

# UNIT – I

## Chapter 1

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# Online Journalism

### What is Online Journalism:

#### **Advantages of Online Journalism:**

Online journalism offers many advantages.

It is multi dimensional because it is multi media.

It offers the advantage of all the three media that is printer, radio and television.

It offers you the option to read, listen and watch. It is an audio-visual medium. Therefore so much more interesting.

It has the added benefit of Colour and action.

Therefore it becomes so much more attractive and interesting, thus it has tremendous retention value. Because you remember better what you like and what you see.

#### **There is no need of literacy or education:**

In the traditional sense of the words, there is no need for literacy or education. Even if a person cannot read he can listen and watch the news or information happening.

It is multi lingual. You can get translations easily with the click of a button. You do not have to buy different language papers.

#### **Global presence:**

It gives you local, national and international information and opinions.

**Freedom:**

You can post your views and comments without it being edited or discarded.

**No editing:**

With the exception of a few, there is hardly any editing, permission required or editing done. Therefore your posts are not rejected.

Traditional print medium letters to editor, your opinions and views depend on the agenda and policies of the respective paper. They can be rejected for various reasons.

**No space constraints:**

Online journalism also is not restricted by much space constraints. Therefore your letters to the editor, posts, views and comments can be accommodated and will not be deleted due to space constraints.

It offers greater freedom of expression. You can post what you like.

**Font type and size:**

You can increase the font type and size to make it easy to read.

**It is quick and instant:**

You can send information online immediately and instantly.

**Easy to forward:**

You do not have to take a Xerox/photocopy and send it by mail or post to someone. You just have to select and forward to any one across the world and to as many people at one time.

**Speed:**

The information can be sent or forwarded immediately and therefore, the information spreads quickly across the whole world.

**It is a great tool of public opinion:**

It can be used to garner or create Public Opinion or measure it.

E.g. Delhi Rape case.

The entire country and even countries abroad were aghast and shocked at the brutality and cruelty of the Delhi rape case. The result was that it put tremendous pressure on the government to take immediate action.

Pressure on other government to take steps to protect women and the vulnerable in society.

In fact Sheila Dixit lost the elections because of it. Even though she was not directly connected with the rape case the citizens held her responsible for what happened in her constituency.

Various women's groups and human rights organizations put pressure on the government to reconsider the age limit for putting the below age culprit on trial and consequent punishment. They forced the government to reconsider the law of the nation.

E.g. Dogs thrown out from top floor of building.

It created/generated a big... response from various sections of society like animal activists, lovers and even ordinary people

The result was that the court asked the culprits to pay a fine of Rs. 2 lakhs.

### **Live coverage:**

It helps the audience to see an event happening live. There is no delay in relaying the news. It is shown live. Therefore the audience gets fresh and not stale news as in the case of newspapers.

It offers links to related information. Therefore you can read other information related to the subject.

This helps a great deal in doing **research** because you can read other aspects or angles of the topic.

You can also compare similar issues or related issues because of the links.

It offers access to a great deal of information available on other sites, libraries and other media.

E.g. you can watch the bestowing of Sainthood on Mother Theresa live while it is happening.

E.g. you can watch the Olympics or Cricket or Football or Tennis, matches.

### **It is useful in warning people:**

Online journalism makes it possible to warn the citizens in advance and update the information too.

It is especially useful during catastrophes and calamities like storms, rains, floods, cyclones etc.

### **Can be updated easily:**

Therefore it is. It can be used to warn and update people immediately.

E.g. If the newspaper says there is a storm expected at 5 pm storm and later the weather bureau says the storm will come at 2 pm then the paper can only inform the readers the next day which does not serve the purpose of warning them.

E.g. Update about the score and medal tally.

If a cricket match or Olympics is going on, online journalism can inform the citizens about the latest medal tally and progress of the match or games.

### **Cheap:**

It is a one-time investment. You do not need to buy a variety of newspapers or magazines or become member of libraries. You can read simultaneously all the newspapers, magazines and information you want through one medium. You can read the Times of India, Indian Express, Hindustan Times, Afternoon, Mid Day, Economic Times, Washington Post, Huffington Post etc without spending money in buying all of them.

You also save a lot of money because.

You can know about a place without travelling to that place.

You can watch and experience the sainthood of Mother Theresa in Rome from your own home.

### **It has a national, international and global presence:**

No geographical restrictions or boundaries like newspapers or magazines. Indian papers are available only in India. American papers in America. But online journalism and versions of these papers are available all over the world.

### **You can see a place and know about it without going there:**

E.g. Travel programmes help you to know about a place, the people, customs, food, tourist attractions, flora and fauna through

various channels like Travel and Tourism sites, Discovery Channel, Animal Planet etc.

**Saves time:**

Because of technology and interconnectivity you can save time. Instead of going to give something to a friend or colleague, or go to a place to book tickets and other things you can do it online and save time. You can do all your bookings online.

**Several online tools:**

It offers you a wide choice of tools like.

Internet forums.

Discussion boards.

Chats.

Internet.

radio.

FM radio.

television.

pocasts.

Facebook.

Instagram.

**Expert opinion:**

You can get experts from various subjects from around the world to answer your questions and give your advice.

**Helps in education process:**

Online journalism and portals are being used by various schools, colleges and educational institutes to help teach their students.

Children find it better to remember what they see. They are also more excited about learning.

Therefore they also put in more effort in their studies because it is more interesting to them.

It is also a great source of knowledge for students because it provides information of any topic.

**Helps the blind:**

Since it is also an audio medium, the blind can easily listen, get educated and entertained.

## Negative Points:

### Disadvantages of Online Journalism:

#### Horizontal and Vertical Journalism:

##### Horizontal and Vertical content strategy:

There are two types of content strategy – **horizontal and vertical content strategy**.

##### Horizontal format:

E.g. Internet and reading the web page online.

Offers a bigger and wider choice a bigger menu.

It is not formal.

You get information but not knowledge.

There is too much information or information overload.

Has many links that can help you connect to other relevant information.

Not much of authenticity and credibility.

Anyone can write.

It is more interactive. People can post comments and give feedback.

You can instantly post information.

Therefore it is more democratic.

It moves from top left to bottom right.

It has become a popular and common form of communication.

Disadvantages.

Information overload.

No time to analyse.

What you see is what you think.

It makes you passive. Information is easily available on the net so therefore no need to think.

No mental skills are used.

No critical examination is done.

**Vertical format:**

E.g. Reading print newspapers, magazines and books.

Does not offer much choice.

It is very formal and authoritative.

It is not interactive.

It is dependent on journalists, editors and authors for writing content.

It moves from top right to bottom left in columns.

There is a lot of Dumbing down.

We can get knowledge.

It has more credibility and authenticity.

Critical examination is possible.

It follows a linear way of communication. One line is connected to the other.

It does not offer much choice.

It works your imagination and grey cells and therefore is more active form of communication.

It uses your mental skills for reading and analysing.

<http://www.dot-connection.com/blog/horizontal-and-vertical-content-strategy>

**Horizontal content strategy:**

Horizontal content strategy is concerned about a holistic, enterprise-wide approach to content.

It covers everything from 'about us' to products and solutions to thought leadership; from promotional offers to after-sales technical support to contacts and addresses, community and everything in between.

Horizontal content strategy seeks to ensure that every part contributes to a wider, consistent whole. This whole is most fully manifested in the enterprise website. In fact, in most companies, it's really the *only* outlet that addresses this scope of content, especially if you're in a reasonably large company.

**Vertical content strategy:**

Vertical content strategy is also a holistic approach to content, but on a more granular level.

It takes one part of that whole – a section, a specific topic, a content type – and delves into it across not only channels (websites, social media channels, print, events, etc.) but possibly a wider spectrum of audiences as well (particularly audiences within firewalls like internal sales or channel partners).

Speak to marcom specialists – indeed, marketing and communication professionals of all kinds – and this is likely what *they* mean when they refer to content strategy.

This is also what many advertising and PR agencies mean when they talk content strategy. I'm not convinced that user experience or information architecture is high on their radar.

Of course, there have always been overlaps between the two, and social media, by expanding the boundaries of horizontal CS and deepening the playing field of vertical CS, is bringing them closer together still.

But if social media is the key driver behind the rise in vertical CS, horizontal CS has gained traction for an entirely different reason: the growing recognition that content on websites should get as much attention and consideration as CMS systems, user interfaces and design.

<https://www.highervisibility.com/blog/are-vertical-and-hoorizontal-content-strategies-still-relevant/>

Dot-Connection founder Lise Janody explained in **this article** that the two are only becoming more overlapped as the web evolves. Janody said that social media is really the biggest factor bringing these two strategies together. Specifically:

*"Social media, by expanding the boundaries of horizontal content strategy [CS] and deepening the playing field of vertical CS, is bringing them closer together still. But if social media is the key driver behind the rise in vertical CS, horizontal CS has gained traction for an entirely different reason: the growing recognition that content on websites should get as much attention and consideration as CMS systems, user interfaces and design."*

So the big question is what about these two strategies can we take with us as content methods continue to evolve. The truth is



that although the terminology, vertical and horizontal, might be outdated, the meaning of these practices really isn't. What we need to do is find a mix between focusing on one entity of content while still keeping in mind the overall goal and how each area of content can work together and contribute.

### **Real Time Journalism:**

### **Parachute Journalism:**

Parachute journalism is when a journalist is transported to the area from where he has to report on a story. After the interview or story is done he is transported back home or to the office.

This method is often used to cover major national and international events.

They interview people in that place, make observations, take photographs then get on to a plane or other modes of transport and return.

Parachute journalism is the practice of thrusting journalists into an area to report on a story in which the reporter has little knowledge or experience.

The lack of knowledge and tight deadlines often result in inaccurate or distorted news reports, especially during breaking news. As opposed to expert foreign correspondents who might live in the locale, news organizations will sometimes send (metaphorically by 'parachute') either general assignment reporters or well-known celebrity journalists into unfamiliar areas.

The term is often used by critics, who argue that this type of journalism usually reports only basic details and often misrepresents facts, while displaying ignorance of contextual issues. The journalist often lacks in-depth knowledge of the situation and usually is disoriented because of the strangeness of the environment. Often the only information immediately available is from other news organizations or from "official" or bureaucratic sources that may contain propaganda.

Parachute journalists who are in a strange situation often lack the right contacts. They may depend on stringers for their contacts

and information. This can lead to strained relationships between the Parachute journalist and the stringer because the newly arrived Parachute journalist will get most of the credit for the story. The stringer may not give adequate information or disclose important contacts and this can greatly affect the quality of the report.

Due to a lack of time and knowledge, background research and independent investigation of the events at the site of the event can be very poor, with most research, if any, being done in the journalist's home country before they set off for the place of action. Another drawback is the tendency of Parachute journalists to engage in pack journalism.

Parachute journalism involves a reporter from a newspaper dropping into a smaller town for a limited period of time.

When a major event happens, many news organisations book flights for staff journalists to cover the event; ready to call them back whenever the story was over. This method has long been popular to cover national and international news events and is often called parachute journalism, where journalists take off almost as soon as they land. It is a controversial type of reporting. On one side, journalists with local knowledge criticize those who drop in because they do not have the ability to capture the nuance and have a tendency to sensationalize. Others argue that outsiders can still produce quality coverage, when given enough time to research.

Many media houses do not appoint a foreign correspondent to cut costs and save money. They prefer to send journalists to the area when a major event happens.

Many news organizations rush reporters from faraway places when a major event happens. However there is no substitute for coverage by correspondents based in a region and who know the history and culture of the place and the background of the event being covered.

This kind of journalism has advantages and disadvantages.

**Advantages of parachute journalism:**

**Give a different angle:**

The biggest advantage is that the reporter is an outsider. Therefore he has a different perspective, fresh and new ways of looking at the situation. He can give a different angle to the story.

### **Global perspective:**

Since the Parachute journalist is an outsider he is also better equipped to give a global angle to the story.

### **Not biased:**

An outsider reporting on a situation will not be influenced by the internal politics of the situation; especially because he does not know the various political players.

E.g. A Parachute journalist is transported to a war zone; makes notes, take pictures and immediately takes a plane or other means of transport and returns. Therefore he will not be blinded by the politics of the situation. He will look at it in an unbiased way and report facts. He will not be influenced by the various parties involved.

### **The disadvantages of parachute journalism:**

- (1) **Not enough time:** The journalist does not have enough time to get all the information. Therefore he may get only the basic information. He may miss out on important aspects or points.
- (2) **Poor research:** There is no time for research. The result is that the important research material and relevant information of the situation may be missed out.
- (3) **The journalist is uncomfortable:** The Parachute journalist is new to the place, people, environment and situation. Therefore he may not be comfortable with the climate, the language, terrain, new transport systems, currency differences, customs, or the general environment of the situation.
- (4) **No contacts:** The Parachute journalist may not have the right contacts. Since it is a quick visit, there is not enough time to build contacts and meet the right people. He may not know the right people to contact. Therefore he may speak to the wrong people and get the wrong information.
- (5) **No complete information:** He does not completely know and understand the problem of the situation because he is

new to the situation. He does not have enough knowledge or information about the situation.

- (6) **Lack of time:** Because there is not enough time the journalist may not get all the information needed. He may file a story that is incomplete or even not correct.
- (7) **He lacks knowledge:** Since the journalist is not from the area, he does not have enough knowledge about the situation he is covering. This can greatly affect his reporting.
- (8) **Lack of background information:** Because the journalist does not have the background information he may not do justice to the story. He will only report what he sees.
- (9) **Tired and disoriented:** Since the journalist is on a quick trip he will be exhausted and disoriented in the new place. He may not have the energy to do a good story. In case of war or violent stories it could also be a traumatic experience.
- (10) **Deadline:** The deadline in Parachute journalism is very tight. There are time constraints.

Therefore he may not have time to get all the required information file a good or correct story.

- (11) **Rely on stringers:** The Parachute journalist may rely on stringers who are not necessarily trained in the art of reporting. They may also not like the Parachute journalist entering their territory.
- (12) **You cannot judge a book by its cover:** That is just what Parachute journalist do. They report what they see.

They descend on current events without any prior knowledge.

#### **All these factors can lead to:**

- (1) Inaccurate reporting.
- (2) Distorted facts.
- (3) Less information.
- (4) Sensational news. The Parachute journalist may report only what is sensational and miss the real issues of the story.

- (5) The right people may not be available when the reporter arrives at the place.
- (6) The reporter may witness or experience the situation when he arrives e.g. If a reporter arrives in a war zone and at that time there are no shooting and no deaths or injury, then he may report that there was not much fighting and no one was injured or dead.
- (7) Parachute journalists often depend on other journalists present at the site and report what the other journalists are saying without himself finding out the truth and information. This is called pack journalism when you rely on what the rest of the pack or group says.
- (8) Wrong information or incomplete information can also be published.
- (9) The experience of the journalist may not capture the complete situation and in detail.
- (10) The Parachute journalist may miss the complete and the big picture.
- (11) Their report may be very basic with very little analysis done by the reporter.
- (12) They tend to make blanket statements which may not be true of the situation being reported.
- (13) Parachute journalism tends to be superficial or sensational.
- (14) Parachute journalism also leads to many assumptions and stereotypes.

**Rick Henderson in Daily Journal dated September 2, 2016 says:**

Have you ever seen a news story reported in a national or regional media outlet about your hometown, or a place you know well, that portrays the area in such a light that you just can't recognize it?

The piece might use anecdotes or other information about the area to make a larger point, perhaps to satisfy an agenda, or settle a score. It's quite possible the reporter or the editor of the article left out a lot of relevant information because the journalists didn't

know much about the place before they got there and were spun by the sources who pitched the piece initially.

The premise of the article may be plausible, but because the writer is unfamiliar with the region or its history, a story that appears to be reported thoroughly can be one-sided or incomplete, and it's evident if you live in the place that's being singled out.

This practice is known as parachute journalism. A reporter visits a foreign area for a few days, collects information that tells the story using the slant the reporter intends, and then leaves without spending enough time or effort to gather other material that may temper or even contradict his premise.

It started when I got off the plane and was taken aside by the airport security. Why did I have a tripod but no camera? (It was for an iPhone, because that's how we roll these days). Why did I have a book about journalism? Where was my gold? And diamonds? And gold diamond encrusted watch? (Actual questions, slightly paraphrased). But my journalistic parachute was yet to be snagged on the tree of unfamiliar bureaucracy and I was let through, phone accessories and all, albeit a little later than anticipated.

Everything was new to me the climate, the process of hiring a taxi, the language. But I had to get my feet on the ground quickly if I was going to file stories the next day.

This was my experience after landing in the unfamiliar territory of Mumbai to cover the elections as a parachute journalist. Who better to cover The Biggest Election in History than someone who has never seen the place before? As part of Project India, an initiative involving journalists across India and the UK, I am here to give a certain perspective on the month-long general election that is currently underway.

As a first timer, I wasn't entirely sure what to expect from Mumbai a city I imagine the un-imaginative but largely correct travel writer would describe as "throbbing". Sure enough, the damp, smoky night air, the organised chaos of the traffic, and the swarms of people at every turn were a sharp change from the passive-aggression that prevails on the British road networks, and

the sleepy evening pavements of Bournemouth featuring only the occasional pub-goer desperately trying to remember their home address.

Parachute journalism is the practise of a journalist with little to no experience of a region being dropped right in there trying to bring “foreign” stories to a “national” audience. They lack the understanding of the long-term foreign correspondent, and generally don’t stay long enough to develop it fully.

Why parachute? There are heaps of talented (and English speaking) journalists based in India who could tell my stories with far greater depth and understanding than I can. Do we need another European coming from the former colonial power to explaining things?

The trouble with parachute journalism is that’s just what happens an awful lot of the time. Think about the coverage of looting mobs after the 2010 Haiti earthquake, or the forever violent Africans (specific country unnecessary to mention) or the homogenous mass of religious zealots in the Middle East. I can almost hear myself report: “One thing’s for certain, no one can see a way out of this bloodshed and if they could, would they want it? Patrick Ward for Sky News in the Global South.”

There’s also the danger of parachutists developing a pack mentality whereby stories become regurgitated across media. Stories shared by reporters from different agencies and networks over a beer or two in the local journo hangout need to be followed up by all of them, partly because of the ever-present fear that their editor’s number will show up on their mobile phone and they will be yelled at for missing the story.

In Haiti, for example, where starving people were scavenging for food, news reached head offices in London, New York and elsewhere that violent Haitians were coming to blows as their somehow innate savagery came out. If other networks were saying it, it must be real, went the feeling so journalists had to go out and find that story lest they were left behind. In truth, there was very little violence. And many of the sources used were not ordinary earthquake victims, but US Army spokespeople leading

to all sorts of nonsense about Haitians begging the West to intervene to keep the peace.

Parachute journalists are increasingly relied upon these days because the number of long-stay foreign journalists have declined. This is largely due to cost-cutting and a cynical view spun out by advertising executives and TV network managers that people aren't interested in foreign news reporting any more. I would tend to argue that it has more to do with the quality of foreign reporting, and its abstract format of stories of flood, famine and flash grenades which appear and vanish from TV screens and news publications without temporal, geographical or political context.

Ted Koppel, a former anchor on the US network ABC, put it well in 2006 when he said, "The approach now is, 'Well, don't worry about it. When something happens, we can take a jet and we can access satellites and we'll have it for you in 24 hours. Have what? You'll have the after-effects. You'll have the result of what you should have been telling America about for the last six months. You'll have the crisis after it breaks."

But. There can be a merit to parachuting. When my plane landed, seemingly scraping the roofs of one of the largest slums in the world, I perhaps noticed something that would be missed by my fellow nationals at home and maybe taken for granted by the excellent commentators here in Mumbai. It's the feeling of flying into a country that boasts of its blossoming (if stalling) economy and seeing people without clean water, decent sanitation or functioning electricity. The Indian economic miracle that we read about in the FT or see on BBC News has another side.

It's more than this too. This isn't the story of helpless Indians who can't manage their own affairs. Nearly everyone I've spoken to here has an opinion on the election and an informed opinion at that. Turnout could be as high as 70%. Even speaking to street beggars, they know what they want from the government. Most people want change in India, but everyone has their own view on how that change can come about.

Some people are voting for the right-wing Bharatiya Janata Party's Narendra Modi because he boosted the economy in



Gujarat and would provide a break from years of Congress corruption. Others have a different take, and say Modi's policies would punish the poor and be a huge blow against secularism. They might want to stick with Congress who, in states such as Maharashtra, have increased economic growth far more than Gujarat, although many would say they haven't seen the fruits of this. Others disagree still, and want to give the new kids on the block a chance in the anti-corruption Aam Admi (Common Man) Party but they quit government in Delhi after just 49 days, so can they be trusted?

There are around 1,000 regional parties too, and complex deals struck between them lead to fluctuating coalitions. In Maharashtra, for example, the BJP is working with Shiv Sena, a far-right Hindu nationalist group that wants preferential treatment for Marathi over North Indians, Muslims and others. Election posters around Mumbai for the group essentially proclaim, "Vote Shiv Sena, get Modi". (Imagine the Lib Dems doing that for David Cameron in the UK.)

Sometimes parachuting in gives you a comparative take on events that you can relate to people in the country from which you came. But it has to be in that context. Read the Indian media. Watch Indian TV news. Follow reports by Western journalists who do obsessively follow the Indian political scene.

I didn't grow up in a slum and I don't breathe in the ever-present smoke that marks both industrialisation and lung disease, but I can notice it's different to what I'm used to. Similarly, I have never felt the fear that a new government might herald the return of inter-ethnic rioting, but through talking to ordinary people I can relay the fears that people have about these things to an audience back home who might never have realised it.

The most important thing a parachutist can do is tell the story of ordinary people in their own words. Rather than rely on coverage by competing Western news sources coupled with government statements and party press releases, the task is to speak to the men and women in the street who want the world to know their concerns, opinions and daily reality.

Parachutists should augment the amazing reportage readily available from people in those countries, not give a 360-degree view of how their society operates that they can then pass off as the only information you will ever need to know. Better still, they should relate it in a way that connects to power "back home" where is Western investment going? What role do World Bank loans play in this? Whose hand has David Cameron been shaking?

Journalism is facing huge difficulties, thanks to cost-cutting and huge pressures from government to report The Right Line. Parachutists are filling in the gaps vacated by foreign bureaux, and in today's 24/7 news environment, the quantity of reports demanded of them are ever increasing, and the time to the next big story, wherever else in the world that might be, is decreasing. But we should recognise what we are doing and understand how it influences public understanding. And, most importantly, we should understand our limits.

*Illustration: Uttam Ghosh/Rediff.com*

*This story was also published on Rediff.com, our media partner.*

### **Citizen Journalism:**

Today people create their own content. This is a growing trend. Therefore ordinary people are producing the media. Prosumer means when the people produce and consume the media information they create. It is also called citizen journalism. It can include text information, pictures, audio and video. Today almost anyone can produce news. Most citizen journalism is online though some newspapers have started devoting space of it.

