• Microsoft Develops Tech for Speech, Hearing Impaired May 17, 2012

Effect of such shows stirs a chord in the common man and makes the authorities sit up and take decisions. Makes us wonder if Aamir Khan is bringing about a small revolution in the country. The actor denied that he aimed to do that, saying he only wanted to unite people for the causes discussed on his show. We think if Satyamev Jayate happens to unite the country like Anna Hazare did last year, Aamir Khan might just bring about a revolution in small parts of the country.

References:

• http://ibnlive.in.com/news/rs-625-crore-campaign-for-aamirs-tv-debut/247371-44-124.html
• http://www.bollywoodlife.com/news-gossip/will-aamir-khans-satyamev-jayate-beat-amitabh-bach-chans-kaun-banega-crorepati/
• Aamir Khan's Satyamev Jayate takes Twitter by storm: Hindustantimes.com, New Delhi, May 06, 2012
• HT Poll Result: Aamir's Satyamev Jayate touches hearts: Hindustantimes.com, New Delhi, May 06, 2012
• Aamir Khan to meet Rajasthan CM on female foeticide issue: IANS, Jaipur, May 07, 2012
• http://theviewspaper.net/reality-tv-a-history-of-entertainment/
• REALITY TV: ENTERTAINMENT HISTORY: ARTS, AUGUST 27, 2008
• nfobharti.com/indias-top-10/top-10-indian-reality-shows.php
• http://www.realityshows.com/articles/the_history_of_reality_tv_shows.html
• 'Satyamev Jayate' to touch India's heart:Bina Trivedi, TNN May 20, 2012
• How Aamir's show scores over Oprah's: Sunayana Suresh, TNN
• Satyamev Jayate' Aamir Khan's smallscreen venture high on TRP: TNN May 14, 2012
• http://ibnlive.in.com/news/satyamev-jayate-the-impact-of-aamir-khans-show
• Satyamev Jayate: The impact of Aamir Khan's TV show
• http://health.india.com/news/satyamev-jayate-impact-haryana-govt-to-install-observer-chips-in-ultra-sound-machines/
• Satyamev Jayate impact: Haryana govt to install observer chips in ultra-sound machines, May 19, 2012
• http://www.firstpost.com/bollywood/satyamev-jayate-should-have-high-impact-and-talkability.

* Mr. Ramesh kumar Sharma, Asstt. Prof.
Madhubala Institute of Communication & Electronic Media
Affiliated to, GGS IP University, Delhi.
email: saugatramesh@yahoo.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 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.
Website: www.communicationijcd.com

for more detail visit: www.communicationijcd.com or email: editor.ijcd@gmail.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:
• Allmanuscripts should be original and should not be under consideration at other journals or publications.
• Allmanuscripts 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.