According to Wikipedia - *The concept of **citizen journalism** (also known as "**public**", "**participatory**", "**democratic**", "**guerrilla**" or "**street**" journalism) is based upon public citizens "playing an active role in the process of collecting, reporting, analyzing, and disseminating news and information. Courtney C. Radsch defines - citizen journalism as an alternative and activist form of newsgathering and reporting that functions outside mainstream media institutions. Jay Rosen proposes a simpler definition - When the people formerly known as the audience, employ the press tools they have in their possession to inform one another. According to Jay Rosen, citizen journalists are "the people formerly known as the audience," who "were on the receiving end of a*

*media system that ran one way, in a broadcasting pattern, with high entry fees and a few firms competing to speak very loudly while the rest of the population listened in isolation from one another – and who today are not in a situation like that at all. ... The people formerly known as the audience are simply the public made realer, less fictional, more able, less predictable." Abraham Zapruder, who filmed the assassination of President John Fitzgerald Kennedy with a home-movie camera, is sometimes presented as an ancestor to citizen journalists. ([https://en.wikipedia.org/wiki/Citizen\\_journalism](https://en.wikipedia.org/wiki/Citizen_journalism))*

Anyone can publish information, photographs, video clips for various online media. These are ordinary people like you and me. They are not trained or professional journalists, photographers or videographers. Today anybody can upload almost anything and make it available to the general public and to the world.

A great example is the Worli Police station incident when a drunk girl who was drunk created havoc at the police station was uploaded. It showed her talking rudely to the police, slapping police officers, throwing phones, ripping wires etc. It went viral. It was clicked and uploaded by someone who was present at the site. Here again an ordinary person created the clip. It was taped even before the lady police officers or journalists arrived on the scene. In fact, the print, electronic and online media picked up the news only after the video went viral. This is a great example of how ordinary citizens can produce the news and become prosumers or citizen journalists.

*According to Wikipedia During 9/11 many eyewitness accounts of the terrorist attacks on the World Trade Center came from citizen journalists. Images and stories from citizen journalists close to the World Trade Center offered content that played a major role in the story. **Raqqa Is Being Slaughtered Silently (RSS or RBSS)** is a Syrian opposition group of political activists based in Turkey, reporting human rights abuses by Islamic State of Iraq and the Levant (ISIL) and other forces occupying the northern Syrian city of Raqqa. The group has published firsthand accounts, videos and photos of life and war crimes in Raqqa through its Facebook page and website, other social media, and via interviews and furnishing material to media organizations worldwide. As a result, RSS has been cited by international media outlets fairly extensively, and major news outlets have done feature stories on the*

*group. Since no foreign or domestic journalists can operate in Raqqa, the efforts of RSS provide unique insights. The work is dangerous, with ISIL militants searching for, torturing and in at least one case killing, RSS members.*

Today the citizen journalism is very important and many newspapers like the Times of India are dedicating space and giving a chance for ordinary citizens to get information and post important news and pictures.

Ordinary citizens are present before the journalists and reporters can arrive at a scene that is worth reporting about especially for breaking news stories.

When a person creates information on websites, post our comments on various websites or online programmes, facebook, or you tube, Instagram, Twitter, whatsapp, etc, he or she is producing and contributing to creating the media. These posts are then circulated all over the world and read and watched by millions. Thus the person who created the media is also the consumer.

We are not dependent on media houses to post what we want the world to see.

If you have something important to say you just have to upload it online.

When you go for lunch or dinner and blog about the restaurant you create the content in terms of information and pictures or photographers, or videos.

You visit a new place and write about it and upload videos and photographers you create the content

If you have a video of you singing or dancing or conducting a cooking class, or teaching people how to dance, you can video the event and upload it. Thus you are creating your own programmes.

Technology is playing a very important role in helping this process. Web cameras, high end mobile phones, editing sites, are capable of helping you edit, look beautiful, clean up your programme and make it professional. Technology is helping people to get their message across without the middle man or the media houses. Most people today especially in urban areas and

cities, have digital cameras, video cameras, mobile phones equipped with camera.

Therefore it is very easy and convenient to click the event or incident while it is happening, upload it to a site or sent it as an email, to a publication or home site, or post it on social media. Therefore ordinary citizens are now playing the role of journalists, by sharing information, photographs and videos. This is also called citizen journalism.

Almost everything is not virtually available on the net. The net is full of videos or dance lessons, how to play the guitar or other musical instruments, how to cook, make gadgets, grow fruits, vegetables and flowers at home, how to look after your pets, how to the garba or other dance forms, how to exercise, diet, how to handle children, make very handicrafts, various diets, yoga postures, interior decoration tips, aurvedic and acupressure tips.

There are also many family videos of outstanding children and people with unique talents which have become popular and gone viral. E.g. People who have extreme flexibility, talent for remembering data, play instruments or sing songs, the list is endless.

Therefore today the consumer and the producer of the media is the same person. This trend is becoming popular.

There are some foreign websites like Now Public and OhMyNews that solely depend on citizen journalists to get information. Some people have suggested paying citizen journalists to motivate them to contribute.

**Now Public** was a user-generated social news website. Time magazine named NowPublic.com one of the Top 50 websites of 2007. In 2009, the site was nominated for an Emmy in Advanced Technology. It is inactive since 2013.

<https://en.wikipedia.org/wiki/NowPublic>

**OhmyNews** is a South Korean online news website with the motto - Every Citizen is a Reporter. It is the first news website in Korea to accept, edit and publish articles from its readers, in an open source style of news reporting. OhmyNews International is an English language online newspaper that features "citizen reporter" articles written by contributors from all over the globe.

Its content is almost 100% citizen reporter. It is still available online.

<https://en.wikipedia.org/wiki/OhmyNews>

### **Advantages of Citizen Journalism:**

- (1) **Present at the site:** The greatest advantage of citizen journalism is that ordinary citizens are present before the journalists and reporters can arrive at a scene that is worth reporting about especially for breaking news stories.
- (2) **Immediately and live streaming:** Can send information and photos and videos immediately and post information live. Information is posted instantly.
- (3) **No waste of time:** Because the citizen is present at the site there is no waste of time. They can cover the event while it is happening. Journalists often arrive on the site after the event has happened or after it has started.
- (4) **Firsthand experience:** The citizen on the site can give valuable information based on his or her experience. It is a firsthand experience. The journalist usually gets a second hand picture.
- (5) **Monitor government:** Citizen journalists help to monitor social, government and political life. The drunk girl incident at the Worli police station pointed out a very important flaw in the police. There was no lady police officer present at the police station, which is mandatory/necessary to handle women offenders.
- (6) **Opinion monitoring:** Citizen journalists are not only be good for gathering news but also to find out opinions on various articles, events, politicians, people, government or policies. The recent case of the dogs being thrown from the balcony of a building went viral and the opinions that the public posted brought pressure on the ngos and government to punish the culprits who had to pay a fine.
- (7) **There is no editor:** To decide whether to upload it or not. In a newspaper the editor will decide if the story is important or not and if it should be carried or not. In citizen journalism anything can be uploaded.

- (8) **No space constraints:** Unlike print or broadcast media, space and time are no constraints for the citizen journalist. You can post as much as you want unless the site limits your comments to a certain number of words.
- (9) **International audience:** What the citizen journalist posts online is available to the whole world.
- (10) **Helps a social cause:** Many social revolutions and movements have been helped by the reporting of citizen journalists. Oppression of political regimes has been exposed by citizen journalists. Oppression of the down-trodden, animal rights, environmental issues, the marginalized, women and children issues have been exposed through citizen journalism.
- (11) **Collect money for a worthy cause:** Many citizen journalists have started websites started websites to collected funds for the needy especially during natural calamities. Their sites have helped people find their relatives and friends.
- (12) **Fill the vacancy:** Many media houses have reduced staff due to budget constraints. The citizen journalist can fill in that void/place
- (13) **Freedom:** Citizen journalists enjoy a great deal of freedom and independence.
- (14) **More democratic:** Since everyone can produce news it is more democratic.

### **Disadvantages:**

However just because people have the latest gadgets like phones, cameras, video cameras and internet connection does not mean that they can be good journalists. Here are some disadvantages.

- (1) **Biased:** They can be biased. If a spectator to a communal riot belongs to one of the community involved in the riots, then his or her views reported will be biased.
- (2) **Blackmail:** Many social sites have been used to blackmail people. We hear of several young girls who have committed suicide because they have been filmed in

compromising positions by their friends who threatened to be post them online

- (3) **Trolling:** There are several examples of trolling on the net. Recently the blogger and social media writer for a particular political party in India wrote a book I am a troll. It describes how the political party she was working for had forced them to write badly about their opponents and pressurize those who were against them to be removed from various posts.
- (4) **Emotional response:** The citizen may be reporting from an emotional state. For example if the waiter of a restaurant is bad then the blog or the post about the restaurant or the food may be biased due to the emotional response of the person.
- (5) **No verification of facts:** Since there is not much editing for online journalism, there is no way of verifying the facts. There are several sites claiming to make you slim in a few days or make you fair in few days. With a newspaper you can go and contact the media and hold it responsible. But with a personal post there is little that can or is been done to hold people responsible.
- (6) **Not true:** There are several false information that is posted on the net.
- (7) **Stale news:** Very often stale news is passed off as new. A whatsapp news about an oil spill on a highway went on for days even after the highway was cleared.
- (8) **No control on language:** Many people post abusive and vulgar comments. This is damaging to the people on the post and to those who are reading it. It makes the viewer biased and pick up foul language.
- (9) **No control on content:** In a film you have 'U' and 'A' rated films. But with the net almost everything is posted. There is too much of sex and violence present on the net. It is freely available to all ages. The information is not age appropriate. Parent need to keep a check on what their children are watching, but very often they are not presents



to exercise this control because they are busy working at office or at home.

**(10) No ethics:** You do not know if the citizen journalist has any professional ethics or values as a trained journalist.

**(11) No Reliability:** There are chances that the information posted is not reliable.

Media professionals suggest that the role of a 'Citizen Media Editor' should be made to check all online information just like the newspapers and broadcast media have editors to check facts, clean copy take care of false information and libel. The Editor should also be responsible for motivating citizens to contribute and send valuable and important information. Online journalism is an evolving field. Changes must be made as the media grows and develops. It needs to be managed well. Citizen journalism is considered a revolution in the media field that will make news gathering more democratic. But for the trend to continue the citizen journalist must be motivated by being paid for their efforts.

[https://en.wikipedia.org/wiki/Citizen\\_journalism](https://en.wikipedia.org/wiki/Citizen_journalism)

Critics of the phenomenon, including professional journalists, claim that citizen journalism is unregulated, too subjective, amateur, and haphazard in quality and coverage.

Criticisms have been made against citizen journalism, especially from among professionals in the field. Citizen journalists are often portrayed as unreliable, biased and untrained as opposed to professionals who have "recognition, paid work, unionized labour and behaviour that is often politically neutral and unaffiliated, at least in the claim if not in the actuality". Citizen journalists gather material by being on the streets. Their tools can be narrowed down to a camera, social media and an instinct to start recording whenever something seems newsworthy or out of order. Much of their knowledge regarding the issues that are raised are obtained through their experience as a part of the community.

However, some major news reporting agencies, threatened by the speed with which news is reported and delivered by citizen journalism, have launched campaigns to bring in readers and financial support. For example, Bill Johnson, president of

Embarcadero Media, which publishes several northern California newspapers, issued an online statement asking readers to subscribe to local newspapers in order to keep them financially solvent. Johnson put special emphasis on the critical role played by local newspapers, which, he argues, "reflect the values of the residents and businesses, challenge assumptions, and shine a light on our imperfections and aspirations."

<http://www.forbes.com/sites/work-in-progress/2010/07/03/the-shift-from-consumers-to-prosumers/#4bafc25c543f>

### **Offshoring:**

A key buzz word in the business world for years has been outsourcing, and specifically the upsides and downsides of it for both companies and countries. Offshoring is in many ways comparable to outsourcing but there are some important things to consider in differentiating between the two. The two words are often used synonymously.

Offshoring refers to obtaining services or products from **another country**, and is often what news articles are really referring to when they discuss outsourcing. While much offshoring involves outsourcing production to another company it can also refer to simply re-location certain aspects of a business to another country. The services and products are all still provided in the same country, but they are now in another country. For example, when a car manufacturer in the U.S. opens a factory in Thailand to make certain parts they are offshoring, as everything is still happening within the same company.

### **Outsourcing:**

Outsourcing refers to obtaining certain services or products from a third party company, essentially sourcing something like accounting services or manufacturing of a certain input to **another company**. While many think outsourcing refers to using a service provider in another (usually cheaper) country that is not necessarily the case. Outsourcing can be done to a company that is located anywhere, **the location isn't important**.

<http://www.businessdictionary.com/article/1090/offshoring-vs-outsourcing-d1412/>

While the two are distinct they are often used for each other.

Initially jobs that were done abroad were call centers. Most IT work was outsourced to Indian and China because labour is cheap in these two countries and the population is large.

Then many other work assignments were outsourced or offshored like HR for short listing and selecting candidates. Training is another field that was offshored. After that came banking work. Many after-sales work and back office work was also offshored. Many customer care services are being offshored. The health industry has also joined the bandwagon and have started offshoring free consultancy and second opinions and health related information. Telemedicine has picked up in a big way.

Public Relations too is now gradually shifting from in house departments to more professional ones.

The media too is not far behind. It has started offshoring many jobs to candidates outside the organization and sometimes even in other countries. There are many organizations and sites outsourcing editing work for their paper, website, to professional editors who specialize in editing, proof reading or copy checking. Even rewriting, re-organising work to give the article more clarity and look more professional is outsourced to professionals.

Today entire supplements are being outsourced. The tabloid Afternoon Despatch and Courier offshores their supplement called Mumbai Mix, to a content writing firm. This firm organizes the pages, conducts interviews, takes photographs and does the layout of the supplement.

Talent hunts for various film and television programmes are not being handled by various professional organizations including some international ones.

Several content writing firms have started all over the country and world. They undertake professional writing assignments/jobs.

Online marketing, web designing, video editing, are now being offshored to professionals

**What can be offshored?:**

As we have seen in the case of The Afternoon almost every aspect of the newspaper can be offshored. Various aspects of the newspaper can be offshored like the event calendar, interviewing, photography, editing, designing, proofreading, letters to the editor, composing, making the layout and pages ready for printing. Many media organizations prefer to retain the event calendar for the in-house staff.

### **Benefits of offshoring:**

**Expertise:** One of the biggest advantages of offshoring is that it is in the hands of an expert in the respective field. An organisation taking up editing specializes in the field and is better equipped to do a good job of it. It is the same with designing and layout. A professional design company has experts artists in the field to handle the work and therefore is more professional.

**Macro perspective:** Outsourcing gives a macro perspective.

**Monetary gain and employment:** The workers of the offshored company benefit by getting employment and remuneration/wages/pay.

The parent company gets work done **cheaper**.

### **Disadvantages of offshoring:**

Despite the many advantages there are many disadvantages and many aspects that cannot be offshored.

The offshored company may not understand what is **politically correct** when writing about a particular country. It may be politically correct to criticize the government in America but not in China. Only a local person will understand this better.

The offshored company may not understand the **local customs**. For example it is common for Japanese to bow before their guests. Hindus even touch the feet of their elders. However, Muslims believe that they should only bow before god and not to anyone else.

The offshored company may not understand local information, expertise on complex local issues, experiences, laws of the land, political correctness, customs, understanding the pulse of the people.

The offshoring company may not understand the **policies** of the original company.

Local people lose their jobs or do not have enough opportunities.

It usually takes advantage of faulty labor laws or low wages prevalent in another country.

Quality of work is always a concern when you offshore jobs.

When you offshore work the parent organization sometimes has to share and transfer valuable/important information outside the country.

Offshoring has had a significant impact on the U.S. economy and is a priority on Trumps agenda.

### **Offshoring media and entertainment in India:**

<http://www.igi-global.com/article/offshoring-entertainment-media-india/3707>

This chapter explores opportunities for the offshoring of assorted processes in the global entertainment and media industry. Currently, this industry is experiencing incredible growth, much of it spurred by the increased digitalization of media production around the world. The rise of digital technology, faster global connectivity, an increased quality of downloads have been the driving factors behind this growth. The filmed entertainment, recorded music, and television networks and distribution sectors of the industry will undergo major technological changes in the coming years. These changes will provide opportunities for entrepreneurs to enter the global media industry. Using venture funding, startups are utilizing offshoring concepts to create a more efficient cost-effective means of doing business. The Asia Pacific market is currently the fastest-growing region, with India leading the way with offshoring of film functions. The industry will see a change from large media conglomerates as the sole owners of all media to smaller companies offering services, in which they specialize, to these larger companies, as digital media makes it easily accessible around the globe.

### **Common terms:**

<https://en.wikipedia.org/wiki/Offshoring>

**Near shoring**, which implies relocation of business processes to (typically) **lower cost foreign locations**, but in **close geographical proximity** (e.g., shifting United States-based business processes to Canada/Latin America)

**Inshoring**, which means picking services **within a country**.

**Best shoring or Right shoring**, picking the "best shore" based on various criteria.

**Business process outsourcing (BPO)** refers to outsourcing arrangements when entire business functions (such as Finance and Accounting, Customer Service, etc.) are outsourced.

**Body shopping:** A further term sometimes associated with offshoring is body shopping which is the practice of using offshored resources and personnel to do small disaggregated tasks within a business environment, without any broader intention to offshore an entire business function.

**Re-shoring**, also known as **backshoring** or **inshoring** is offshoring that has been brought back onshore.

**Offshoring** means the moving of various operations of a company to another country for reasons such as lower labour costs or more favorable economic conditions in that other country.

<http://www.businessdictionary.com/definition/offshoring.html>

**Offshoring** is the relocation of a business process from one country to another typically an operational process, such as manufacturing, or supporting processes, such as accounting. Typically this refers to a company business, although state governments may also employ offshoring.<sup>[1]</sup> More recently, offshoring has been associated primarily with the outsourcing of technical and administrative services supporting domestic and global operations from outside the home country ("offshore outsourcing"), by means of internal (captive) or external (outsourcing) delivery models.<sup>[2]</sup>

India has emerged as a key offshoring destination over the past 15 years. The term is in use in several distinct but closely related ways. It is sometimes used broadly to include substitution of a service from any foreign source for a service formerly produced internally to the firm. In other cases, only imported services from

subsidiaries or other closely related suppliers are included. A further complication is that intermediate goods, such as partially completed computers, are not consistently included in the scope of the term.<sup>[3]</sup>

Offshoring can be seen in the context of either production offshoring or services offshoring. After its accession to the World Trade Organization (WTO) in 2001, the People's Republic of China emerged as a prominent destination for production offshoring. Another focus area has been the software industry as part of global software development and developing global information systems. After technical progress in telecommunications improved the possibilities of trade in services, India became a country leading in this domain, *[citation needed]* though many parts of the world are now emerging as offshore destinations.

The economic logic is to reduce costs, sometimes called labor arbitrage, to improve corporate profitability. Jobs are added in the destination country providing the goods or services (generally a lower-cost labor country), but are subtracted in the higher-cost labor country.<sup>[4]</sup> The increased safety net costs of the unemployed may be absorbed by the government (taxpayers) in the high-cost country or by the company doing the offshoring. Europe experienced less offshoring than the United States due to policies that applied more costs to corporations and cultural barriers.

<https://en.wikipedia.org/wiki/Offshoring>

### **The Prosumer or Online Journalism:**

The word prosumer comes from the two words producer and consumer.

As the word indicate was it refers to the situation when the producer and the consumer of the media is the same. It is a blend of the producer and the consumer. The word was first coined by Alvin Tofflerin in 1980. He believed that the future consumer will design and manufacture products.

This way they can make it the way they want to individual specifications and likes.

Today his vision has come true and become a reality

How can the consumer be a producer?

**The Shift from CONsumers to PROsumers - Susan Gunelius:**

As the social web has grown and tools like Twitter, blogs, Facebook and YouTube have allowed communications to flow faster and farther than ever before inevitably causing the world to shrink and real-time to be the expectation people have changed. Those changes affect most aspects of our daily lives, including our roles as individuals with buying power, and that's a shift that businesses and their employees need to understand if they want to stay profitable in the future.

In simplest terms, people have moved from being CONsumers to PROsumers with far more influence than ever before.

The term 'prosumer' isn't a new one. It's been around the marketing world for years, but in today's world of the social web, it has taken on a new importance that business leaders and marketers can't ignore.

The term "prosumer" has transformed from meaning "professional consumer" to meaning "product and brand advocate." Rather than simply "consuming" products, people are becoming the voices of those products and significantly impacting the success or failure of companies, products, and brands, particularly through their involvement on the social web.

No longer are businesses completely in control of their products, brands and messages. Today, consumers are in control. The leaders of this shift are the members of the social web bloggers, microbloggers, forum posters, social networking participants, and so on, who spread messages, influence people around the world, and drive demand.

Prosumers are the online influencers that business leaders and marketers must not just identify but also acknowledge, respect and develop relationships with in order for their products and brands to thrive.

The bottom line to connect with prosumers and to get them talking about and advocating you, your brand, products and business is to deliver content that adds value to their experiences with your brand online. Then, don't be afraid to let them take control and spread your messages. That's where the power of the social web and online influencers to drive word-of-mouth



marketing farther than ever comes into the picture, and that's the ultimate goal for business leaders and marketers.

The Prosumer also exists in other fields.

<http://www.citylab.com/work/2012/09/search-real-estate-models-prosumer-society/3208/>

*What Are the Building Types of the 'Prosumer' Society? - Emily Badger.*

<http://www.citylab.com/work/2012/09/search-real-estate-models-prosumer-society/3208/>

If we're all being put to work as consumers in the production of the things we buy, it must be having an effect on the landscape of our cities. During the Industrial Revolution, the United States filled its cities with factories. Those manufacturing facilities quickly came to define the landscape of a time when America was in the business of producing things.

Then came a new era after the 1950s, when we started to produce less but consumed much more. Our communities came to be defined instead by "cathedrals of consumption," as sociologist George Ritzer calls them, or malls, fast-food joints and big-box stores.

Now we may be shifting yet again, this time back to the kind of society that was the norm for most of human history. Increasingly, we live in neither a producer nor a consumer society. Most of us, throughout our days, do both, often simultaneously. We're all *prosumers* now.

So it stands to reason that just as America's industrial and consumer revolutions changed our landscape, so too will this one, in ways both potentially good and bad that we have yet to define. The idea of "prosumption" may also be a more useful tool for thinking about communities, cities and how we consume than the more niche modern concepts of the "sharing economy" and "collaborative consumption."

Writer Alvin Toffler first coined the term "prosumer" back in 1980. And Ritzer, a professor at the University of Maryland, has thought and published extensively about it since. Twenty years ago, he wrote the first edition of the book *The McDonaldization of Society*, which warned that more and more of us were being put

to work as consumers in the production of the things we buy. Think about your experience at a McDonald's. Servers don't wait on you. You wait for them, in line at the cash register. You also fill your own soft drink cup, collect your own condiments, carry it all to your own table, and then clean up after yourself when you're done.

In Ritzer's view, you've just done half the work involved with your hamburger and you've done it for free. "I'm not sure the consumer reflects upon the fact that basically they're working for nothing," he says (and he's unconvinced that you've just done all that work in exchange for a cheaper hamburger). But the trick of prosumption is that consumers like doing this. We appreciate the ability to do our banking at an ATM, and to pump our own gas, and to print our own tickets at the airport. Some of us even enjoy swiping our own shampoo across the counter at the drug store.

"From this point of view of a capitalism system, this is a boon," Ritzer says. Consumers have taken on many of the roles formerly done by workers, and so large corporations like McDonald's don't have to hire quite so many of them.

The same concept has taken off on the Internet, where consumers now have the ability to put in their own orders for just about everything, to customize what they buy, to create their own markets on Craigslist or make their own TV clips for YouTube. On the Internet, anyone can create their own content (please comment below on this story for free!). And this newfound sense of producer empowerment or exploitation, depending on how you look at it migrates into how we behave and consume offline.

Ritzer looks at all of this, he acknowledges, from the vantage point of an older generation.

"I remember a time before McDonald's, and McDonald's was a striking phenomenon for me. The cathedrals of consumption were a striking phenomenon for me," he says. "My baseline is always to remember when I went to the corner grocery store in New York and the grocer did the work. I came in with a list, and the grocer went around the store and got my stuff for me, and off I went."

Ritzer's work has never specifically focused on urban society, but his own memory speaks to the fact that these sociological

shifts change the shape of our cities, too. So many of the trends afoot in cities today are also a form of 'prosumption,' even if we haven't been calling them that. Urban gardeners are prosumers. So are homebrewers. If you've ever done your day job out of a coffee shop (producing your spreadsheet while consuming their coffee), that's a kind of prosumption. Carshare services are, too: They entail consumers working together to produce their own transit (or, to look at it differently, to cab themselves around town). And, just like at McDonald's, you're supposed to clean up after yourself when you're done.

Among the younger generation, many of these activities bear a different name, one with none of the uneasy connotations that "prosumption" carries for Ritzer. It's called, of course, "DIY." Ritzer, though, has focused on the kind of prosumption that benefits corporations trying to sell you something (as in building your own Ikea furniture).

"From my critical perspective, raising community gardens, or DIY, what I fear is that this gives all of this a romantic, positive take and obscures the exploitative side of it," Ritzer says. "Probably what needs to be done is that those two types of prosumption need to be carefully separated."

It does seem undeniable, though, that both prosumption types are on the rise, and that together they will change our physical landscape as well. "In the United States we are moving toward some other kind of model, which I don't think is well defined," Ritzer says. "Whatever it is, I think it's going to rely more and more on the prosumer."

Here is one thing we already know: Some places like bookshops and electronics stores will physically disappear just as Ritzer's old-school grocer did, because the digital prosumer needs only an internet connection on one end of a transaction and an anonymous warehouse somewhere on the other. Perhaps, as the factory was to the industrial age, and the mega-mall to the consumer one, the vast Amazon warehouse is the symbol of the next phase.

Cities will surely also change in ways that seem less concerning, as more urban farms or rooftop gardens crop up, or as

traditional office space gives way to the less structured coffee shop/cowork café, or as the distinction between home and work fades away yet more.

The industrial revolution introduced for the first time this physical and theoretical separation between production and consumption. At the start of the industrial revolution, millions of people left home to go to work for the first time (imagine, before then, the shopkeeper who lived above his shop). Over the years we came to literally codify this separation in our cities, creating zones meant for factories and commerce, and neighborhoods reserved for our homes. If a new prosumer society can also help blur all the lines we've drawn between the separate uses of urban space, that could be a good thing. But beware, Ritzer warns, of its darker side.

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<https://en.wikipedia.org/wiki/NowPublic>

<https://en.wikipedia.org/wiki/OhmyNews>

### **Question Bank for Self-Practice**

- (1) What is offshoring?
- (2) What are the advantages and disadvantages of offshoring?
- (3) What do you mean by the term prosumer?
- (4) Write short notes on prosumer.
- (5) What is citizen journalism?
- (6) What are the advantages and disadvantages of citizen journalism?
- (7) What is your opinion on today almost anyone can produce news?
- (8) What is the future of citizen journalism (advantages and disadvantages - more advantages than disadvantages?)

# UNIT – I

## Chapter 2

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### **Global Monopolies Regional Presence:**

Power exists in relation to weakness. Many media houses are making forays into foreign countries. Media monopoly is about media globalisation. Media plays an important role in the globalisation process. It unites the whole world into one big global village. It is about a few important and powerful media conglomerates controlling the individuals in various parts of the world. Many large giant media companies are buying stakes or making their presence felt in several countries. This brings the global monopolies into the regional space. E.g. Star in India.

**Star India** is a fully owned subsidiary of 21<sup>st</sup> Century Fox. It has been part India's media scenario for about 20 years. It generates about 20,000 hours of content every year. It has 40 channels in 8 languages.

Their entertainment channels include Star Movies, Star World, Star Gold, Star Plus, Channel V, Star Utsav, Life OK, Movies Ok. It also has a great regional presence in India too like Star Pravah, Star Jalsha, Jalsha Movies, Asia Plus, Asia Net, Suvarna, Suvarna Plus, Vijay and Maa.

It is also involved in Indian movie production and distribution through Fox Studios. It is also playing a very important role in sports. It has 8 channels in sports. It also has a digital presence through **starsports.com** and **hotstar.com**.

BBC, CNN, are other major international media monopolies who have their presence in India.

**The Unites States of America** enjoys tremendous global media monopoly. It is a major player in the media field catering to an international audience. The major media conglomerates in the Unites States are Time Warner, The Walt Disney Company, Viacom, General Electric, CBS and News Corporation. The Walt Disney Company owns ABC Television thus making it the largest media corporation. Therefore Walt Disney also controls the news and what ABC shows on television.

There are several advantages and disadvantages of global monopolies making their entry into regional markets.

**Advantages:**

Global monopolies in regional areas also have several advantages to offer. Some of them are:

**International exposure:**

Media gloablisation gives international exposure. It promotes the flow of global information across all borders. We come to know and understand events that are happening in distant places all over the world.

**Better informed:**

Media monopolies in regional areas can help the citizen to receive information from a variety of different sources. This will enable them to make better decisions and take better action.

**Promotes better understanding of the world:**

Media helps to promote and understand other aspects of globalization like peace, culture, trade, business, commerce, social life etc. It gives the local people a world view and understanding of various concepts and events.

**Break state monopoly:**

Global media monopolies in regional areas can break the states monopoly of the people. Most governments want to control the information being given to the people to promote their own interest.

**Variety:**

Global media gives the audience a wide variety to choose from. There is a wider spectrum of news, information and entertainment.

### **Competition:**

They also help to rev up the competition in the local media market. With competition, the local media companies are forced to improve their own programmes and presentations.

### **Greater efficiency:**

With competition come better efficiency and economies of scale.

### **New and latest technology:**

Global companies give greater access to modern technologies. They bring with them the latest techniques and technologies.

### **Promotes cultural harmony:**

The presence of global monopolies in regional markets helps to better understand and appreciate the values of other cultures from across the world.

### **Better job opportunities:**

Media monopolies in various regions across the world create better job opportunities and develop local talent. Thus they help to create careers and wealth.

### **Understanding the poor:**

It helps to create awareness of the poor living conditions of people in developing or underdeveloped countries. Two World Bank economists David Dollar and Aart Kraay say that globalisations helps to reduce poverty.

### **Research and development:**

Media monopolies can fund important research and development projects thus contribute to improving products and reducing costs.

### **Economies of scale:**

The sheer size of the organization gives them more bargaining power. They will be in a better position to get better goods, services and talent which can contribute to better media output and productions. These benefits can be passed on to the consumers through lower prices.

**Helps the democratic process:**

In a democratic country the government must be accountable to the people. This can be achieved only through information. For democracy to flourish people need a choice of information and ideas on a variety of topics like economics, politics, laws, social life, justice, governance etc. This variety of information can be provided by the media monopolies to the regional areas. The media can give real choices to the people which mean a rich variety of content on social, entertainment, economics, law, politics, and governance so the average citizen has genuine and good alternatives to choose from.

**Fight for freedom:**

Larger media companies are in a better position to resist government pressure that violates the freedom of the press. Large media houses like the Washington Post and the New York Times have resisted the efforts of the White House to weaken the Freedom of Information Act.

**Control governments:**

Global monopolies present in regional areas can help control government atrocities and wrong doings by exposing them globally.

**Resist advertiser pressure:**

The sheer size and money power of global media monopolies can resist the pressure that advertising companies can put on them for distorting the truth.

**Shape public opinion:**

Large media corporations are the main shapers of public opinion.

**Disadvantages:**

Global monopolies in regional areas also have certain disadvantages. Some of them are:

**Cultural dilution:**

Most global monopolies project their own culture on to the local market. Since most global monopolies are western they promote the western culture. The local people adapt to this culture and become more westernized. This creates a loss of



traditional culture and values. Global monopolies contribute to the 'Americanization' of the regional people because most of the big media monopolies are from America.

E.g. Indians are more westernized today. They prefer to wear jeans and western clothes than the traditional sari.

### **Irrelevant information:**

The information and content provided by the global media house may be irrelevant to the regional people. The local producers have a better understanding of the needs of the local people due to their cultural and physical proximity to the local people of the regional markets. They understand what the people need better than the global producer.

### **Decreases local media presence:**

It decreases the competition in the local and regional media industry.

Media monopolies often buy the local media companies and thus reduce their presence.

### **Marketing western goods:**

By advertising western goods and habits, the media monopolies change the local demand for western goods. This promotes the use of western goods and products and thus making profits for the western companies which are again a monopoly in the regional areas.

E.g. Many Indians today prefer branded western foods like pizzas, pastas and burgers from Burger King, KFC, and McDonald etc.

### **Americanized values:**

American values are imposed on non-Western nations like India. Some of them are:

- lack of religious values.
- lack of family values.
- materialism and consumerism,
- competition and individualism for self goals,
- racism by favoring western fashion, music, beauty concepts.
- excess sex and violence.

- excessive pleasure lifestyles.
- status concept based on wealth.
- promote consumerism of the west.

**Impact political thinking:**

Global media have a great impact on the political thinking of the regional areas. Regional governments often find it difficult to influence their citizens who are exposed to western concepts of government.

**Impact economic thinking:**

Global media had introduced capitalism into the minds of the regional people.

**Too much power:**

Global media monopolies are extremely large and powerful. They have on their board of directors and advisors senior professionals from various fields like law, banking, finance etc. Many board members of these firms are of the Fortune 500 largest corporations of the world.

Therefore it is difficult to shake them. These media houses will also not report any negative news or information about the companies or industry of their board members.

E.g. General Electric owns NBC. Therefore it does not allow NBC to report anything negative about General Electric. It combines its media power with its other industrial and financial interests.

**Conclusion:**

Media global monopolies present in regional areas have their own set of advantages and disadvantages. There are no single conclusions to offer.

Some countries have welcomed the presence of global monopolies and others feel threatened. All said and done, global media monopolies in regional areas are here to stay. It is the duty of the citizens to demand what is good for them rather than passively accepting what is given to them.

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### **Independent Media's Space:**

The word independence means freedom. Therefore independent media means a media that is free from any pressure or influence like the government, advertisers or corporate houses. It means a media that is free to report the truth without any biases or slants.

To be independent the media has to be free from all kinds of controls free from government control,

free from political party control,

free from corporate control and their money,

free from various agendas based on orders from the owners of the media house.

If a journalist does not have this liberty or freedom of expression is not independent.

Even the pressure to publish articles that will be 'clicked' or 'liked' is harmful and unfair. This type of writing is also a sign of lack of independence as the stories are influenced by the rich and famous. Journalists have to often deal with the status quo interests of the most powerful in society. The journalist often faces this pressure to garner readership or TRPs so that the advertisers and funders will keep booking ads in the media and the money keeps coming into the kitty.

Therefore media often carry candy stories that are about celebrities, film stars, sportsmen, sex, violence, provocative or sensational to increase readership or viewers. This may hamper the media from carrying stories that are more relevant and important. These high class stories benefit only the rich and famous. The most important stories are about people who are not famous; people who are marginalized and whose stories usually go into the dustbin, just because their stories will not guarantee high traffic or viewership.

**Alternative media:**

In developed countries like the United States it is often referred to alternative media. Alternative media is very different from mainstream media. Alternative media refers to media that is an alternative to the government or business owned media. Government or business owned mass media are influenced by the owners of the media houses. They usually project biases that support the respective government or business organization. Alternative media say that mainstream media are often biased and influenced by the government, advertisers or corporations.

Some media organizations prefer to use the term independent media rather than alternative media.

Independent media refers to media that its news coverage is not influenced or controlled.

**In developing nations:**

In many developing nations, the media especially at the national level is mostly controlled by the government which has its own radio, television stations and newspapers.

Sometimes the control is extremely direct and sometimes subtle. Even if the media is not directly controlled by the government, the media houses have strong connections with the government. It is very difficult to tell between which media outlets are influenced by the government and which are truly independent.

The newspaper may be partially biased. It may report the truth about health, the economy and other topics but will not report the truth about the government and its policies. This issue is because of direct or indirect pressure from the government or the company that owns the media.

This can issue can also be due to self censorship, soft censorship or subtle government influence.

**Self censorship:**

Self censorship is when you censor your work because of respect, fear of hurting some people. Here there is not external or direct pressure from an authority to censor.

In many authoritarian countries media people often delete or do not include any controversial news or information that may hurt or offend the government because they fear the government may take some action against them like issuing sanctions or withdraw sanctions or make it difficult to get licenses or permits etc.

Media persons in pluralistic capitalist nations may follow self censorship to conform to the market expectations. They may avoid subjects that will anger the advertisers or the parent company to stay in good books with them. After all they need the money from the advertisers and need to enjoy the goodwill of the parent company who finally gives them their promotions and salaries.

**Soft censorship** is also known as indirect censorship. It occurs when financial pressure is put on a media company that is critical of government or its policies. Journalists who are government friendly are rewarded and those who are not are harassed and indirectly punished.

This kind of censorship is difficult notice but it has a great impact on the news reporting and the information that is given to the public through the media.

### **The importance of independent media:**

Independence is very important to journalists and media professionals dedicated to reporting the truth.

Therefore Independent media means staying independent or not dependent on the government, political parties, advertisers, and corporations. This means the media should have financial independence. If the media is dependent on any of the above for favors or money then it will affect their freedom of expression in the media. The reporting will be biased.

However it does not mean taking a stand or avoiding reporting about a moral issue or supporting a worthy cause e.g. Taking a stand that black lives are important, women should have equal rights, sex workers deserve to be treated better, Palestinians have a right to defend their lives, gay rights, caste issues, various human rights issues etc. The controversial topics that are being hotly debated today will become tomorrow's accepted behavior

and accepted human rights. It is the duty of the media to stand with for justice, even though they will not be judged kindly. E.g. Many years ago, Sati in India was considered good and widely practiced. But the debate on the subject brought about a ban on the ritual. Today it is not considered a good practice and it is not followed.

Journalism institutes still insist on teaching their students about fair, balances and independent reporting without any bias or slant. This is possible in theory. In practice it is very difficult as there is always some influence that creeps into a story. Reality itself is not unbiased.

Yet media must strive to be as independent as possible to preserve the noble profession of a journalist or reporter. It has to continuously work towards reporting the truth and inspire people to take necessary action to save the human race and the planet. Journalists do not have all the solutions to the world's difficulties but they must publish solutions and possibilities to the world's problems.

It is the duty of the media to challenge themselves, their media platforms and readers to think beyond the candy and press releases to deliver the truth as best as possible without any kind of agenda or propaganda.

Independent media must go a step further than merely reporting the truth. They must also hold government officials and corporate executives accountable for their actions and policies. This is only possible if the media is free from government and corporate interest and interference.

There are two yardsticks for progressive and independent media a tremendous sense of commitment to social and economic justice and a dedication to being accurate without considering any external factors or influencers. It is important to pursue both without any fear.

'Truthout' is a nonprofit, progressive news organisation in the United States which runs a website and publishes a daily newsletter. They publish original political news articles, opinion pieces, video reports and artwork. They are supported by donations from our readers, not by ads or corporate investors, so

they are only grateful to the reader. They introduce independent voices and focus on less covered issues and unconventional thinking. That sets the bar very high for independent journalism.

Good independent journalism challenges orthodoxy and power. It gives important facts and information to the public to help them make informed decisions and live a better life.

Good independent journalism is news that is not influenced by the people who pay the salaries to the reporters or media staff, but by that which is important for the public to know, that which upholds the civil and human rights of the people. There is a line between the newsrooms and the business of the media. This line can get blurred.

All media personnel have a duty to their readers and viewers to report the truth. They are not accountable and should not be so to the organisations that pay and promote their organizations. They have to be dedicated to reporting the truth to promote a more equal, just, peaceful and eco-friendly world. This is what independent media is and should be about.

The only thing that should influence the media is the truth. Media should get all the facts, not half truths, or lies. It should not be bought or paid for. The public must be able to trust and depend on the media to make informed decisions in their lives.

### **Media Imbalance:**

A balanced media is a media that gives information on all aspects and angles about a subject. It is dedicated to the truth. Therefore an imbalanced media is media that does not give the complete picture or the complete truth to the audience or reader. Very often the media give importance to one particular point of view in a way that goes against the standards of professional journalism. Media bias is sometimes used to describe the way stories are reported. Media imbalance is used to show how the media's choices of what stories to cover and which to ignore.

It may choose to omit certain information, give half information or give false information to the people. E.g. Media may refuse to publish damaging information about the owner of their publication or channel. For the same reason the media may also not publish information that is damaging to the political

party that supports or whose relative is a part of the media company.

When a CBS News President was asked about the ethics on his part in attending a Democratic Party fundraiser, he said everyone knows partisanship is now part of news coverage.

According to the Financial Express A reporter Mahindra Singh from Zee News in Haryana was terminated from his job with immediate effects after he raised a question to the Haryana Chief Minister on demonetisation. Another example about media bias and loss of media independence is regarding the JNU report by Zee News.

The Indian Express reports that Vishwa Deepak, a producer at Zee News was a part of the team that produced the news on Feb 9 that showed the alleged anti-India slogans being raised in the JNU campus. The footage from Zee News became the basis for the Delhi police's suo motu FIR on the incident when the JNU student union president Kanhaiya Kumar was arrested.

Deepak wrote a letter to Zee News that the channel had broadcast a video of students shouting slogans with a caption that read 'Pakistan Zindabad'. The video which had no "Pakistan Zindabad" slogans in it, we played repeatedly to spread madness. How did we establish that Kanhaiya and his associates were chanting slogans when all we heard were voices coming from the darkness. Our biases made us hear Bhartiya Court Zindabad as Pakistan Zindabad," stated his letter.

Speaking to The Indian Express, Deepak said Zee News aired footage of students chanting 'Pakistan Zindabad' repeatedly, but it did not have any such slogans in it. "We heard inaudible slogans from the grainy video. Editors at Zee News felt this sounded like 'Pakistan Zindabad' and that's the caption we went with," he said.

### **Trivial news:**

Media is always publishing an articles and information about celebrities, film stars or to get greater readership or TRPs. This information may be of no importance to the reader or viewer. Yet the media will focus on such trivial or unimportant information.



As a result of this priority and push important and relevant information may be omitted.

Media may also avoid publish damaging information about their advertisers for fear of losing the income they get from the advertiser.

The media may also be influenced and pressurized by political parties, senior corporate players etc to withhold, change or give wrong information. The media may favor a certain political party.

### **Media and the white supremacy:**

The media is always focused on the white skinned people. Very few news items can be found about the countries that have dark skinned people. Black people are always projected as thugs, thieves, drug peddlers and poverty stricken.

In India, there are several products in the market that promise to change dark skin make the skin fair. There is this general impression and obsession in the Indian psyche that it is important to be fair to be accepted.

### **Media and racism and caste biases:**

Even though biologically, there are no 'races', society continues to believe and perpetuate this concept.

Through novels, journals, diaries, the press, radio, television, films and the internet, the media uses its powers to communicate the prevailing interpretation of backward groups as being inferior. Aboriginal people are almost absent from the media.

Stereotyping is another way in which racism is perpetuated. Blacks are shown as thugs, drug addicts, uneducated, staying in shanties, uneducated and poor etc.

Media also does not give enough attention to the lower castes because they are at the bottom of the social ladder. They do not occupy top positions. The news is dominated by the upper castes and the media seldom talks about the lives of the lower castes.

### **Urban focus:**

Most news is about the urban areas. The rural areas are neglected. They do not make news except perhaps in the regional media. By cutting out the rural area, the media is doing a great injustice to the truth of the nation.

### **The marginalized:**

The poor and developing nations seldom get much space in the media. It always focuses on the developed nations like The United States, Britain, Canada, Australia, Japan etc.

Most news is dominated by the developed nations. The media barons are from the developed nations. They dictate what is to be shown featured in the media. They have their offices and branches in developing nations. They always feed the developing nations with news from their developed and financial perspectives.

Even in India news and the media is about the rich and famous. It is about business, politicians, celebrities and urban lifestyle. It seldom focuses on the lives of the rural people. They come in the picture only when there is an uprising or uproar like the case of Rohit Vemula committing suicide.

Today there is much news about sexually different people. But a few years ago they were not discussed by the media.

### **Media promotes gender imbalance:**

In various ways and through various tools of the media women are usually shown as second fiddle. They are added for the glamour and to attract readers and viewers.

### **Men related news:**

Most news is all about men. Men dominate politics, business, sports and entertainment. Therefore the message that the media is giving the people is that men are superior and they are the ones in charge of the affairs of the world. They run the country, the business, the companies, the entertainment industry and the home. They are all powerful. Women are not important. They play a secondary role.

Once in a while the media may carry an interview about a senior corporate women or woman achiever.

But the majority of the newspaper and the media are about the men at the top.

### **Gender bias in the media:**

#### **Newspapers and magazines:**

While there are special publications dedicated to women like women's magazines and supplements, many of these media

usually focus on trivial issues like fashion and food for women. Women are not projected as thinkers, but as followers of fashion, makeup and accessories. They rarely talk about strong women and their strong careers. Women's issues are not discussed.

There are very a few magazines and supplements that are now focusing on the stronger issues of women like their careers, strengths and opinions.

### **Advertising promotes gender imbalance:**

Advertisers are always projecting women as the weaker sex. Women are shown as homemakers, sexual objects and docile. They have to please everyone the husband, children, in-laws, neighbours, guests etc. They are the ones who model for home products like cooking and cleaning products. They are the new who are cooking great recipes with the ready-made spices and masalas. They are cooking to get praise and approval from their husbands, children, in-laws and guests.

Women are also shown as sexual objects. Their clothes are skimpy. They have to show a lot of skin. They have to look provocative. They have to attract the opposite sex. They are shown as approval seeking individuals, seeking approval of their family, friends and colleagues and bosses.

Seldom are they shown in lead roles. They always play a secondary role to the husband, children, in-laws or the boss. They are seldom shown as productive, independent, career, women. They are mostly shown as dependent on someone like the husband or the boss.

### **Films and television promote gender imbalance:**

Most films and television serials also promote gender imbalance. The heroine comes second to the hero who plays the main lead role. The woman is always his love interest, his girlfriend or wife or mother, or daughter or sister. Like advertising, they also promote women as home makers. They are dependent on the hero for their income, respect, happiness, social status etc. They are mostly shown in homes. They are also shown as fighting with other women like the 'sas-bahu' serials.

Very few films and television programmes are dedicated to women empowerment and women's issues. Very few bring out the strengths of a woman.

Unfortunately the few women centric films and television serials that are produced do not do well. Even the audience is not ready for a strong woman.

### **Some hope:**

While many media critics say that the space for independent media or critical media is shrinking or becoming less.

However there is some hope for good independent journalism.

Hope lies in media plurality. This refers to the presence of several media companies bringing out various media publications and programmes.

We have several newspapers, magazines, television programmes, films and internet sites.

Thanks to this media plurality one or some of the many organizations may chose to publish what others do not.

Again thanks to social media the audience does not have to depend on the media for news and information. If the media does not carry an important story it can be uploaded by social media and shown to the whole world.

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### Question Bank for Self-Practice

- (1) What are the advantages and disadvantages of global monopolies in regional areas?
- (2) Comment on the global monopolies' regional presence.
- (3) What is media independence?
- (4) What is media imbalance?
- (5) Is the Indian media balanced?

# UNIT – I

## Chapter 3

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# Traditional Media's Foray into Social Media and Micro Blogging

There were many small social media sites around in the latter half of the 19th century.

**Historycooperative.org** says - The first social media site was a website called Six Degrees, which started in 1997.

Makeuseof.com says Social networks originate from early forms of online communication such as the Bulletin Board System (BBS) and the Internet Relay Chat (IRC).

However it was Facebook and Twitter that made social media extremely popular.

### **The growth of social media:**

We are living in a digital information age. There are two main reasons why traditional media has made a foray into social media and micro blogging. One is new technology, the second is advertising and marketing moving to social media and the third is the advantages social media offer over that of traditional media.

### **New technology:**

New technology has made a great impact on traditional media and forced them to turn to social media, instant messaging and micro blogging. New technology in terms of the internet and other forms of social media like Facebook, Twitter, Instagram, Pintrest, Whatsup, Youtube, emails, Linkedin, WeChat, Snapchat, etc. have taken over the media in a big way. The smart phone with all its

latest technology became a great tool for social media and micro blogging.

Today almost everyone is connected to the net in some way or the other at the office and at home. Another important factor is the growth of an internet savvy audience. With the availability of new technology and a fast growing net savvy audience, traditional media is forced to make an online presence first to retain its existing audience and second to attract the younger generation who are extremely knowledgeable and savvy about these new technologies.

To keep up with the new profile of their audience several media houses have now made their presence felt online and on social media through websites and other forms of social media like Facebook, Twitter, Instagram, Pintrest, Whatsup, YouTube, emails, Linkedin, WeChat, Snapchat, etc.

Newspapers like The New York Times, The Washington Post, Times of India, Indian Express, Hindustan Times, DNA, Mid Day, Afternoon, have come out with online editions. They are also available on Facebook, Twitter, Instagram, Pintrest, Whatsup, YouTube, etc. They encourage readers and viewers to post their comments or likes on them.

The availability of the internet and smart phones has increased the usage of social media. Social media is popular because it is interactive, offers live chat, status updates, you can post videos, images, comments etc. Customers' responses can also be immediately noted from across the world. Social media plays a multiple of roles besides being a great communication tool and therefore it is growing in popularity.

It has a wide variety of applications. It is used in various fields, like marketing, politics, entertainment, social work, recruitment, etc.

### **Advertising and marketing:**

Advertising and marketing are increasing their online and social media presence. They are constantly using social media to understand their customers and target them via social media to sell their products and services. Therefore traditional media had

to make their social media presence felt so as to cash in on their marketing and advertising revenue.

### **Advantages of Social Media over Traditional Media:**

The disadvantages of the traditional media and the advantages of the social media have also encouraged the growth of social media. Social media offers several advantages which far outweigh those of traditional media. Therefore traditional media are now making a foray into social media. Here are some of its advantages of social media.

Social media or online journalism offers many advantages.

#### **It is multi dimensional because it is multi media:**

It offers the advantage of all the three media that is print, radio and television. It offers you the option to read, listen and watch. It is an audio-visual medium. Therefore it has so much more to offer and is so much more interesting.

#### **It is quick and instant:**

You can send information online immediately and instantly with the click of a button.

#### **Interactive:**

Another great advantage of social media is that it is interactive. You can get a response almost immediately in real time. You can post your comment or get a reaction immediately to what you comment or post.

#### **Great for communication:**

The internet helps to connect with people across the world immediately. It has truly made the world a global village.

#### **It has the added benefit of color and action:**

With color and action it becomes so much more attractive and interesting; and therefore has tremendous retention value. You remember better what you see and what you like.

There is no need of literacy or education.

In the traditional sense of the words, there is no need for literacy. Even if a person cannot read he can listen and watch the news or information.

#### **You do not have to be media specialist:**



Traditional media requires you to be a journalist or have a media qualification. However anyone can contribute to social media and micro blogging. You can post researched articles and information, pictures, videos, blogs, micro blogs, without the prerequisite qualification of media education or experience.

**It is multi lingual:**

You can get translations easily with the click of a button. You do not have to buy different language papers or switch channels.

**Global presence:**

It gives you local, national and international information and opinions.

**Freedom:**

Social media is extremely democratic. You can post your views, comments, photos and videos without it being edited or discarded. Anyone can write, comment or upload any information.

**No editing:**

With the exception of a few sites, in online journalism there is hardly any editing, permission required or editing done. Therefore your posts are not rejected. Traditional print medium letters to editor, your opinions and views depend on the agenda and policies of the respective paper. They can be rejected for various reasons.

**No space constraints:**

Online journalism also is not restricted by much space constraints. Therefore your letters to the editor, posts, views and comments can be accommodated and will not be deleted due to space constraints.

It offers greater freedom of expression. You can post what you like.

**Font type and size:**

You can increase the font type and size to make it easy to read. You can also increase the size of the pictures.

**Easy to forward:**

You do not have to take a Xerox/photocopy and send it by mail or post to someone. You just have to select and forward to any one across the world and to as many people at one time.

**Speed:**

The information can be sent or forwarded instantly and immediately and therefore the information spreads quickly across the whole world.

**It is a great tool of public opinion:**

It can be used to garner or create Public Opinion.

E.g. Delhi Rape case

The entire country and even countries abroad were aghast and shocked at the brutality and cruelty of the Delhi rape case.

The result was that it put tremendous pressure on the government to take immediate action.

Pressure on the government to take steps to protect women and the vulnerable in society

In fact Sheila Dixit lost the elections because of it. Even though she was not directly connected with the rape case the citizens held her responsible for what happened in her constituency.

Various women's groups and human rights organizations put pressure on the government to reconsider the age limit for putting the below age culprit on trial and consequent punishment. They forced the government to reconsider the law of the nation.

E.g. Dogs thrown out from top floor of building

It generated a big ...response from various sections of society like animal activists, lovers and even ordinary people.

The result was that the court asked the culprits to pay a fine of Rs. 2 lakhs.

**Live coverage:**

It helps the audience to see an event happening live. There is no delay in relaying the news. It is shown live. Therefore the audience gets fresh and not stale news as in the case of newspapers.

**Links:**

It offers links to related information. Therefore you can read other information related to the subject.

**Good for research:**

The net and social media helps a great deal in doing research because you can read other aspects or angles of the topic. You can connect to the links to related topics.

You can also compare similar issues or related issues because of the links.

It offers access to a great deal of information available on other sites, libraries and other media.

E.g. You can watch the bestowing of Sainthood on Mother Theresa live while it is happening and also go to other sites to understand different aspects of her life and miracles.

E.g. You can watch the Olympics or Cricket or Football or Tennis, matches and compare previous games and achievements.

**Language:**

The translation tool helps to translate information on the net. Therefore you can read it in any language.

**It is useful in warning people:**

Online journalism makes it possible to warn the citizens in advance and update the information too. It is especially useful during catastrophes and calamities like storms, rains, floods, cyclones etc.

It also helps connect to each other in times of these catastrophes.

**Can be updated easily:**

This is a great benefit of the internet and social media. Information can be updated easily.

E.g. If the newspaper says there is a storm expected at 5 pm storm and later the weather bureau says the storm will come at 2 pm then the paper can only inform the readers the next day which does not serve the purpose of warning them.

E.g. Update about the score and medal tally during the Olympics or a Cricket match. If a cricket match or Olympics is going on, online journalism can inform the citizens about the latest medal tally and progress of the match or games.

**No space constrains:**

Social media does not have space or time constraints like print, radio or television.

**Helps the blind:**

The audio helps the blind to listen to information and news on social media.

**Can watch later:**

Since programmes are stored online they can be watched at any time.

The information on social media does not have a shelf life like print, radio and television. On social media -

E.g. You can read an article that was published long ago

E.g. You can watch any TV programme anytime

E.g. Check out the review of any film or book

E.g. Watch an episode of a television serial

**Cheap:**

It is a one-time investment. You do not need to buy a variety of newspapers or magazines or become member of libraries. You can read simultaneously all the newspapers, magazines and information you want through one medium. You can read the Times of India, Indian Express, Hindustan Times, Afternoon, Mid Day, Economic Times, Washington Post, Huffington Post etc without spending money in buying all of them.

**Save money:**

You also save a lot of money because,

You can know about a place without travelling to that place.

You can watch and experience the sainthood of Mother Theresa in Rome from your own home. You do not have to spend on travelling, hotels etc.

It has a national, international and global presence

No geographical restrictions or boundaries like newspapers or magazines. Indian papers are available only in India. American papers in America. But online journalism and versions of these papers are available all over the world.

**You can see and know a place without going there:**

E.g. Travel programmes help you to know about a place, the people, customs, food, tourist attractions, flora and fauna through various channels like Travel and Tourism sites, Discovery Channel, Animal Planet etc.

Instead of reading about a place in the above magazines you can watch videos of the subjects.

**Saves time:**

Because of technology and interconnectivity you can save time. Instead of going to give something to a friend or colleague, or go to a place to book tickets and groceries, you can do it online and save time. You can do all your bookings online.

**Several online tools:**

It offers you a wide choice of tools like.

Internet forums.

Discussion boards.

Chats.

Twitter.

Internet.

radio.

FM radio.

television.

pocasts.

emails.

Linkedin.

WeChat.

Snapchat.

YouTube.

Facebook.

Instagram.

Pintrest.

Whatsup.

**Expert opinion:**

You can get experts from various subjects from around the world to answer your questions and give you advice. There is

expert information on law, gardening, medicine, travelling, health, dieting etc. available on social media.

### **Helps in education process:**

Online journalism and portals are being used by various schools, colleges and educational institutes to teach their students.

Children find it better to remember what they see. They are also more excited about learning.

Therefore they also put in more effort in their studies because it is more interesting to them.

It is also a great source of knowledge for students because it provides information on various topics.

Many institutes are tuning into to Discovery Channel, History Channel, Animal Planet and other videos and websites to teach their students.

### **Home schooling:**

This practice is very common abroad. Parents prefer to teach their children at home. The internet helps home-schooling as there is a great deal of information available on the internet.

### **Gaming:**

Internet helps you to play many games both by yourself and with gamers around the world.

### **Helps the blind:**

Since it is also an audio medium, the blind can easily listen, get educated and entertained.

### **Great form of entertainment:**

It is a great source of all kinds of entertainment like songs, music, movies, dancing, dramas, gaming, etc.

### **Do-it-yourself:**

There are many do-it-yourself sites that help you to do things on your own without spending money or time going for coaching classes.

E.g. Information on - How to cook?

E.g. Information on - How to play the guitar?

E.g. Information on - How to dance?

### **A great marketing tool:**

Social media or digital media is a great advertising and marketing tool. It has a tremendous role and potential it has in informing customers and influencing their decision. Companies can communicate with their customers and gauge the response immediately and instantly.

### **Activism:**

The social media and micro blogging are increasingly used for activism and social causes. This is because the message and information spreads faster and wider, thus reaching a greater number of people. This ensures that more people participate or contribute to the social cause.

### **Used in politics:**

Social media is a great tool in politics too. President Barack Obama and PM Narendra Modi used social media to connect to their voters, inform them about their projects and plans and get feedback from their voters. Shashi Tharoor is very active on Twitter.

All these advantages offered by social media attract the audience and many of them are switching from the traditional media to this new media. As a result the traditional media houses too have had to enhance their presence online and on social media.

### **Disadvantages of Traditional Media:**

The disadvantages of traditional media have led to their foray into social media, which has much more to offer. Traditional media have their own respective advantages. However they have several disadvantages too. The advantages of Social Media far outdo those of the traditional media. Therefore many traditional media organizations have entered the Social Media space, with their online presence and websites.

Some of the disadvantages of traditional media are as follows:

#### **Print:**

Print media does not offer a sound or visual treat like radio and television.

It does not offer multimedia facilities.

It is not interactive.

It cannot show moving pictures.  
It does not have a long shelf life.  
It is cumbersome.  
It does not have links to other information.  
It offers stale news.  
It cannot be updated easily.  
It has space constraints.

**Radio:**

One of the biggest disadvantages of the radio is that it is only an audio medium and does not have moving pictures.  
It also does not have multimedia presence.  
It does not have links.  
Information is limited.  
Time constraints.  
Different stations for different languages.

**Television:**

TV does not offer print content though it offers the dual benefit of being an audio and visual medium.  
It does not have a multimedia presence.  
It does not offer the benefit of print.  
Information is limited.  
It has time constraints.  
Different channels for different languages.

The disadvantages of the traditional media have greatly contributed to traditional media making a foray into social media.

According to statista.com the social network penetration in India is as follows. As of the fourth quarter of 2016, the most popular social network was YouTube and Facebook with a 33 percent penetration rate each. WhatsApp was ranked third with 28 percent reach.

**Internet:****Media Convergence:**



## Breaking News:

More and more people are turning to social media for Breaking News information. Social networks do not require the information, pictures and videos to pass through a chain of editors and designers. They are immediately uploaded, thus saving time.

## The Power of Picture:

### Question Bank for Self-Practice

- (1) Discuss traditional media's foray into social media.
- (2)
- (3)

# UNIT – I

## Chapter 5

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# Advocacy Journalism

### Definitions:

#### **What is Advocacy journalism? Define Advocacy journalism:**

The word advocacy comes from the word advocate. An advocate is a lawyer who argues in court. Advocate also means a campaigner, an activist or a supporter of a cause.

Therefore advocacy journalism is a type of journalism. It is when a journalist writes a story supporting a particular cause. Here the journalist expresses his or her own reasons in fighting for a cause like taking up cudgels for women's rights, animal rights, preserving the environment, etc. It reports the news from a specific view point.

#### **Some definitions:**

Wikipedia says - Advocacy journalism is writing to advocate particular viewpoints or influence the opinions of the audience.

The Merriam-Webster defines advocacy journalism as - Journalism that advocates a cause or expresses a viewpoint.

It is journalism in which the writer or the publication expresses a subjective view or promotes a certain cause.

Advocacy journalism is a type or genre of journalism that intentionally and transparently takes a non-objective viewpoint, usually for some social or political purpose.

#### **History:**

The Crisis, the official magazine of the NAACP, was founded in 1910. It says it followed the tradition of advocacy journalism from *Freedom's Journal*, which started in 1827 as the first African-American owned and operated newspaper published in the United States.

Muckrakers and whistle-blowers are often said to be the forefathers of modern day advocacy journalists.

### **It is different from propaganda:**

*Because advocacy journalism is intended to be factual, it is distinguished or different from propaganda.*

Tom Rosenstiel says – The goal of journalism is to provoke public consideration and discussion. The goal of propaganda is persuasion toward a particular political outcome.

The difference is very subtle.

In propaganda, the news will promote a particular person or political party. It persuades the public to believe in a particular person or political party.

Advocacy is about bringing about awareness in the society. It hopes to bring about social change that will improve society and live in general. It aims to make life better.

Eg. It hopes to improve the environment, the lives of women, the downtrodden, child laborers, etc.

The objective or aim of advocacy is always to promote social causes for the good of society.

### **Criticism of Advocacy Journalism:**

Advocacy journalists come for a lot of criticism. The main reason being that it is biased.

Critics say that the content of advocacy journalism is not objective and it can prejudice the public. It can make the public think in a particular way.

They say that it is the writer must be objective, must not give their own opinion in the story. They should not interpret the information. The reader must decide how to interpret the information.

Many journalists believe that a report that is not objective is bad journalism and it misinforms the society and society at large.

According to this view editorials and sensational articles are also a bad influences on the minds of the audience. They say that advocacy journalism, is against the basic laws and rules of journalism. It is not ethical like yellow journalism, rumor mongering and sensationalism.

Many believe that advocacy journalism will hurt the reputation of the mainstream media which is famous for being objective and a trustworthy source of information.

Another criticism says that the readers who do not know the difference will accept the facts and opinions given by the advocacy journalists as the ultimate truth. This can lead to a misinformed audience who will blindly follow what the advocacy journalist says.

### **Response of advocacy journalists to this criticism:**

Advocacy journalists offer various explanations and opinions about these accusations from their critics.

They reject the criticism that advocacy journalism is not objective. They say that it is very difficult to be completely or purely objective.

Some argue that that mainstream journalists cater to a different type of audience and their purpose and aim is very different. They believe that the public is capable of knowing the difference between a news report and an advocacy story that hopes to support or fight for a cause.

Several advocacy journalists also point out that the mainstream press is not objective even though they claim to be so. The mainstream media are themselves not honest and truthful and are not a reliable source of information. They are also influenced by advertisers, political parties and business houses and therefore they cannot be said to be unbiased.

### **Advocacy and Media Bias:**

It is also different from media bias (see **Partisanship and Media Credibility**).

*In advocacy, the bias is intended and supported with good reasons. It is therefore very different from examples of media bias and failures of being objective in media. The reasons for change are properly explained*

*in advocacy. It also keeps the good of society in mind. It is not a personal bias for vendetta or personal gain.*

### **Advocacy journalism:**

Traditionally, advocacy and criticism are mostly found in the editorial and op-ed pages where editors and columnists give their opinion on a particular subject. These pages reflect the views of the paper and its editorial policy, or that of the owners of the paper.

News reports are supposed to be objective and unbiased.

However, advocacy journalists **have an opinion about the story they are writing**. It is their personal opinion and analysis.

**Eg.:**

Corruption should be punished.

People should become environmentally friendly.

A government policy should not be passed if it will harm the business interests of the country.

Some advocacy journalists believe that the established ideal of objectivity is not possible in reality because of the advertisers and corporate sponsors put pressure and dictate how the report or article should be told.

Some journalists believe that the public interest is better served by a wide range of media publications and stations with a variety of transparent points of view covering different angles of the story.

Others believe that advocacy journalism is very similar the role of muckrakers or whistleblowers.

### **Perspectives from advocacy journalists:**

The usual principles of the journalist ask to be objective and neutral. Some writers believe that these are old principles which are not followed today. We must not feel bound by them. In order to create some change for the good of society, advocacy journalism is extremely important to being about positive change in society. Otherwise we will be only reporting the facts as they are and not bringing about any positive and good change in society. It is the advocacy journalist that brings about this change by expressing views for the better of society.

It is therefore very important that we learn how to be good and successful advocacy journalists. This will require a different way of finding out and following new goals.

### **Difference between Partisanship and Media Credibility:**

Partisanship means biases, media leanings, sponsorship. It is very much a part of the media today.

Many news papers and channels are owned either solely or by relatives of political parties and big business houses who have political leanings. Therefore the media reflects the beliefs and views of the political party that the media house supports. The believability rate among various media houses is different from each other. Each newspaper or channel will project the views of the party that they represent or support. Each media house has its own slant or angle that they want the consumer to believe.

Therefore to conclude, advocacy journalists believe that the media in general is not objective and fair. It is biased and does not maintain objectivity in their reports and stories.

Many people do not believe the mainstream media. They buy different newspapers and watch different channels to get different angles and a better picture of the news.

The lack of trust in the media has been proved by various surveys. They show a decline of the public's impressions of the media. A 2012 Gallup poll found that 60% of Americans have little or no trust in the mass media to report the news fully, accurately and fairly. (Morales, 2012)

Many critics point out that though the mainstream media claims to be without bias; however they are harmful because they have subconscious biases. According to some, while the media often claim to be without any bias, they often include certain political and corporate ideas and biases that are disguised as objective views. Critics also say that mainstream media highlight ideas that are believed by the majority; or which are liked and are popular; thus discouraging dissent and do not encourage political, social and cultural discussions.

The solution according to some critics is in making the biases clear. There should be transparency and the story should carry

enough proof. This will be helpful and serve the audience in a better way.

Advocacy journalism should present a variety of views. The reader should understand the pros and cons and make an informed decision while supporting a cause or point of view.

Some critics believe that a neutral stand may prevent the truth being exposed and a bias may actually expose the truth.

Eg. A neutral stand or report on the cutting of thousands of trees at the Aarey Colony, for Metro 3, will reduce the impact of the story on the readers and the environmental danger will not be exposed.

Advocacy journalists say that they can avoid being objective and still be fair and accurate in their stories. They can still report the facts.

Advocacy journalism plays an important role in contributing to a better tomorrow and a better society.

Many advocacy journalists do not believe in the principle of objectivity. They say it is just an ideal and is not being followed. It is very difficult to follow.

Advocacy journalists believe that most reporting is not objective. There is always some kind of bias or slant in the story that may be personal, corporate or political. They believe that every story has some kind of bias whether it is intentionally or subconsciously. They do not completely throw out the idea of objectivity but say that it is difficult or not possible to be truly and totally objective in covering a story.

Even main stream journalists too believe that it is not possible to be purely objective. However they believe that the biases should be as few as possible. They also believe that all stories must have truth, balance and be neutral.

### **Difference between Investigative Reporting and Advocacy:**

The two are sometimes similar. Sometimes advocacy journalism is the same as investigative journalism and muckraking.

The advocacy journalist investigates facts and figures to write a story. The aim of the story is to expose some truth that will make

citizens more aware and help or benefit society at large. They often focus on wrong or unethical practices, especially in government and society. In doing so they hope to alleviate human suffering and improve society. Their aim is to make the citizens aware of the situation and give them the right information. This knowledge will help the citizens to make better decisions and choices and thus bring about a change in the wrong situation.

Just like the investigative journalist the advocacy journalist is not only interested in the facts and the five Ws and one H. They go beyond these basic questions.

Eg. A reporter would merely focus on the five Ws and one H of the decision of the government to build the Metro 3 car shed in the Aarey colony. The reporter would focus on - Who took the decision? What was the reason? When will it be built? Why is it being built? Where will it be built? How will it be built? His job ends here by providing the above mentioned basic information.

However the investigative journalist and the advocacy journalist will go beyond the five Ws and one H and find out how many trees will be destroyed in the process? How old are the trees? How long did it take to grow them? How many new trees will be planted to replace them? How long will it take for the new trees to grow up and provide enough oxygen to the city?

By focusing on the large number of trees to be cut at Aarey Colony to accommodate the Metro 3 car shed, the advocacy journalist is mobilizing public opinion against the proposed action of cutting down the trees and reducing the city's green cover or lungs. These reports opened a big debate. It made the government reconsider the decision.

Eg. Advocacy journalists who pleaded for the plight of the dog that was thrown from the building is another example of advocacy journalism. Journalists exposed the lack of concern and the cruelty involved by the two men throwing the dog from the building. Their coverage resulted in a nation-wide outcry among animal lovers and activists. Finally the court ordered the two men who threw the dog from the top floors of the building to pay a fine of Rs. 2 lakhs.



Eg. Advocacy journalists writing about the crimes of the accused in the Delhi rape case analysed many issues of the case like women's safety, their respect in society, attitudes of people towards women, the law etc. One important point that emerged was the age of the young rapist who was under age. Advocacy articles and programmes on radio and television forced the government to debate if the under-aged rapist should go scot-free or be punished according to the degree of his crime.

### **The Line is Getting Blur:**

Today the line dividing journalism which is technically speaking, the honest and detached reporting of facts; and the involvement and getting influenced in the news is getting blurred.

*David Edwards says - All Journalism is 'Advocacy Journalism'.*

Matt Taibbi says in the Rolling Stone magazine -

'All journalism is advocacy journalism. No matter how it's presented, every report by every reporter advances someone's point of view. The advocacy can be hidden, as it is in the monotone narration of a news anchor for a big network like CBS or NBC (where the biases of advertisers and corporate backers like GE are disguised in a thousand subtle ways), or it can be out in the open...'

Taibbi offered a striking example of the bias in supposed neutral reporting. He says -

'Try as hard as you want, a point of view will come forward in your story. Open any newspaper from the Thirties or Forties, check the sports page; the guy who wrote up the box score, did he have a political point of view? He probably didn't think so. But viewed with 70 or 80 years of hindsight, covering a baseball game where blacks weren't allowed to play without mentioning the fact, that's apology and advocacy. Any journalist with half a brain knows that the biases of our time are always buried in our coverage.'

### **Importance of Advocacy Journalism:**

An advocacy journalist is like the conscience and soul of the country and of society. They are like sign posts showing society the right way to a better and more just society and life.

Therefore advocacy journalists play a very important role in society.

They are the guiding posts to society. They guide society and show them better ways to live.

They help to improve the quality of life and the standard of living.

Eg. By exposing the pollution around Deonar, the journalists helped the citizens of the area to voice their opinion and expose the unhealthy way and environment in which they were living.

They help to bring about a more justice for society.

Eg. By exposing and discussing the case of child laborers in various parts of India, journalists can bring an end to this bondage of the poor child labors by exposing the truth about their lives. Advocacy journalists can also speak to various social workers and find the reason and a solution to the problems faced by the child labors and their poor families.

They are like watch dogs. Through their reports and articles they prevent society from committing atrocities against the weak, poor and marginalized and take up human rights issues.

Eg. By taking up cudgels and fighting for the safety of women, the LGBT communities, the poor working conditions in certain organizations, the lives of rag pickers, etc. the advocacy journalist can help bring about change, give them equal rights, protection and improve their lives.

Advocacy journalists can also bring about a change in the laws of the country to bring about a more just and honorable society.

Eg. In the Delhi rape case many reports and articles questioned the safety of women, the infrastructure of the state, and the laws of the land to bring to book and punish the culprits and convicts. The juvenile act was questioned and debated a great deal forcing the government to rethink about introducing new laws.

Through their reports and articles advocacy journalists can also bring about a change in attitudes and thinking of a society. The articles that emphasize or focus on education and equal opportunities for girls and women, female feoticide and domestic violence, dowry, bride burning, can bring about a change in the mindset and thinking of the general public.

Advocacy journalists can help to change old and archaic laws. Eg. the ancient custom of sati of the wife jumping into her husband's funeral pyre was widely covered in the newspapers during those years. This led to the abolishing of the cruel custom. It also brought about a change in the mindset of the people.

Advocacy journalists help society and the communities we live in to find solutions to the various problems the society faces. They do this by providing them important information which will help the citizens to make good decisions and help the government to make good public policies.

Advocacy journalism is like the soul and conscience of the society. If the society is not doing anything about keeping their women safe or eliminating child labor or racism or inequality, the advocacy journalist must focus on these issues. They must make the society think about various important issues and help to solve the problems in the best possible way. Their reports and articles must help society to change the way they think and even help the government to bring about better laws and policies.

Therefore we see how the advocacy journalist plays an extremely important role in improving society and the way we live. They help to make life better for everyone.

According to Robert Niles –

When 'objective' journalism decays into a cowardly neutrality between truth and lies, we need advocacy journalism to lift our profession and the community leaders we cover back to credibility.

Idealism motivates almost every journalism student – and journalist. We want our reporting to help make our communities better places and help our readers to live better lives.

So we get into this field looking to advocate for worthy causes, and we use internal advocacy to get our stories heard. The problem some journalists have with "advocacy" is not the concept itself, but those who put advocacy ahead of the truth, instead of behind it, where it belongs.

Objectivity is a means to an end – that end being truthful reporting. And if truthful reporting leads to an obvious conclusion, a reporter and publication cheat their readers if they

pull back and don't follow their reporting to that conclusion, and fail to advocate for their community reading it – and acting on it.

We cheat our communities – and our profession – when we decide first what we're going to advocate for, then cherry-pick reporting to make a case for it. Our disdain for propagandists shouldn't turn us against advocacy – it should embolden us to become even more aggressive advocates for the truth that propagandists (such as Fox News' shills) attempt to deny.

Objectivity is the goal of accounting for your own biases when observing of an external reality, so that your report accurately reflects that reality. By reporting objectively, the goal is that you be able to produce an observation that others, observing the same reality, can reproduce.

There's nothing about objectivity that prohibits you from advocating on behalf of your results. In fact, putting your work up for peer review, and being able to defend it, is part of the scientific method that influenced the journalistic concept of objectivity.

Every journalist advocates for their stories – anyone who thinks otherwise has never hung around an editor's desk or been to a front-page budget meeting. So advocacy's part of the job. And as journalism schools are supposed to be teaching their students how to advance their careers, they need to be teaching their students how to advocate for their work – whether that's getting an assignment approved, a freelance gig okay'ed, or a story onto P1 or into the first slot on the website's homepage.

Communities deserve better than mere neutral reporting. But they won't get better than this if journalists decide that our primary professional goal is to always remain neutral in everything – to never take a stand. That just leaves us as ineffective bystanders while propagandists set the public agenda.

The only way that we will better serve our profession, and our communities, is to become advocates for the truth. And that means calling out those voices in our community when they get things wrong.

I'm glad that some professors are teaching advocacy journalism. We get into this field to raise some hell and make things right. Let's never forget that – let's embrace it.

## **Beyond Advocacy – Solutions Journalism:**

### **Beyond Advocacy – Journalism of tomorrow – The future of journalism:**

Addie Thompson offers a glimpse into the news and media world of tomorrow. According to him -

The face of journalism is changing. The wave of new media has brought with it more chances for us to get involved in our world, whether that's by signing an online petition, backing a Kickstarter campaign or sharing a news story with our social media circles.

For journalists, there's a new goal: don't just advocate for a cause, drive your readers to action.

It is important to know how to get readers, viewers and listeners to buy in; and what makes audiences act on the causes they care about.

### **Ideas are Worth Sharing:**

Absorbing new information isn't what it used to be.

Night Foundation, co-sponsor of the Future Forum, says -

Democracy thrives when people are informed and engaged.

David Bornstein the mastermind behind Dowser.org, the *New York Times* "Fixes" blog, and the new concept of solutions journalism, offers some relevant points -

Old-school journalism is like a parent who points out their child's shortcomings every day at the breakfast table, hoping that doing so will help their child become a better person.

You wouldn't do that! We shouldn't in journalism either. Society will become better when you show it where it's going wrong, and how, and how it can do better. Journalism is the only business that has not responded to changes in consumer tastes."

This is where his idea of solutions-oriented journalism comes into play. We should highlight positive deviances from society.

The mission of solutions journalism is to produce 'rigorous and compelling reporting about responses to social problems.'

Solutions journalism is about showing readers what society can be and how it can get there, not where it falls short. It inspires hope and, ultimately, action.

Journalists have classically tried for this elusive engagement piece with a bad news bias. They have attempted to tug on heartstrings with stories about poverty and pain, but failed. We get burned out by bad news. It is time for journalists to inspire upward, forward motion among their readers.

In the coming years, media consumption will be more about capitalizing on opportunities to turn ambition for social good into action, and taking advantage of the experience an audience has in doing so.

Jonathan Wells, Managing Publisher of The Christian Science Monitor, says –

Five years down the line news reporting will be about ‘building communities around intentions and opportunities to share and do,’ and new models of engagement will need to be created to accommodate a variety of topic areas and causes.

In some cases, we do not have to wait five years. Ryot.org, a new breaking news platform, gives readers the chance to ‘become the news’ by pairing every article with a related action (donating, signing a petition, sending a tweet, contacting a legislator, etc). These ‘action boxes’ allow readers to immediately act when they are compelled by a news story on the site, thus cutting out the intermediate steps of searching online for relevant causes to support. This model seems to be working: RYOT is quickly becoming a major news source with impressive traffic and a surprisingly young, dedicated army of readers after only 9 months.

RYOT is the brainchild of David Darg and Bryn Mooser - who have spent time all over the world as disaster relief workers and filmmakers. With their passion for giving a voice to unheard citizens, they created a news platform that contextualizes global non-profit work while empowering readers to make an impact.

Mooser says –

News and action is the next step in the future of journalism. There are solutions out there for nearly every major social issue of our time, and with technology bringing us closer and closer, we find it hard to understand why ALL news doesn't have action.

RYOT is shaking things up; they are disrupting the traditional model of journalism to create new pathways for direct audience engagement. Solutions journalism is at its finest.

Nicholas Reville, co-founder and executive director of the Participatory Culture Foundation, warns –

As social media campaign sites like Kickstarter, IndieGogo, Change.org—and the socially focused platforms that will soon be developed, become more prominent, we may actually be losing touch with the causes we care most about.

‘People don’t like surprises,’ Reville said, noting the trend for people to engage with a campaign on a site that has a tried-and-true experience and that is within a user’s comfort zone rather than aligning with cause they truly care about on an unfamiliar site. Engagement is often limited to hacktivism: ‘liking’ or ‘sharing’ something because it is a low-risk action that doesn’t come with many strings attached.

### **Time for Some Action:**

Advocacy journalists strongly believe that it is not only important to inform society and analyzing the news and the information for them. They have to motivate the citizens to take some action. Therefore their news reports and stories must push the citizens to take some action. Just writing stories is not enough. It must be followed with action. How do they do this? How can activists and advocacy journalists present their stories in such a way that the citizens and the authorities will take some positive action?

Today online journalism is making advocacy very popular. The audience instantly press the right keys or buttons to show their likes and dislikes. Their online presence is helping the advocacy journalist to achieve his goal of converting his report to express opinions or take necessary action.

With the growing media options the citizen is over loaded with information and options. Therefore it is important that the major media houses who are trusted by the public guide the public and the authorities. Advocacy journalists must help them take the necessary action to improve life and make a better society.

Media houses must understand that it is their duty to inform the public by giving them detailed and relevant information. This information will help them to make better choices and decisions regarding various issues that society is facing.

The advocacy journalist help must make their stories more appealing because then they can attract the attention of the people. This is important because people choose what causes they want to support. The advocacy journalist must help them to make this choice.

Responsibility also rests with the consumers. If they are interested in their society and environment and are concerned consumers then they must demand news stories that will give relevant information and guide them how to improve society and their lives. If have to ask and demand for solutions journalism. Only then will the media give us solutions journalism.

Tom Rosenstiel, *author, journalist, media researcher and the Executive Director of the American Press Institute* explains that –

Today publishing has gone from being an industry to a button. Anyone might write like journalist.

Journalism no longer belongs to a specific group, group of people whose job is to produce journalism for its own sake. In the 21st century, journalism came from think tanks, corporations, advocacy groups, passionate advocates, from witnesses and curious beginners, and more.

The goal of journalism is to provoke public thought and discussion. The goal of propaganda is persuasion toward a particular political outcome.

The objective of journalists today is not only to minimize harm, but to engage the community. This is a kind of commitment to fellow citizens.

Not only should journalists avoid harm. They should actively create journalism to help their fellow citizens understand and engage. In short, journalism must be accurate, transparent and should serve citizens, not simply use them for commercial reasons.

Journalism should now move beyond fact gathering and move toward interpretation.



We need our journalism to portray the whole community, and do so in proportion, including culture, social, trends, sports, etc. This is how we come to understand ourselves and live our lives.

Journalism that narrows itself to accountability of government agencies will limit its value, its engagement and its chance to sustain itself.

The future of journalism is in the middle between both the skeptics and the utopians. Journalism's future must be cooperation in which citizens, technology and professional journalists work together to create a public intelligence that is deeper and wider.

Machines bring the capacity to count. Citizens bring expertise, experience and an expanded ability to observe events from more vantage points.

Journalists have access, the ability to interrogate people in power, to dig, to translate and coordinate incoming information, and a discipline of an open-mind to pursue the truth. They work best when they work together.

It calls on journalism to perform many functions. The means of pursuit, however, have expanded tremendously, which is an opportunity that must be seized as traditional newsroom resources have shrunk. Journalism is not being toppled by the Web. Instead, technology is deepening journalism's potential to do what it always has been doing - to find out what is really happening that we cannot see directly, and help make our lives better by connecting us to one another.

### **Advocacy Journalism and Online Journalism or Citizen Journalism:**

Today almost everyone has an online presence. All the NGOs, activists, advocacy groups and social groups want their information and news to be published or broadcasted by the various media which is a very powerful tool in bringing their news to the world.

However with the internet they do not have to depend on the traditional media. They can directly make their information and news available to the public by uploading it.

If you have some valuable information or have some suggestion; if you see something that is wrong and needs a social change, then all you have to do is get on the net and upload the information. Today most people especially in urban areas have computers and are well connected to the internet. There are new media forms like Facebook, Twitter, Email, Youtube, Instagram, WhatsUp, Hike etc

These new media have a great advantage by being interactive. So anyone can post their information or comments and get feedback instantly from all over the world.

Today, several people are familiar and working with both traditional and new media forms. Ordinary citizens, journalists, artists, advocates, fans and followers are using print, radio, television, films, theatre, performance, videos, blogs, social media, music, graphic design, public art, Instagram, Youtube and much more to connect to and interact with the entire world. New media has truly made the world a global village.

Mandy mainstream, newspapers and magazines now have online editions and are available online. They use chats, videos, discussion rooms, photojournalism, graphics, forums, features, to get in touch with their audiences. Journalists are changing the way they work. They are doing away with old technology and ways of working. They now use new and creative ways to tell their stories, to inform and entertain the public. They work in a very competitive online environment.

Because of the new media today all information is sent instantly. The latest news, events, information, ideas, and opinions are spreading quicker and going viral because of the new media like Internet, Twitter, Hash Tag, Instagram, WhatsUP, Hangout and Facebook. People know that to get noticed in today's vast media environment, they do not have to depend on traditional media. They can use several better and faster communication tools available today.

Therefore today in a way everyone has become a journalist. Everyone has an opinion and wants to show a new way of thinking or doing something. Therefore now almost everyone is an advocacy journalist. When citizens post a comment about

women's rights, the environment, animal rights, or the government policies, they are indirectly becoming advocacy journalists because they are advocating a cause that they believe in.

Media pundits worry about the new media because not everyone understands the responsibilities that go with it. There is a lot of untruth or misguided information available on the net. The net is also full of sex and violence available to everyone everywhere. There is no age limit for the new media.

All these points can be very harmful to society.

However the new online media is a great help to activists. Many activists in Syria have used social media like YouTube to give first hand information about the fighting, the damage, the toll and the daily life in war torn Syria. Some reports are very journalistic and report the truth. Others are propaganda by the rebel forces.

The same goes for Prime Minister Modi's demonitization of the Indian currency. There were several posts on line like discussions, articles, jokes, songs, videos, cartoons etc. Some criticized the move and some praised it.

Today technology has changed the way news is gathered and delivered. This raises several questions.

Is it possible to distinguish between activism, journalism and other kinds of communication?

Is it necessary to do so?

The new media and the way news and information is spread is changing the game.

Are the rights of a journalist different from the rights of those who post comments, news and information online?

How honesty, truth, transparency and accountability be maintained in the new media?

It has also prompted the need for cyber security.

The speed of blogs and online media is so fast that information become viral in the whole world very quickly.

Therefore the new media calls for a lot of responsibility from those who use it.

The new media has decreased the importance and special status of the international correspondents. Today people from every country can post information, performing in a way the job that would be done by the special international correspondents.

Today there is not much difference between professional journalists, activists or rebels with cameras and mobile phones. Anyone can write, click a picture, take a video and post information.

A good example of this dilemma is WikiLeaks co-founder Julian Assange. Many ask if he can be considered a journalist, a traitor or an activist. Whatever they say, he is definitely a part of the new global information and media system and is playing a dynamic role.

### **Advice to Advocacy Journalists:**

[http://journalism.wikia.com/wiki/Advocacy\\_journalism](http://journalism.wikia.com/wiki/Advocacy_journalism)

In an April 2000 address to the Canadian Association of Journalists, Sue Careless gave the following advice to advocacy journalists to follow -

- Acknowledge your perspective up front.
- Be truthful, accurate, and credible. Don't spread propaganda, don't take quotes or facts out of context, 'don't fabricate or falsify', and 'don't judge or suppress vital facts or present half-truths'
- Don't give your opponents equal time, but don't ignore them, either.
- Explore arguments that challenge your perspective, and report embarrassing facts that support the opposition. Ask critical questions of people who agree with you.
- Avoid slogans, ranting, and polemics. Instead, "articulate complex issues clearly and carefully."
- Be fair and thorough.
- Make use of neutral sources to establish facts.

Sue also criticized the mainstream media for unbalanced and politically biased coverage, for economic conflicts of interest, and for neglecting some important public causes. She said that alternative publications have advantages in independence, focus,

and access, which make them more effective public-interest advocates than the mainstream media.

<http://www.ojr.org/p2042/>

### **Why We Need Advocacy Journalism?:**

December 20, 2011 by Robert Niles

When 'objective' journalism decays into a cowardly neutrality between truth and lies, we need advocacy journalism to lift our profession – and the community leaders we cover – back to credibility.

That is my response to a source quoted in an item posted by Jim Romenesko yesterday. The post linked a TVWeek.com/NewsPro survey that listed Syracuse's S.I. Newhouse School of Public Communications as the nation's top journalism school. (USC Annenberg was listed fifth, FWIW.) What caught my eye was one of the quotes Romenesko selected from the original story to include in his post:

"One reply stated schools should teach 'objectivity. Too many schools are teaching advocacy journalism.'"

Let's dive in: Advocacy is not the antonym of objectivity. Objectivity is the goal of accounting for your own biases when observing of an external reality, so that your report accurately reflects that reality. By reporting objectively, the goal is that you be able to produce an observation that others, observing the same reality, can reproduce.

There's nothing about objectivity that prohibits you from advocating on behalf of your results. In fact, putting your work up for peer review, and being able to defend it, is part of the scientific method that influenced the journalistic concept of objectivity.

Every journalist advocates for their stories – anyone who thinks otherwise has never hung around an editor's desk or been to a front-page budget meeting. So advocacy's part of the job. And as journalism schools are supposed to be teaching their students how to advance their careers, they need to be teaching their students how to advocate for their work – whether that's getting an assignment approved, a freelance gig okay'ed, or a story onto P1 or into the first slot on the website's homepage.

When I've asked journalism students why they decided to get into the field, I've yet to hear anyone respond that they were looking for a big payday. Idealism motivates almost every journalism student – and journalist – I've met. We want our reporting to help make our communities better places and help our readers live better lives.

So we get into this field looking to advocate for worthy causes, and we use internal advocacy to get our stories heard. Allow me to suggest, therefore, that the problem some journalists have with “advocacy” is not the concept itself, but those who put advocacy ahead of the truth, instead of behind it, where it belongs.

Objectivity is a means to an end – that end being truthful reporting. And if truthful reporting leads to an obvious conclusion, a reporter and publication cheat their readers if they pull back and don't follow their reporting to that conclusion, and fail to advocate for their community reading it – and acting on it.

We cheat our communities – and our profession – when we decide first what we're going to advocate for, then cherry-pick reporting to make a case for it. And, yes, Fox News, I am writing about you. (Isn't it time yet that Fox News becomes a resume stain that disqualifies its employees from future work in J-schools and reputable news organizations?) Our disdain for propagandists shouldn't turn us against advocacy – it should embolden us to become even more aggressive advocates for the truth that propagandists (such as Fox News' skills) attempt to deny.

Of course, that cause isn't helped when self-proclaimed fact-checkers in our profession decide to rubber-stamp Fox News talking points. This week, PolitiFact selected as the “lie of the year” the Democratic claim that votes for a Republican plan to replace fee-for-service Medicare for everyone under age 55 with a completely different voucher system were votes to “kill Medicare.” (See the link above for why PolitiFact's conclusion is pure B.S.)

Our communities deserve better than this. But they won't get better than this if journalists decide that our primary professional goal is to always remain neutral in everything – to never take a

stand. That just leaves us as ineffective bystanders while propagandists set the public agenda.

The only way that we will better serve our profession, and our communities, is to become advocates for the truth. And that means calling out those voices in our community when they get things wrong.

I'm glad that some professors are teaching advocacy journalism. We get into this field to raise some hell and make things right. Let's never forget that – let's embrace it.

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## Question Bank for Self-Practice

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# UNIT – I

## Chapter 6

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# Tiananmen Square Protests of 1989

**It is also known as:**

**Tiananmen Square Massacre:**

**The June Fourth Incident:**

**The '89 Democracy Movement:**

**Popular National Movement:**

**Tiananmen Square Crackdown:**

The Tiananmen Square protests were the demonstrations led by the students in Beijing in 1989. It refers to the popular national movement inspired by the Beijing protests. The protests were forcibly suppressed after the Chinese government who declared martial law to curb the protests. Troops with assault rifles and tanks killed several hundred demonstrators who were trying to block the military from going to Tiananmen Square. The number of civilian deaths is estimated between hundreds to thousands.

Set against a backdrop of rapid economic development and social changes in post Mao-era China, the protests reflected anxieties about the country's future in the popular consciousness and among the political elite. The reforms of the 1980s led to a growing market economy which benefited only some groups but seriously upset others. The one-party political system also faced a challenge of legitimacy. The common grievances or complains at the time included inflation, limited preparedness of graduates for the new economy, and restrictions on political participation. It represented the dissatisfaction and fears of the Chinese people.

The students demanded democracy, greater accountability, freedom of the press, and freedom of speech, though they were loosely organized and their goals varied. At the height of the protests, about a million people assembled in the Square.

The Chinese government was widely condemned and criticised internationally for using force to stop the protests. Western countries imposed economic sanctions and arms embargoes.

The Chinese government conducted widespread arrests of protesters and their supporters, suppressed other protests around China, expelled foreign journalists and strictly controlled coverage of the events in the domestic press. The police and internal security forces were strengthened. Officials who were sympathetic to the protests were demoted or removed from their jobs.

The movement questioned the legitimacy of Communist Party rule, and is one of the most sensitive and most widely censored political topics in China.

The term also gives a misleading impression that demonstrations only happened in Beijing, when in fact they occurred in many cities throughout China.

General secretary Hu Yaobang was blamed for taking a soft attitude and mishandling the protests, thus undermining social stability. Hu was forced to resign as general secretary.

Hu Yaobang suddenly died of a heart attack. The students reacted strongly. His death provided the initial force for students to gather in large numbers. In university campuses, many posters appeared praising Hu and calling for a revival of his legacy. Within days, many posters were writing about broader political issues, such as freedom of the press, democracy, and corruption. Small spontaneous gatherings to mourn Hu began at Tiananmen Square. As the size of the protest grew, the gathering gradually evolved into a protest, as students began to draft a list of pleas and suggestions that they wanted the government to consider.

Organized by the Union, on April 27 some 50,000–100,000 students from all Beijing universities marched through the streets of the capital to Tiananmen Square, breaking through lines set up

by police, and receiving widespread public support along the way, particularly from factory workers.

Students began a hunger strike on 13 May, two days before the highly publicized Soviet leader Mikhail Gorbachev's state visit. Knowing that the welcome ceremony for Gorbachev was to be held on the Square, student leaders wanted to use the hunger strike there as a bargaining point to force the government to meet their demands. Moreover, the hunger strike gained widespread sympathy from the population at large and earned the student movement the attention and respect that it wanted. By the afternoon of 13 May, some 300,000 protesters had gathered at the Square.

Inspired by the Beijing incident, protests and strikes began at universities in other cities. Many students from other cities travelled to Beijing to join the demonstration.

### **Gathering Momentum:**

The hunger strike gathered support for the students and got sympathy from across the country. About 1 million Beijing residents from different walks of life demonstrated in unity with the students on 17–18 May. These included PLA personnel, police officers, and lower party officials. Many grass root parties and youth organizations, as well as government-sponsored labour unions, encouraged their membership to join the demonstration.

### **Martial Law:**

The Chinese government declared Martial law on 20 May. About 2 lakhs 50 thousand troops were sent to the capital to handle the protesters.

### **Outside Beijing:**

University students in Shanghai also took to the streets to commemorate the death of Hu Yaobang and protest against certain policies of the government.

### **Death Toll:**

The civilians killed in the city of Beijing, according to the city police, included university professors, technical people, officials, workers, owners of small private enterprises, retired workers, high school students and grade school students, of whom the youngest was nine years old. The number of deaths and the extent

of bloodshed are disputed. The Chinese authorities suppress discussion of the events as well as research of the subject. Therefore it is difficult to verify exact figures. Unofficial estimates of the death toll have usually been higher than government figures, and go as high as several thousand. Amnesty International's puts the number of deaths at several hundred to close to 1,000, while a Western diplomat that compiled estimates put the number at 300 to 1,000.

### **Media Coverage:**

The Chinese media was suppressed. It marked the end of a period of relative press freedom China. Media workers, both foreign and domestic, faced a great deal of restrictions and punishment. State media reports in the immediate aftermath were sympathetic to the students. As a result, those responsible for the sympathy and supportive comments were all removed from their posts. Several editors were also arrested.

### **Foreign Media:**

With the imposition of martial law, the Chinese government cut off the satellite transmissions of foreign broadcasters such as CNN and CBS. Broadcasters attempted to defy these orders by reporting via telephone. Footage was quickly smuggled out of the country. The only network which was able to record shots during the night of June 4 was of a television station of Spain. Some foreign journalists faced harassment from the Chinese authorities. A CBS correspondent named Richard Roth and his cameraman were taken into custody while filing a report from the Square via mobile phone. Several foreign journalists who had covered the crackdown were expelled in the weeks that followed, while others were harassed by authorities or blacklisted from re-entering the country. Foreign consulates were told that the safety of journalists who did not follow the new reporting guidelines could not be guaranteed.

### **International Reaction:**

The Western governments and media denounced the Chinese government's action. Criticism came from Eastern and Western Europe, North America, Australia and some west Asian and Latin American countries.

### **Asian Countries:**

However, many Asian countries remained silent throughout the protests. The government of India responded to the massacre by ordering the state television to tone down the coverage to the barest minimum, so as not to jeopardize a thawing in relations with China, and to offer political empathy for the events. Cuba, East Germany and Czechoslovakia among others, supported the Chinese government and denounced the protests. Chinese students who were abroad demonstrated in many cities in Europe, America, the Middle East and Asia.

### **Economic Impact:**

The incident had a great negative impact on the Chinese economy.

- **Foreign loans** to China were suspended by the World Bank, Asian Development Bank and many foreign governments.
- **Tourism** revenue decreased a great deal because people did not want to visit China during the troubled times.
- **Foreign direct investment commitments** were cancelled.

### **China's Image:**

China's national image was greatly damaged.

The Chinese government was criticised for suppressing the protests and taking military action.

Over the years some Chinese citizens have called for a reassessment of the protests and demanded compensation from the government for the victims' families. One group called the Tiananmen Mothers, seeks compensation and vindication for victims and the right to receive donations from within the mainland and abroad.

### **Songs:**

Several songs were written in honour of what happened in Tiananmen Square.

### **Documentaries:**

Several documentaries based on the protests in Tiananmen Square were made.

### **'Tank Man':**

The iconic 'tank man' image has become a worldwide symbol for civil disobedience. What happened to the 'Tank Man' following the demonstration is not known. Some say he was pulled away and went into hiding, others say he was executed by the authorities. Time Magazine called him The Unknown Rebel and later named him as one of the 100 most influential people of the 20<sup>th</sup> Century. Tank Man is also known as the Unknown Protester or Unknown Rebel. It is the nickname of an unidentified man who stood in front of a column of tanks, the morning after the Chinese military had tried to suppress the Tiananmen Square protests by force. As the lead tank manoeuvred to pass by the man, he repeatedly shifted his position in order to obstruct the tank's attempted path around him. The incident was filmed and seen worldwide. More than 25 years after the incident, there is no reliable information about the identity or fate of the man; the story of what happened to the tank crew is also unknown.

Some say there was not one but many people who stood before the tanks to prevent them from moving forward.

However The Tank Man is unique because he is the only one who was photographed and videoed, with those images reaching the rest of the world.

### **Popular Culture Films:**

The famous Star Trek films, paid a rich tribute to the Tank Man. The Starfleet Federation Starship U.S.S. Tian An Men, was named in honour of those who died in the cause of Chinese freedom.

## **Question Bank for Self-Practice**

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# UNIT – I

## Chapter 7

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# Cultural Biases in Global Media Coverage

The role of the media is to report the truth and inform the citizen so as to help them make good decisions. However if the information is distorted or biased their decisions will distort the truth and not be accurate. Therefore it is the duty of the media to avoid any bias in their reporting.

The media is known for ignoring and having cultural biases against certain sections of the society like women, elders, LGBT people, colored races, and other groups. They are left out of the newspapers, magazines, and television shows. Unfortunately several types of biases creep into the media.

**Cultural bias** means judging and interpreting a situation by one's own cultural standards. It happens when people of one culture make assumptions about another culture regarding language, religion, behavior, habits etc.

People connect black people with violence, women with weakness or older people with forgetfulness. These notions are got from the media like books, newspapers, magazines, radio, television, and the Internet.

E.g.

Muslims are regarded as terrorists.

Blacks are drug peddlers.

Women are weak.

Edward Said says that western media coverage of Muslim and Arab countries has been shaped by discreet cultural biases or political motives.

E.g. NBC reported that 'three US soldiers' and 'several Afghanis' were killed in a suicide attack in Afghanistan. Viewers were not told that the 'several Afghanis' were actually 11 human beings, including four police officers, an interpreter and six civilians. While the report mentioned that the US people killed were soldiers they did not mention the details about the Afghanis.

Several such biases occur in media reports. Many reports are based on subconscious bias. Many international reporters in Jerusalem have children working for the Israeli army or themselves are reserve duty officers. Their coverage of the Israel-Palestine issue is naturally biased.

British journalist Jonathan Cook who is posted in Nazareth said - "It is common to hear Western reporters [in Israel] boasting to one another about their Zionist credentials, their service in the Israeli army or the loyal service of their children."

Ethan Bronner a New York Times' Jerusalem bureau chief in 2010 and 2012 was an Israeli citizen and his son was serving in the Israeli army.

Linda Gradstein a correspondent with National Public Radio was married to an Israeli military sniper.

Many news reporters who are army veterans and reserve army officers fail to report objectively especially when they are reporting about their countries or own military units or governments. They usually report with a bias and are not capable of being neutral.

Special interest correspondents and a strong Israeli lobby shaping US foreign policy in the Middle East, shape the public opinion of the people of America.

Not only in times of war but even in everyday life media is biased in its coverage.

**The west supremacy:** Most news that flood the media market today is west oriented. Several foreign media houses are in



partnership with Indian media barons and have an agreement to give their news to the Indian counterpart. Thus they flood the market with western concepts, ideologies and products.

### **How are black Americans portrayed in films and other media?:**

Foreign films usually show black Americans as poor, criminals, dangerous, not trustworthy, uneducated, jobless, drug addicts, drug peddlers, thugs and living in shanties. Yet several internationally acclaimed singers like Michael Jackson, Tina Turner were black. Many Olympians like Usain Bolt, boxer Muhammad Ali are black, Tennis champions Serena and Venus Williams are black. Obama was the first Black American President.

### **How are Indians portrayed in the foreign media?:**

There is a wide disparity in projecting Indians in foreign media. They are either shown as maharajas or poor people living in villages and slums. India is shown as a land of elephants and snake charmers. The economic progress and the educated Indians are seldom projected in the western media. E.g. Slumdog Millionaire deals with the poverty and slums of India.

However with the opening up of the economy there is a shift in this attitude. The print and television news in foreign channels now discuss India's political and economic issues.

### **How are LGBT portrayed in the media?:**

Until recently the LGBT group were ignored, or ridiculed. They were hardly written about or shown in films. However with a change in attitude, the media is now focusing on projecting them in better light by showing the problems and dilemmas they face and by focusing on their achievements. E.g. The transgender Laxmi Narayan Tripathi has received good coverage in various media. Several organizations working for the LGBT are also now given good space in the media. Mumbai even has the biggest gay film festival called the Kashish Mumbai International Queer Film. LGBT magazines catering exclusively to the community are now in circulation. Mainstream media too discusses their issues.

### **How about the urban and rural coverage?:**

The money lies in the urban population who buy the media and advertising in it. Therefore most media news has this cultural

slant and is about the urban and the rich. It is about politics, business, films, sports, the rich and the famous. The news revolves on how life is lived in the city. Very little news is about the rural areas and how the people in these areas live. They hardly have a voice except with a small mention in a small corner of the newspaper or television. Sometimes they do manage to creep into the news when there is a drought or famine or uprising.

### **How are the marginalized covered in the media?:**

The marginalized like the schedule castes and tribes do not receive much attention except when there is an uprising like the Rohith Vemula case. He was a PhD student at the University of Hyderabad who committed suicide because the university stopped paying his fellowship as disciplinary action for raising issues under the Ambedkar Students Association. We hardly hear about the atrocities and difficulties that the untouchables and the lower caste citizens are facing. The caste system is still very much alive in India yet not much is reported about it. Only when there is an uprising the media especially the broadcast media like the television channels cover the riots to cash in on the TRPs.

**Stereotypes:** The media loves stereotypes. However this stereotypes bias gets embedded in the minds of the people and it becomes a vicious circle. Stereotypes are not the truth. Here are some typical examples:

**E.g.:**

#### **Abroad:**

- Black people are projected as poor, criminals, dangerous, not trustworthy, uneducated, jobless, drug addicts, drug peddlers, thugs and living in shanties.
- Indians are projected as maharajas or poor slum dwellers.
- Women are sex objects.

#### **In India:**

- South Indians are shown speaking with a typical accent.
- Sindhi's are shown as money minded.
- Christians are shown as drinking and dancing.
- Parsees are shown as eccentric.
- Gujaratis are shown as rich.

- Nepalese are shown as watchmen.
- Mothers are shown as loving and kind.
- Fathers are shown as strict and decision makers.
- Women are soft, domesticated, fair, slim, homely and beautiful, always ready to please the family and society. They are also presented as sex objects to sell products and services.

### **How are men portrayed in the media?:**

Men are always projected as:

**Macho and strong:** Men are shown as physically strong. Today they flaunt their 6 pack abs and muscles in advertisements and films. The reports are about strong men in all fields.

**Decision makers:** Men make decisions. Advertisements for machinery like air conditioners show a man who is sitting in his office. Cars, are bought by men. The advertisements for loans for cars and houses are all aimed at the men.

**High profile:** Most news, films and advertisements are about men in high profile positions like politics, management, heroes etc. They are bosses, rich and have good jobs.

**Having money power:** News about business, trade and economics is dominated by men. Ads show them as purchasing houses, hi end phones etc.

**Having purchasing power:** Most important purchases done by men. They decide what house to buy, which bank to invest in, what air conditioner to buy, how to invest money.

**They hold strong positions in society:** They are seldom projected as daily wagers or poor. Most media project them in strong positions.

**They need to be pleased and taken care of:** Advertisements and films always show women pleasing men or seeking their approval. Even many soft stories are directed towards pleasing men.

### **How are women portrayed in the media?:**

Media biases occur in the way it projects women in the media.

**Soft:** Most media project media in softer roles like mother, sister and wife. They are mostly shown as loving, caring, gentle,

ready to serve, responsible for everyone's happiness and comfort. They are easy going and do not upset equations and do not fight for their rights.

**Sexual objects:** Women are always projected as sexual objects. They are there to help the media grab attention. Films, advertising and even print photographs use women to grab attention. They wear skimpy clothes with a lot of show of skin. A woman has to seduce the hero in a film and the customer in the advertisement.

**Domesticated:** Women are always shown as housewives. Films and advertisements always show a woman as a home maker. The cook, wash, clean and look after the house and family. All advertisements for masalas (spices), detergent, utensil soaps and cleaning products are based on the women.

**They have to please everybody:** Women in advertisements have to please their husbands, children, and in-laws by looking after them. They have to see that they are well taken care of and happy.

**They have to be beautiful:** The media constantly drives home the fact that a woman has to be slim, fair and beautiful; only then is she acceptable to society.

**They are shown as victims:** Women are the ones who suffer in society. They are always referred to in terms of their physical appearance, age, or family role. By referring to their age and physical appearance the media is making them feel guilty for not being beautiful per the guidelines set by the media. E.g. Men with grey hair can read the news and conduct interviews but women on television have to have black hair, have their makeup on and look beautiful.

**Women are second to men:** Most Indian films are men centric. Very few films are based with a strong women centric theme. When such films are made they fail at the box office. The hero comes first, then the heroine. The heroine is usually only the hero's love interest.

However there are some women-centric films made abroad which did well at the box office. E.g. Pretty Woman.

**Women are not career oriented:** Our advertisements and films do not show the career women. She plays the 'follower' role. She

never takes decisions except for domestic matters like buying soap or food for the family. Once in a while the media carries a story about a woman achiever, a senior person in the corporate world etc.

**Women in sports:** Sports stories about women seldom get featured unless it is about a major win like a medal at the Olympics. No one knew about our Indian women Olympians till they had won medals at the Olympics. Men's cricket is given constant coverage unlike women's cricket.

However after the medal tally at the Olympics the media rushed to cover their struggles and achievements. Some films too have been made like Dangal about the wrestling Phogat sisters. They won the gold and silver at the 2010 Commonwealth Games

The solution How to detect biases in the story?

The reader and the audience can do a lot to curtail or prevent media bias. They must be alert, ask questions and look for the following -

**Who and what is the source of the information?:**

Is it a political or corporate perspective? Is the media depending on press releases of the government of political party, or is there some research done for the report? Is the perspective of the report broad or is it a megaphone for those in power? News reports influence public opinion and therefore they should be reported with care.

**Is there enough diversity in the report?:**

Check if the report representative of the various people involved in the issue. Is there a race and gender diversity in the report? The report must represent various groups and their opinions that are relevant to the topic. If the article is about LGBTs then their community must be well represented. There is no point speaking to a majority of heterosexual people.

**Are the expert comments from various sections of society?:**

Are the experts who are commenting in the report from various sections of society like women, men, all people who are affected by the issue, people of all colors, ages, from different cultural and economic backgrounds?

**From whose point of view is the news reported?:**

It is important to find out whose point of view is covered in the report. Is it only the politicians or corporate personnel's view or does it cover the views of those affected by the issue?

### **Are there any double standards?:**

Do the media have different rules for different people? Are blacks and whites poor and rich, urban and rural, men and women, young and old, various castes and classes governed by the same rule? E.g. Are the rich and politically connected traffic offenders also given a ticket for breaking traffic rules?

### **Check for stereotypes?:**

Does the story have a stereotype bias? Is the article on drug users only about Black Americans despite the fact that most of the drug users are white?

Are gay men shown as sexual predators even though statistics show that a woman is more likely to be molested by a family member than a gay adult?

### **Are there any assumption?:**

When women who are raped are on trial the focus is more on the woman's sexuality and morals rather than the truth of the story.

Many Indian rape victims are insulted when police and government officials make remarks that - she was badly dressed or she should not have gone out late.

This language which is loaded and has a slant should not be covered in the report.

### **Do the headlines and stories match?:**

Very often headlines are written to attract attention rather than give an idea what the report is about. Many people do not read the full report but only go through the headlines. Therefore it is important to write correct headlines and not misleading ones, so that the people will get the correct information.

During Ronald Regan's time as President one news paper reported Margaret Thatcher saying Poor dear, there is nothing between his ears.

Another newspaper said - Thatcher Salute the Reagan Years

### **Are important stories featured prominently?:**

Are good important stories placed in prominent places? The placement plays an important role in attracting the audience's attention. Eg. When President Abdul Kalam died what dominated the news on page one was Yakub Memon's hanging. Most newspapers carried Abdul Kalam's story in a small column on page one.

### **Conclusion:**

After asking the above questions the citizen must report their findings to the concerned media. If you find such disparities and bias then the citizen must write to the media and let them know where they are lacking. Demand that the media reflect the diversity that is necessary to the story. Count and check the number of quotes and references or corporate, government or political personnel mentioned in the story. Are there any female, general public, experts in the community or minority voices? Demand that all voices are heard including the marginalized and those affected. Expose the double standards. Report and educate the editors and reporters about prevailing stereotypes. Demand that important stories are given prominent positions in the media.

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### Question Bank for Self-Practice

- (1) Discuss cultural bias in the media.
- (2) What are the various types of cultural bias in the media?
- (3) How can we eliminate cultural bias in the media?



# UNIT – I

## Chapter 8

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# Reporting in a Hostile Environment

### **War Reporting:**

### **Combat Correspondent:**

### **Reporting Under Fire:**

A war reporter, correspondent or journalist writes stories from firsthand experiences from a war or conflict zone. Their jobs require them to go to the conflict zones in their countries and abroad. They have to go extremely close to where the action is taking place and provide content, film footage and photographs. A war correspondents job is considered the most dangerous. It is also a very successful branch of journalism. Readership and television ratings increase during war times.

Reports about conflicts and war in print and electronic media are given great importance. The content and images give high 'News Value'. They are given top priority and are often used as front page news stories and breaking news stories on radio and television. Therefore they are extremely important.

### **Every Zone is a Potential War Zone:**

The definition of conflict is not about war alone. It also includes angry mobs, protest marches and rallies. Conflict can erupt anytime.

Journalist Rishika Baruah says in The Quint.

"On my very first day as a reporter on 2 March 2013, I was attacked. I had gone to a New Delhi suburb after a seven-year-old

girl had been raped inside a school. Outside the hospital, a mob of men pelted stones, vandalised shops and attacked TV broadcasting vans. My cameraperson and I were surrounded, beaten and abused."

Preeti Choudhary, Deputy Editor, India Today says in The Quint, "Being a woman has sometimes worked in my favour in mob-like situations wherein my male colleagues have been beaten up and I have been spared. However, in a perfectly crowd-controlled situation, I have been inappropriately touched. In a country like India, the best safeguard for a journalist is presence of mind and common sense, which are both gender neutral."

Journalists often have to report on violence and conflict in a hostile environment. This gives rise to several professional and personal dilemmas that the journalist has to face while reporting on violence and within hostile environments both in their own countries and abroad. Danger is an occupational hazard for a journalist.

The Pulitzer Prizes, photographs and plaques in news bureaus speak of the bravery, honors and sacrifices made by journalists reporting from hostile environments.

War and conflict reporting is very risky. The journalist's biggest problem is their very own safety and trauma. The second hurdle is reporting the truth.

Napoleon I, emperor of France, said, I fear three newspapers more than a hundred thousand bayonets.

This statement proves the tremendous importance of the media and its power to influence people, especially during the time of war.

Truth is said to be the first casualty of war. The truth is reported by the media. Therefore the media plays a very important role during a war.

Propaganda is often used as a tool of communication during a war.

A reporter needs special skills to collect and report war stories to give a balanced report.

A reporter in a hostile environment faces many challenges while reporting about a war or violence.

But there are also the joys of challenges. Loi, a 70-year-old veteran colonel who fought the Vietnam War says.

The Vietnam War propelled me far beyond where I believe I was intended to go. People can't believe that this small town reporter stayed in Vietnam for 10 years. Why, they ask. I never quite knew the answer myself. Excitement, adventure, being on Page 1 every day, autonomy, no routine, camaraderie, and being a member of an exclusive club, that of combat correspondent. All these things. But what really drove me I discovered in the words of a young Army combat nurse who came right out of school into harm's way, into the jungles and monsoons of Vietnam, to comfort the badly wounded as they died in her arms. "I never felt more worthwhile in my life," she told me.

### **Risk to Own Life:**

Several journalists reporting about war have lost their lives. The Doha Centre for Media Freedom reports that about 110 professional and citizen journalists died during the Syrian civil war. Many of journalist are also reported missing. Journalists have now become targets.

According to Reporters Without Borders about 63 journalists died while reporting on the Vietnam War. Several were also missing.

The Committee to Protect Journalists (CPJ) reports that in the US led war in Iraq, far more journalists were murdered in target killings than those who died in combat. About 150 journalists and 54 media personnel were killed.

### **Threat to Environmental Journalists:**

Today even environmental journalists are facing hostile situations. The environment is not a great challenge for mankind and the world. The reporter has to face many strong lobbies that are interested in their business and not in the environment. These lobbies are strong and powerful. They are exposed to violence, threats and pressure. Several instances of violence against these reporters have been reported. Reporters Without Borders say that it is important that journalists covering sensitive environmental

issues. Most of them report about pollution, illegal mining and logging.

Reporters Without Borders notes that ten environmental journalists have been murdered since 2010. Almost 90 percent of these murders are in India, Cambodia, Philippines and Indonesia. Journalists are killed, threatened, attacked or jailed for reporting on sensitive environment issues and blowing the whistle.

Two Indian reporters were killed in 2015.

A freelance journalist in Uzbekistan has been languishing in prison for several years.

Some governments try to censor the information when they are held responsible for environmental issues.

An online documentary about air pollution in Beijing called 'Under the Dome' went viral; the Chinese Communist Party removed it from the websites.

In Ecuador, a law prevents journalists from doing stories on oil drilling in the Yasuni National Park world famous for its biological diversity.

The Canadian government suppressed scientists from talking to journalists about the disadvantages of extracting oil from tar sands.

Many environmental journalists receive bribes from companies involved in projects that harm the environmental.

Due to these dangers environmental journalists are grouping together to improve the quality of their reporting and also to be better equipped to handle the pressures involved and to ensure their safety and protection.

### **Difficulties in War Reporting:**

A war reporter faces many professional and personal dilemmas when reporting on violence in hostile environments. He faces many volatile and dangerous environments.

- (1) **Information Blocks:** A country at war will block all important information from being sent out. This could be for security reasons. The country will not want important strategies or secrets to be given to the media. This is

because the enemy will get the information through the media and plan their own strategies accordingly.

- (2) **Violence Blocks:** A country at war will also not want to inform their citizens or defence personnel about the casualties of war like the places destroyed or the number of people injured or dead, to prevent them from being demotivated.
- (3) **Intentional Blocks:** A country may not want the media to know certain important details and therefore not reveal them to the journalist
- (4) **Unintentional Blocks:** When a country is at war their forces are busy fighting the war and may not have the time to give adequate information to the reporter. The forces briefing the media may not have all the facts ready at hand when the media is interviewing them.
- (5) **Misinformation:** A country at war may deliberately give half truths or information to the media. The country may not want to disclose that 1000 people have been killed and so they may say 'some people were killed' or 'a 100 people were killed'.
- (6) **False Information:** A country may deliberately like to the media and give false information. E.g. They may say they are moving the troops to the north when actually they are planning to move the troops to the south. This is done to mislead the enemy country who will then move their own troops to the north and leave the south unprotected and open for attack.
- (7) **Intimidation or Threats:** A war reporter has to face violence, hostilities interference and intimidation by various political, ideological and practical factors that will hinder the news gathering and news making process.
- (8) **Violence:** A war reporter has to face a lot of violence. This is especially true when the reporters report from the battle field. It is now become a trend to send reporters and journalists along with the defence forces to see for themselves how the battle is fought. This way they get to experience the war first and therefore are in a better

position to report facts. But this type of reporting puts the reporter's life at risk because they are present on the battle field while the battle is being fought. Therefore war reporting is hostile and dangerous.

- (9) **Risk:** A war reporter takes many risks while doing his job. His life is at stake. He has to keep all this in mind while reporting. They have to navigate their way through bomb shells, landmines, enemy personnel, explosives, ambushes etc.
- (10) **Uncomfortable:** When reporting from the battle field, the journalist will not enjoy the comforts of his office or home. He will be reporting from a very uncomfortable environment like from the trenches in which the soldiers are hiding. He may have to forego the comforts of a good lunch or learn to live with limited water. He may have to report from rough terrain. He will have to face harsh climate conditions like extreme cold, heat, snow or rain.
- (11) **Time Constraints:** While reporting from the battle field you have to think on your feet. You have to think and act fast. Every second is important. You have to get it right the first time.
- (12) **Alert:** You have to be extremely alert or you may miss an important factor. The battle is playing out live in front of you. You may not get the chance to check facts.
- (13) **Dual Role:** A war reporter is playing a dual role. He is reporting on the battle and also protecting his own life.
- (14) **Diplomatic Reasons:** If a journalist is reporting about a war in another country he may be pressurized by his own country's diplomatic point of view to report in such a way that will protect the interests of his own country.

E.g. India took a mild stand while reporting about the Tiananmen Square protests in China. India The government of India responded to the massacre by ordering the state television to tone down the coverage to the barest minimum, so as not to jeopardize a thawing in relations with China, and to offer political empathy for the events.

**(15) Economic Reasons:** A reporter may be intimidated by the business and trade relations involved with the countries at war. Unfavourable or negative reporting may damage the trade relations between the reporter's home country and the countries at war.

**(16) Human Rights:** Reporters fighting for human rights especially among the underprivileged and marginalized are often arrested, tortured and sometimes killed for exposing governments.

### **Importance of Training:**

Because of the crucial nature and environment in which war reporters work it is important to train them in the art of war reporting, or how to report in a hostile environment.

The Washington Post is one of many news organizations that pay for its reporters to go through hostile environment training before entering a war zone. Today many news organisations send their reporters for war reporting training.

The Associated Press, Reuters, The Washington Post, NBC, CBC, Reuters and The Washington Post regularly send their journalists for training in war reporting.

Journalist Abeer Saady says Safety training has become essential for every journalist nowadays, because every event can turn violent. India is not an exception, especially with the political and social activities that involve protests and rallies.

### **How to conduct yourself?:**

A training programme teaches a reporter how to conduct himself in a hostile environment. This is very important. He should not get in the way of the defence personnel fighting the war or violence. If he constantly interrupts the officers on duty then the officers will not be able to focus on fighting the war or violence. Therefore it is very important that the war reporter is trained how to collect information without interrupting the work of the defence forces.

### **How to face different types of situations?:**

Training prepares a journalist how to behave report and handle different hostile situation. Knowledge is the key factor between surviving and not surviving. Many journalists have been lost

while reporting in hostile environments. Training teaches war reporters how to behave and handle various types of war or hostile situations. Knowledge can play a very important role between surviving and not surviving. Therefore training in war reporting is very important.

### **Medical Emergencies:**

While reporting in hostile environments journalists have reported. The reporter is taught how to use a tourniquet and how to treat wounds.

### **What to Expect and be Prepared?:**

The training helps the reporters to know what they could expect. It trains them how to handle various situations. It helps him to take precautions. When they are trained they are not taken by surprise. The training includes mock sessions and practical situations. The mock sessions help to take a more systematic and studied approach to reporting from hostile and dangerous places.

### **Trauma Training:**

Many institutes also provide trauma training and support facilities for journalists who have faced the ravages of war and conflict.

### **Further Reference:**

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## **Question Bank for Self-Practice**

- (1) What is the role of war journalist?
- (2) What are some of the difficulties or challenges faced by journalists in a hostile environment?
- (3) Why should journalists be trained in war reporting?
- (4) Discuss Journalists reporting in hostile environments.



# UNIT – I

## Chapter 9

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### Global Media

#### **Global Media Perception of Terrorism Versus Regional Media Perceptions (Freedom Fighters/Separatists/Terrorists):**

#### **Terrorist or Freedom Fighters:**

#### **What is Terrorism?:**

Terrorism is a type of political violence. Its aim is to influence domestic and foreign governments and communities. They want to publicize their political cause and make it known to the government and as many people as possible.

Terrorism is defined as the systematic use or threat of violence to threaten or frighten the citizens and government of a place for political, religious or ideological purpose.

The United Nations follows the definition offered by *Alex Schmid and Albert Jongman*. According to them -

Terrorism is an anxiety-inspiring method of repeated violent action, employed by (semi-) clandestine individual, group or state actors, for idiosyncratic, criminal or political reasons, whereby the direct targets of violence are not the main targets. The immediate human victims of violence are generally chosen randomly (targets of opportunity) or selectively (representative or symbolic targets) from a target population, and serve as message generators. Threat and violence-based communication processes between terrorist organisation, victims, and main targets are used to manipulate the main target (audience(s)), turning it into a target of terror, a target of demands, or a target of attention, depending on whether intimidation, coercion, or propaganda is primarily sought.

However, one man's freedom fighter is another man's terrorist. It is very difficult to know the difference; or one from the other. India considers Bhagat Singh a martyr, yet the British government hanged him because he was a threat to the British Empire.

During the conflict in Northern Ireland the Irish Republic Army (IRA) the British considered the group as terrorists. But the IRA fighters considered themselves as freedom fighters because they were fighting against the British occupation in Ireland.

Terrorism is a disputed term. Terrorists do not call themselves as terrorists. They consider themselves as freedom fighters. In a violent conflict both the opponents consider the other party as terrorists.

A person or group that rebels against a government is called a terrorist. A terrorist usually uses fear to encourage the civilians to act. A freedom fighter is a person who acts or fights on the behalf of some of the civilian population in direct opposition to a government.

The main difference between the two is that freedom fighters targets bases, soldiers, military assets and other government agents. However terrorists target civilian areas like stores, restaurants, hospitals, schools, hotels and other non combat areas.

Terrorism is defined as the systematic use or threat of violence to threaten or frighten the citizens and government of a place for political, religious or ideological purpose.

Terrorism is a type of political violence which is aimed to influence domestic and foreign governments and people. Their attacks are aimed at creating fear among the people and make them feel threatened. Their victims are used to give symbolic messages.

### **Terrorism in India:**

India follows the United Nations' accepted definition of Terrorism offered by *Alex Schmid and Albert Jongman*. According to them -

Terrorism is an anxiety-inspiring method of repeated violent action, employed by (semi-) clandestine individual, group or state actors, for idiosyncratic, criminal or political reasons, whereby the direct targets of violence are not the main targets. The immediate

human **victims of violence are generally chosen randomly** (targets of opportunity) or **selectively** (representative or symbolic targets) from a target population, and serve as message generators. Threat and violence-based communication processes between terrorist organisation, victims, and main targets are used to manipulate the main target (audience(s)), turning it into a target of terror, a target of demands, or a target of attention, depending on whether intimidation, coercion, or propaganda is primarily sought.

Some of the regions in India that have witnessed terrorism are Jammu and Kashmir, East-Central, and South-Central India where Naxalism is common and the Seven Sister States namely **Nagaland, Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, and Tripura** in NE India. In 2008 The National Security Advisor M K Narayanan said that there were about 800 terrorist cells working in India.

The Indian media and government have accused Pakistan of sponsoring terrorism in India. In 2012 the United States said Pakistan was encouraging anti-India terrorist groups working in Pakistan. However Pakistan denied it.

Ever since the British portioned India and Pakistan in 1947, Kashmir has always been a source of tension between the two countries. The Kashmiri Freedom Movement and the Jammu Kashmir Liberation Front are strong movements demanding an independent Kashmir state. Many of these movements are said to be supported by terrorist organizations. Therefore many consider the fighters for a separate Kashmir as terrorists. Several defense people and civilians have died in this conflict between the insurgents and the government of India. The United States State Department calls three groups working in Kashmir as foreign terrorist groups. They are the Harakat ul-Mujahideen, Jaish-e-Mohammed, and Lashkar-e-Taiba.

Many of the terrorist groups operating in Kashmir have been trained in the same madrasas or Muslim schools where the al-Qaeda and Taliban personnel studied. Some were military trained in parts of Afghanistan ruled by the Taliban.

India divides terrorism into four main groups.

- (1) **Ethno-nationalist terrorism:** This type wants to create a separate State within India or separate from India, or in a neighboring nation. Sometimes they emphasise the views of one ethnic group against the other. E.g. Tamil groups in India who focus on the conditions of the Sri Lanka Tamils. E.g. Tribal groups rebelling in North East India.
- (2) **Religions terrorism:** It fights for religious issues against other religious groups or the government. E.g. The 26/11 terrorist attack on India in 2008 by an Islamic group from Pakistan.  
E.g. The terrorist attack on Indian Parliament. All terrorists were identified as Pakistan nationals.
- (3) **Lift wing terrorism:** It concentrates on economic beliefs. It is a violent mass movement that fights for a change against the existing socio-political structure which is considered to be economically exploiting the people. E.g. The Maoist problems in Chhatisgarh and Jharkhand are considered as left wing terrorism fighting for better economic deals for their people.
- (4) **Narco-terrorism:** It creates illegal narcotics or drug traffic zones.

E.g. The drug violence in NW India.

### **Media Coverage on Terrorism:**

#### **Newspapers and Magazines:**

The media's coverage of terrorism is always given a great deal of importance. It is usually a Page 1 story. The circulation of the print publication goes up when they report such stories.

#### **Television:**

Terrorists want to be featured in television news reports. It gives them an opportunity to explain their point of view to the people. It also helps them to reach and convey their message to the government authorities.

E.g. Al Jazeera aired several videos made by Osama bin Laden.

#### **Videos and internet:**

Several videos on terrorism and terrorist attacks are easily available on the internet. These help to spread the information

without any editing and quickly. They are spread across the whole world.

### **Books:**

There are several fiction and non-fiction books on terrorism.

E.g. **Black Friday:** Story Of The Bombay Bomb Blasts by Hussain Zaidi

E.g. **The first hostage** by Joel Rosenberg.

### **Films:**

Several films have been made on terrorism. Some of them are Western films Air Force One, Die Hard

Indian films are - Roja, Dil Se...,Drokhhaal, The Terrorist, Black Friday, Fanaa and Sikandar.

Terrorism news is always a Breaking News story. The channels too benefit a great deal by featuring information about terrorists. Their viewers increase and the TRPs go up. They give the general public the opportunity to hear and see the terrorist and their activities.

However the media must be cautious and extremely responsible while covering terrorism. During the coverage of the terrorist attack on the Taj Mahal hotel, the broadcast media was heavily criticized for not being responsible. They constantly gave a detailed blow-by-blow account of what was happening at the Taj Mahal hotel like where the terrorists were suspected to be hiding, where the security forces were stationed and approaching. While trying to garner or get the attention of the citizen, the broadcast media was actually giving away vital clues to the terrorists who were monitoring the terrorist attack in their respective cells. This way the media was actually giving away the strategies of the Indian security forces.

### **Media: terrorist dependence:**

The Media and the Terrorist depend on each other. The media and the terrorists both benefit from each other. This connection is both vicious and dangerous. Terrorists use the media to get free publicity, spread their message and get support and recognition and legitimacy. The media report on terrorist activities to get more

viewers and readers and increase profits. The media and terrorists mutually benefit from each other.

### **How does the terrorist gain from the media attention?:**

By featuring the terrorists in the various media, the media is actually serving the interests of the terrorists. The terrorist has a lot to gain from the media coverage.

#### **Publicity:**

By continuously showing the traumatic stories and pictures the media is helping the terrorist to be in the media glare for a long time.

#### **Spread fear:**

By the media highlighting and sensationalizing the terrorist's activity the terrorist get an advantage to use the media as a tool to spread fear. This fear is a fertile ground for spreading propaganda about their group and recruiting people for their work.

#### **Show their power:**

When terrorists understand the way the media works they know how to manipulate and use the media to their advantage to get publicity and show their power to strike.

#### **Inform people:**

Terrorists use the media coverage to inform people about their ideologies, work, for propaganda, recruiting and collecting funds. Their media goals are to gain publicity, attention, recognition, and some amount of respectability by explaining their purpose.

#### **Larger audience:**

Without the media coverage the terrorist's act is wasted. It will remain only with the victims. It will not reach the larger target audience. The terrorists aim is to reach the wider target audience and create fear.

Some analysts say that the terrorists are not interested in the victims but in the larger audience and how they react. This way they will gain the attention of the national and international public, governments, diplomats, policy makers and the media which is their main aim.

#### **Chose the place:**

The terrorists carefully chose the place where they plan to attack so as to get the maximum media coverage. E.g. The 9/11 attacks in the US were in areas of major importance, commercially and politically. World Trade Center, the Pentagon (headquarters of the US Department of Defence). The importance of these locations helped the media to give it great coverage. Several residents and tourists also captured footage like videos and pictures and gave their observations and comments.

**Attention:**

The aim of the terrorist is not only to get the attention of the masses through the media. Through their attacks the terrorist gets global attention and coverage. They also want to publicise their cause, inform the people of their motives and deeds and explain their reason for their violent attacks.

**Acceptance:**

They want to be treated like heroes fighting for a cause; like world leaders. They use fear and suspicion to take their cause to the general public and especially to the entity they are fighting with.

**Influence the masses:**

Therefore terrorists are extremely rational, strategic and fully aware of the influence the mass media coverage will have on all parts of society especially on the governments and people.

**Media battle ground:**

An Al-Qaeda leader Ayman al-Zawahiri, says that more than half of their battle is taking place in the media battlefield, fighting for the hearts and minds of the people.

**New media and technology:**

Terrorists do not have to depend on the print media any more. The growth of new communication technology and the global reach of the Internet, websites, and cellular phones make it very convenient and easy for the terrorist to communicate to the masses. Messages can also be transmitted faster across the whole world. The new media is easier quicker and effective. The internet has become the perfect tool for terrorists to increase their propaganda, recruitment and other activities. These new media

are not very expensive or risky. Terrorists are updated with the latest technology and use it for their benefit.

### **Repeated coverage:**

By repeating the coverage the media helps to keep the information in the minds of the audience for a longer time. This way the terrorist gets publicity for a longer time.

### **How the media gains from the terrorist coverage?:**

The media gains huge readership and viewership.

### **Boosts TRPs and profits:**

The media profits from the drama created by terrorist. The media's constant coverage of the terrorist attacks increases sales and TRPs. This leads to extra money and profits for the media house. Covering terrorist information is a great boon for the media because they increase view ratings and consequently profits. It makes for attractive footage because of the drama, action, shock, danger, blood, tragedy, heroes, sacrifices and miracle stories.

### **Increased competition:**

With the number of media houses increasing, there is a great deal of competition in the media. Each organization wants to be better and one-up than the other. Therefore they want to cover more and more shocking and sensational information to beat the competition.

### **Violence as media culture:**

Another reason is that violence has become an important part today's television culture. Articles on violence are highlighted by the media.

As a result the appetite for shocking, sensational information is increasing among the audience who want more of it. This naturally boosts circulation, TRPs and profits.

### **Infotainment:**

The repeated media coverage of terrorist acts becomes infotainment for the audience. The audience wants information but they also seek a certain kind of entertainment by watching the gory details.

### **Irresponsible:**



Another reason is that the media barons and top executives are more corporate in their outlook. They are not journalists or media trained. Therefore their objective is profits and not reporting the truth.

### **Why and not how:**

The problem in reporting terrorism is not why it is reported but how it is reported. The media repeats the same violent images over and over again almost hammering in the violence into the minds of the audience. Their stories are not only facts but they sensationalize the facts. Write anecdote stories about who is affected, is to be blamed, who are the heroes in the story and so on. They rarely focus on the physical and mental health problems of the issue.

### **Fear connects the people:**

The media traumatizes the audience making them feel unsafe and insecure. The repeated footage of combat scenes focus on the politics of fear which make the audience come want for more information. Their stories of danger and fear make the audience connect to the story. They focus more on victimization to win the sympathy of the.

**Agenda setting:** The media uses agenda setting and framing to make their stories more prominent than those of their competitors. According to the theory of agenda setting, the more importance the media gives a story the more importance the audience gives the story.

**Framing** helps to make a decision by focusing on a particular aspect by eliminating the others. They select one aspect of the terrorist act and show it to the audience. Therefore the audience believes that what is shown is the most important aspect of the terrorist news. The information and visuals shown in the media can win the support or opposition of the audience with regards to the conflict involved in the terrorist act.

E.g. After the 9/11 attack Muslims and Arabs were considered as oil suppliers or potential terrorists. Very little information was known or discussed by the media about other aspects of their life.

E.g. The 9/11 attack was shown in such a way by the media showed America as the victim and the terrorist as the cause.

Therefore the audience thought that the remedy was to wage war against the terrorist.

In this way the George Bush war against the terrorists was justified.

The media reports made the audience biased towards certain religious or ethnic groups. In fact many Americans thought Sikhs were Muslims because they wear the turban.

The media coverage of the 9/11 attack was not objective, wise and calm. It focused on hatred and panic. The media took a patriotic stand and made the average citizen want revenge. It justified the policies of George Bush, the president at that time. The attacks were used by the politicians and the media to create fear related agendas and objectives. Citizens were concerned about their safety.

### **Recommendations:**

The media needs to act responsibly when covering terrorist activities.

They should not magnify the event, the act or those who commit these crimes. Here are some suggestions for the media:

- (1) **Be objective:** The media should report both sides of the story, fairly and accurately without bias. The story must be balanced. They should not highlight only those issues that will be sensational.
- (2) **Be Responsible:** The media must have a sense of responsibility to the public. They should not create panic and fear because that is what the terrorist wants from the public.
- (3) **Be clear:** The media should give factual, clear and balanced information. Covering a terrorist attack is like a media war. One of the main goals of the terrorist is to get as much publicity from the media as possible. By being clear the media will not give the audience a chance to speculate and panic which is what the terrorist wants.
- (4) **Softer approach:** The media must play a diplomatic role and not fan the fear that terrorism creates. The narrative must use words that are clear yet softer. They should focus on the facts rather on the drama.

- (5) **Differentiate:** All terrorist groups are not the same. The media should know the difference between the different terrorist groups. They should not provoke the sentiments against any religious or ethnic group. This can give rise to social unrest especially in societies where people come from different cultures.
- (6) **Counter cyber terrorism:** The activities of the terrorist that feature in digital media should be monitored. The internet has brought with it online terrorism. The terrorist use the internet to spread their message, recruit and collect funds. There should be cyber laws that prevent terrorists from misusing the internet and other social media tools. Cyber laws can also track their activities on various online forums and websites to prevent people from joining their groups. Laws should be made to punish those using the internet to provoke the audience, train and carry out propaganda for terrorist activities. This can identify the terrorists and stop attacks in future.
- (7) **Government assistance:** There should be a government-media partnership. The government can give correct information to the media. This will give more correct information to the public.
- (8) **Avoid sensationalism:** The media must avoid reporting in a sensational and irresponsible manner. This will defeat the purpose of the terrorist to create panic and fear and enjoy constant publicity in the media. Therefore the media must not repeat the gory and trauma scenes. There should be less sensationalism and more precise information. The media must starve the terrorist of all publicity which it craves and needs to remain powerful. The media must act responsibly.

### **Naxalites:**

The word Naxal comes from the name of a village Naxalbari in West Bengal where the movement first started. A Naxal or Naxalite is a member of the Communist guerrilla groups from India. They are connected with the Maoist or Communist Party of India.

They support the Maoist political belief and ideology. They are far-left radical communists.

Initially the movement was in West Bengal but it spread to other areas that were not developed like Odisha, Andhra Pradesh, Chhattisgarh and Telangana.

The Indian constitution brought the tribal homelands under the custody of the state. Therefore the tribal people became squatters in their own land. They were denied their rights to forest produce.

Their poor conditions led the people to fight for their rights. The Indian government did not implement the constitutional reforms to give them freedom to their natural resources. Their displacement, alienation and being deprived of their rights led the people to start the Naxalite movement in the 1960s.

### **History:**

The movement began when a part of the Communist Party of India (Marxist) (CPI-M) started an uprising in 1967. The movement decided to adopt an armed struggle to redistribute the land to the landless.

Soon a landlord's men attacked a worker near Naxalbari village over some land argument. When the police arrived to arrest the peasant tribal leaders they were ambushed and police inspector was killed with the help of arrows. This incident motivated the tribal people to join the movement and start attacking the landlords.

### **The students join in:**

In 1971 the Naxalite movement became strong influence among the radical sections of the student movement in Calcutta. Many students left their schools and joined the Naxalite movement. One of the Naxalite leaders Majumdar encouraged more students to join the group. He declared that the movement and the warfare was not only confined to the rural areas but should spread everywhere. He declared they should kill class enemies like landlords, police officers, politicians, university professors and businessmen.

The Chief Minister S S Ray a Congressman started counter measures against the Naxalites. The police tried to stop the

Naxalites. The house of a Congress MLA Somen Mitra was made into a torture room where Naxals were illegally imprisoned. Soon the Naxalites alleged that the West Bengal police had violated human rights. The police said that the state was fighting a civil war and the Naxalites were not using democratic methods.

### **Operation Steeplechase Operation Green Hunt:**

The Indian media used the term Operation Green Hunt to describe the all-out attack by the government of India's paramilitary forces and the state's forces against the Naxalites in five states in the Red Corridor. The Chhattisgarh police coined the term to describe one of their successful drives against the CPI(M) but it was used by the media to discuss the wider Naxalite operations.

### **Operation Steeplechase:**

In 1971 PM Indira Gandhi took full advantage of the President's rule to use the Indian Army against the Naxalites. She launched a combined attack comprising of the police, the army, paramilitary forces and para commandos, to deal with the Naxalites. Hundreds of Naxalites were killed and more than 20 thousand were imprisoned. This movies called Operation Steeplechase.

About 3000 people have been killed in the Naxalite-governemtn conflicts. India's RAW (Research and Analysis Wing) declared in 2006 that there were about 20 thousand armed Naxalites and 50 thousand regular cadres. Naxalites and other anti-government militant groups are often called 'ultras'. Prime Minister Manmohan Singh declared them as the great threat to the country's national security.

In February 2009 the Indian Central government came out with a fresh nationwide initiative called the Integrated Action Plan (IAP) to deal with the Naxalite problems in all states like Odisha, Andhra Pradesh, Chhattisgarh, Jharkhand, Bihar, Karnataka, Maharashtra, Uttar Pradesh, Telangana and West Bengal.

This plan also included helping and giving funds to the grass-root economic development projects in Naxalite areas, providing more special funds to control and reduce Naxalite influence these places.

In 2009 Naxalites were active in 180 districts in 10 states. However after the implementation of the national IAP scheme, in 2010, Karnataka was removed from the list.

In 2011 the Naxalite affected areas came down to 83 districts in 9 states. The Naxalite related injuries and deaths across the nation also reduced by 50 percent from what it was in 2010.

### **Today:**

While the government has tried to control the Naxalite movement it is not yet fully over.

- Andhra Pradesh Greyhounds forces killed 24 Naxalites on 24<sup>th</sup> October, 2016.
- The Kerala police killed 3 Naxalites including a Naxalite leader in November 2016.
- In Jharkhand 6 Naxalites were killed. About 600 bullets and rifles, guns and carbine were recovered, in November 2016.

Today some Naxalite groups are legal and they participate in parliamentary elections under the groups named as CPI(M), CPI(Marxist-Leninist) Liberation and the CPI(Marxist-Leninist) Janashakti.

### **Books and films on Naxalites:**

There are many books and films made on or refer to the Naxalites.

Author Arun Ferreira's book called *Colours of the Cage*, is based on his life in prison. The social work he did for various NGOs was called Naxalite activity and he was accused of having red links. The book tells of his prison woes and how he was tortured. Arun spent 5 years in a Nagpur prison. He was acquitted of all 11 cases slapped against him. On his release he studied law and is now a lawyer fighting for the rights of the people.

Author Arundhati Roy's novel *The God of Small Things* makes a reference to a person joining the Naxalites.

Author Upamanyu Chatterjee's novel *English August*, refers to and IAS officer meeting Naxalites while visiting a tribal village.

Satyajit Ray's film *Seemabaddha* deals with the life of an upper class family during the Naxalite movement.

Prakash Jha's film *Chakravayuh* is based on the Naxalite theme. It was criticized for showing sympathy for the Maoists.

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### Question Bank for Self-Practice

- (1) How do the media report about terrorism?
- (2) Describe the link between terrorists and the media.
- (3) How does the terrorist benefit by the media coverage?
- (4) How does the media benefit from terrorist acts?
- (5) Describe the Naxalite movement in India.



# UNIT – I

## Chapter 10

# Coverage of Nature Disaster by Global Media and Regional Media

Disasters include natural and manmade disasters like floods, tsunamis and earthquakes, landslides, tornadoes, avalanches, riots, terrorism, plane crashes, mass shootings, war, assassinations, terrorist attacks, building collapses and massive oil spills on roads, accidents and oil and gas pipeline bursts.

With the advent of global media and social media, all important news makes interesting reading all over the world. This is especially true for disaster news because it has a human interest element in it and it touches the heart. Therefore major disasters receive global coverage today.

When the media hears of a disaster, it tries to get as much information as possible from its own research department and libraries. They send their reporters and photographers to get as much information, photographs and videos of the disaster as possible.

However, there are many factors or reasons which establish the importance of the story. These reasons determine if it will make news around the world or in the local regions.

**The impact** of a disaster determines if it is carried by the media in all countries irrespective of the location. Coverage depends on the impact or shock created by the disaster. If there is a major earthquake then it is given more prominence and even carried in the global media. However if a mild earthquake strikes it receives local coverage with little or no coverage in the global media.

**Western disasters** are given more coverage than those happening in the developing countries. This is because the western media has a stake in many of the national media organisations. Also developing countries are very interested to know what is happening in developed countries. Therefore mass shootings and mass killings in western nations are often carried in the Indian media.

E.g. The school killings in American schools make world news because of the innocence of little children killed in the shootout.

**The number** of people killed, injured or affected also decides how and where it will be covered. If many people are affected then the value of the news goes up and the disaster receives worldwide coverage.

E.g. Thousands were killed in the Gujarat riots. Therefore the Gujarat riots became world news and topics for world debates because of the sheer ruthlessness and inhuman acts committed during the riots when thousands of people lost their lives and property. The pictures were gruesome. It was a violation of basic human values.

**Human interest stories** in disasters also receive more importance in the media because it attracts readers and viewers.

E.g. When PM Indira Gandhi was shot it was considered world news, especially because Indian was in alert mode and also after her assassination the anti Sikh riots and massacre began, where many Sikhs were harassed and killed.

**Location** is another very important factor which decides if the media will pick up the story or not. What happens closer to home is always given more importance especially in the local media.

E.g. The 26<sup>th</sup> July, 2005 floods in Mumbai were covered in many foreign newspapers because Mumbai is a major city on the world map.

E.g. Mumbai Bomb Blasts also garnered the attention of the world media.

Mumbai is the commerce capital of India. It is also home to many internationals, foreign business people, tourists, diplomatic offices etc. Their relatives and friends abroad would naturally be

interested in the news. Therefore the Mumbai floods made world headlines.

**The nationality** of the people involved in the disaster also determines if the foreign or local media will pick it up. If an Indian is killed, injured or affected by a disaster abroad it will be reported in the Indian media. Similarly if a foreigner is killed, injured or affected by a disaster in India, then it will be reported in the country of that person.

E.g. The Istanbul terror attack made news in India because an Indian film producer Abis Rizvi was killed in the terror attack; and also because his father was a former Rajya Sabha Member of Parliament.

**Who** is involved in the tragedy also plays an important role in determining if the story will be covered globally or locally. If the person involved is an influential politician, celebrity, an important famous professional then the world media will pick up the story. The greater the influence of the person involved, the greater are the chances of the world media picking up the story.

E.g. When President Kennedy was shot, it made world news. The event was treated like a world disaster because of the impact it had on world history, business and politics. Many people had gathered to see his motorcade pass and the huge crowds panicked when he was shot.

E.g. Indira Gandhi's assassination too got world coverage because she played an important role in world politics.

**Economic impact** is yet another deciding factor. If a country's disaster affects the trade, business or political equation with other countries the news will be carried in those countries and perhaps across the world.

E.g. The 26<sup>th</sup> July, 2005 floods in Mumbai were covered in many foreign newspapers especially because Mumbai is the financial capital of India and business came to a standstill. Also there was a huge financial loss due to loss of property and business.

### **Media Coverage in Regional Media:**

Regional media tend to focus and highlight regional disasters. This is because the audience in that region will be more impacted

and therefore interested in the news. Minor disasters are usually covered by regional papers because it is their audience that is impacted or affected.

E.g. Stampedes in many religious places have often occurred in India. However these are of more interest to the local and national media rather than the global media, unless an extremely large number of people have died, are missing or injured.

E.g. Minor earthquake tremors felt in a region are usually reported in the media of that region.

E.g. A small landslide in one of the states of India will be reported in the media of that state.

### **Importance of Reporting Disasters:**

Reporters play a very important role when they cover stories about disasters.

**Warn:** Media plays an important role in warning people about disasters before they happen. They can warn people about expected extreme weather changes, impending storms, hurricanes, floods etc. This way they will protect and prepare the citizens and reduce the havoc and damage of the disaster.

**Inform:** The prime role of the media during a disaster is to give all important information about the place, time and nature of the disaster, its impact, damage it has done, number of people missing, number of people killed, number of people injured, rescue operations. They have to continuously monitor and update people about the scenario.

E.g. If there is an oil slick on a highway, and a traffic jam is expected, the media can inform the people who are travelling to avoid that road and suggest other options for them to take.

**Guide:** In times of disaster the media can help to guide people who are in the affected area. The media can guide about safety measures, which routes to take, how to get out of troubled zones etc.

E.g. If there is a landslide or flood, the media can direct the traffic or people how to avoid getting stuck in the turmoil and how to make their way to safety. Media can also guide people involved to the nearest hospitals and aid centres available.

**Prevent panic:** The media can reassure the people in times of disaster and prevent them from panicking. Panic can cause chaos and confusion during a disaster and this can hamper rescue operations or add to the

disaster by them doing wrong things like running in the wrong direction.

**Rumour control:** Rumours tend to spread like wild fire during a disaster. The media can play a very important role in discouraging rumours or false information from spreading, by giving the right information.

**Aid:** Reporting about a famine can help garner aid for the country from across the world. The Ethiopian Famine in 1984-5 was landmark news event which had a great impact, on philanthropic actions and getting aid for the people from all over the world. They can announce for blood donations, clothes, blankets, food, and donations etc for the victims.

**Sympathy:** Many of those who are injured, affected, or the relatives of those who have died feel great relief when they talk to reporters about their problems. Thus when a reporter talks to these people and asks for bites or information it benefits both parties.

**Public Opinion:** The media plays an important role in highlighting the role of the administration during a disaster. It questions the efficiency of the government officials like the police, the administration and the political policies were criticized and questioned. By reporting on the 26<sup>th</sup> July floods in Mumbai the media revealed the inadequate preventive and recovery measures of the government in preventing and curtailing the floods.

**Reunite families:** The media can prepare a list of missing people and help them unite with their families.

**Acknowledge heroes:** By reporting about survivors or stories of escapes, courage and bravery the media is acknowledging their achievements and expressing gratitude.

E.g. During the Vietnam War, Life Magazine published photos of all servicemen who were killed.

**Help restore faith, peace and law and order:** During the Hindu-Muslim riots after the Babri Masjid issue and the Gujarat

riots stories of how Hindus protected Muslims and how Muslims protected Hindus helped bring about peace and restore faith in humanity.

**Watch dog:** The media plays a watchdog role in disasters. They have to keep a critical watch on the government and authorities. Besides reporting about the disaster, they have to report about failures of the decision makers, especially those that led to the disaster. The cause of certain man-made disasters may lie in bad policies or decisions of those in power or certain human activities that have not taken nature into consideration. It is the duty of the media to report these causes of the disaster so as to prevent the disaster from happening again.

### **The Power and Role of the Social Media during Disasters:**

Social media plays a very important role in disaster reporting. During Hurricane Sandy in New York, helped because telephone services were off and the Americans used Twitter and Facebook to get information or locate their relatives and friends, to receive notifications from the authorities and show their support. The days of one way communication when authorities sent out bulletins about disaster information are over. Today authorities and security experts publish disaster information on social media.

Another great advantage is that the ordinary citizens at the site of the disaster can post horrifying facts, figures, information, pictures, videos can and are being accepted by media houses for publication. This information is sensational and offer shock value which boost the print media's sales and the broadcast and digital media's TRPs. Media rush to the disaster sites to get quotes, pictures, videos and information which they take and send instantly to their offices. Therefore live reporting today is easier with digital media. The audience love live reporting. Many citizens upload their own video of disaster news.

Social media is very useful to cover disasters. Anyone close to a disaster site who has a camera phone and is connected to social media can provide good information, pictures and videos for breaking news stories

The media houses like BBC know that the citizens present at these sites will have first hand information about the disaster and

are now accepting these citizen journalist viewpoints. CNN has set up iReport a division on its website exclusively devoted to citizen journalism.

### **Training in Disaster Management Needed:**

It is important that media organizations train their journalists and other media staff like photographers and videographers how to behave and report during a disaster. The crucial nature and environment in which disaster reporters work makes it important to train them in the art of crisis reporting, or how to report in such an environment.

**Sensitive:** The reporter must be sensitive to the cultural issues involved so as not to add fuel to the fire.

**Decode:** The media must be trained how to decode messages during a disaster or crisis. E.g. They must understand that all those who wear turbans are not Muslims; that Sikhs are not Muslims.

**Cultural issues:** Media personnel must be aware of cross-cultural situations while covering riots and other crisis situations.

### **How to Conduct Your-self?:**

A training programme teaches a reporter how to conduct himself in a crisis situation. This is very important. He should not get in the way of the defence personnel fighting the war or violence. If he constantly interrupts the officers on duty then the officers will not be able to focus on fighting the war or violence. Therefore it is very important that the war reporter is trained how to collect information without interrupting the work of the defence forces.

### **How to Face Different Types of Situations?:**

Training prepares a journalist how to behave report and handle different disaster situations. Knowledge is the key factor between surviving and not surviving. Many journalists have been lost while reporting in hostile environments. Training teaches war reporters how to behave and handle various types of disaster situations. Knowledge can play a very important role between surviving and not surviving. Therefore training in war reporting is very important.

### **Medical Emergencies:**

While reporting in a crisis situation journalists have reported. The reporter is taught how to use a tourniquet and how to treat wounds.

**Risk:**

A crisis reporter takes many risks while doing his job. His life is at stake. He has to keep all this in mind while reporting. They have to navigate their way through bomb shells, explosives, gunfire, terrorists, rubble, floods etc.

**Time Constraints:**

While reporting from a crisis situation the reporters have to think on their feet. Every second is important. They have to think and act fast. They have to get it right the first time.

**Alert:**

They have to be extremely alert or they may miss an important factor. The battle is playing out live in front of them. They may not get the chance to check facts.

**Dual Role:**

A crisis reporter is playing a dual double role. He is reporting in the midst of a crisis and also has to protect his own life.

**What to Expect and be Prepared?:**

The training helps the reporters to know what they could expect. It trains them how to handle various situations. It helps him to take precautions. When they are trained they are not taken by surprise. The training includes mock sessions and practical situations. The mock sessions help to take a more systematic and studied approach to reporting from hostile and dangerous places.

**Trauma Training:**

Many institutes also provide trauma training and support facilities for journalists who have faced the ravages of war and conflict.

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### Question Bank for Self-Practice

- (1) Discuss the coverage of natural disaster by global media and regional media.
- (2) What is the role of a journalist in a crisis situation?
- (3) Why should journalists be trained how to work in a crisis situation?

# UNIT – I

## Chapter 11

# Global Audiences' Changing Needs

With the growing power and popularity of the media especially social media, the audience is now looking forward to and demanding better content and ways to communicate with each other. They are constantly looking for upgrades, new apps, new websites, new programmes and new and better ways of communicating and keeping in touch with each other across the world. Technology is changing people and also their needs and demands. The media must learn to adapt and tune in to this changing world.

Given below are some of the changing needs of the audience today.

### **Need for Instant News and Updates:**

The audiences today want information immediately, live coverage and instant updates. They are more demanding. Gone are the days when people waited a whole day for the newspaper to arrive the next morning with old and stale news.

### **Need for the Truth:**

With a host of various media now available to people all over the world, the need for truth is even greater than before. The audience can now check various media and get to understand the various dimensions of a subject. Therefore if the media wants to retain the loyalty of its audience it has to report the truth; because if they do not, someone else will, and they will lose credibility.

### **Need for Better Education Content:**

The audience today need and look for more educational programmes and content. Many parents, students, schools, colleges and educational institutes use social media content, videos and films for education purposes. The audience has found it better to teach with the visuals available on the internet. Several newspapers and magazines are now catering to the educational needs of people. They have come out with special supplements and magazines for students. With the growing population of students, the media will need to focus more on this segment.

The audience is demanding more and more from the media today. They are extremely net savvy. They constantly look for new gadgets, stories, content, games and apps. They are extremely savvy and knowledgeable about social media. They know how to operate and use all the social media available today. They blog, chat, status updates, email, check information and entertainment on the web.

E.g. BMM students find it more interesting to learn and remember about the Kargil war by watching videos and posts on the net.

E.g. Teaching geography and history is so much more interesting when accompanied by films and videos from National Geography, Discovery Channel, Animal Planet and other videos posted on other net.

Eurostat published a report which says that there is a correlation between education and online activity. They found that online activity increased with the level of formal activity.

### **Need for Various Type of Information:**

There is a greater need for knowledge and information on all subjects. The global audience constantly searches for information. The audience today is demanding information on a wide variety of subjects and knowledge in different spheres. They need information instantly. They are also demanding information at the click of a button.

Social media is an interesting way to give content. The audience not only need information but the latest and upgraded information on various subjects. Here the net plays an important role because it can be upgraded instantly. It is used to get

information and content on a wide variety of topics, and research material, there is a great demand for information on all subjects.

Francis Bacon was paraphrased as saying 'knowledge is power'. The more you understand about life. The better are your chances to have success. Today Wikipedia and Google have democratized information on almost all subjects. It is available to everyone irrespective of location or money power. Anyone who has access to the net can acquire knowledge on any subject.

Previously only those who could afford to go to school and colleges could afford education. There were many skilled craftsmen who passed on their skills by demonstration and word of mouth to their children. Today there are several skills like pottery, dress making, carpentry, etc also shown on the net.

Today knowledge is available for everyone without any barriers. The net has helped to create, replicate, and distribute information to anyone who wants the information. Therefore there is a constant need to provide and upgrade information on the net.

Today knowledge is all there for you on the net. If you desire it ... it is available on the net.

### **The Growth of the Niche Market:**

The audience is now demanding niche information. Therefore niche markets are coming up. Today we have special magazines, websites, blogs and programmes on various topics like weddings, parenting, positive living, fitness, travel, tourism, holidays, education, sports, entertainment, culture, business etc.

### **More Balanced Information:**

The audience today demands a balanced media. They do not want a government or company oriented plug story. They want the media to talk about the various aspects and angles of the topic.

### **No Biases:**

With the growth in education levels and a growing need for justice, today the audience does not want clichés and stereotypes in the media. Women too are more educated and well placed in the corporate world. They are raising their voice over being projected as sexual objects, as being domesticated and weak.

E.g. Recently there was an objection in the media when a Nepalese was shown as a watchman in a Flipkart advertisement.

E.g. Several women NGOs have taken up cases against women being projected and insulted as sex objects.

### **Need for Better Marketing and Advertising Tools:**

The audience is out growing the old systems of marketing and advertising. The media today has to adapt to this growing demand.

People today are more information focused. They are looking for information about products and services not gimmicky and glossy pictures. They are looking for facts and figures. Therefore the media has to adapt their advertising and marketing to suit this growing need.

The people have realized the tremendous power of the net to advertise and market products and services. There is a need to shift from a change from the traditional approach of repetitive messaging to a wide reach to marketing to specific, niche and people-centric online marketing.

The net has given the customer more power. Advertising and marketing are not dying but changing to meet the needs and demands of the customer.

There is a growing need among both customers and companies for new and better ways of purchasing and selling products and services online.

The audience today finds it extremely convenient to buy products online. It saves time and the hassle of physically searching a product in a market, making enquiries about it etc.

The net helps to provide all the information from the convenience of your home. Therefore there is a great demand to find new and unique ways to cater to the needs of this growing segment.

### **Need for Greater Cultural Content:**

There is a tremendous need for cultural content be it popular culture or traditional culture. The media plays a pivotal role in contributing to the cultural demands of the audience. The traditional media is more hooked on to films. There are a few

reviews about films and theatre. The rest of the cultural topics are ignored.

Here the net plays an important role. The audience today is hooked on to the net for cultural content. They listen and watch films, dance, folk art, theatre, fashion, drama, street art, music, TV programmes, serials, discussions, debates. These programmes are available from across the world.

They can listen and watch the above from the comfort of their home, when they want to and for free without the exorbitant costs of a live show.

E.g. You do not have to go to Broadway to watch a performance. You can watch it at home on the net, along with popcorn and the best snacks without the high costs.

Theatres have reinvented themselves to giving the audience a special ambience and atmosphere to experience while watching a movie. Earlier they were happy to just show movies. Today movies can be watched on mobile phones, computers and home theatres. Therefore the theatres are now focusing on the experience.

### **Need for More Accurate Information on Politics and Government:**

The people today are demanding more detailed and truthful political and government information. More and more people are tuned in to the politics of the nation and the world. The audience does not want government corporate sponsored stories. They demand the truth.

The media will have to cater to this growing need.

Recently there have been many sting operations conducted by the media on government officials to give the audience a firsthand information and video about corruption in the government. All this is because the audience demands to know the truth about the government and its functioning.

The net helps them to compare and contrast the information provided by various other media on one platform the net. They get various angles and perceptions about a subject by comparing various online news platforms.

Social networks are helping the younger generation to take more interest and get involved in politics.

E.g. The Arab Spring is a great example of how the people used the social media like Facebook to connect to each other, spread their message and demands to overthrow tyranny and dictators.

E.g. Another example is the American election of Obama and the Indian election of PM Modi both of whom used social media to reach their people.

These are signs that the people today demand more accurate and updated information from the media about politics and governments.

UK PM Gordon Brown said that "Because of the internet foreign policy can no longer be the province of just a few elites."

### **Need to Connect:**

People today are desperate to connect to each other across the globe. They demand better search engines to do the same. People want to contact old friends and contacts and make new ones either to get in touch with whom they knew and whom they need to know. This is done not only for personal needs but also to further their business and career prospects. Therefore the audience is constantly looking for upgrades or better means of communication through social media.

Social media helps people to keep in touch with each other on a regular and intimate level that otherwise would be difficult to because of time and space constraints and difficulty.

The carrier pigeons, smoke signals, Morse code, postal mail all took so long. The new media make it possible to communicate and get the response instantly without any delay. You can communicate content, pictures and videos. It is also not very labour intensive. The net has made communication easy, less expensive, instant and convenient. It surrounds us. We can use it whenever and wherever we want to.

### **Need for Local Media:**

The regional and local audience is now demanding more local and regional information. This explains the growth of the local and regional media in print, radio and TV. Several local websites too have emerged.

**Need for Global News:**

Today we live in a global village. The audience is constantly craving for news and information from around the world. This need is more enhanced because we are doing business and trade with many countries across the world. The growth of the net too has spurred the need to get world news. We now take interest in foreign politics, cultures and social life.

**The Audience Wants to Participate:**

The audience today is not satisfied being silent spectators and passively watching the media and the events happening around them and in the world. They now want to be active participants in the media and give their opinions and contribute the information that features in the media. Therefore they comment, express their opinion, write content, write blogs, upload photographs and videos on various net tools like twitter, Facebook, whatsapp, Youtube etc.

**The Audience Wants to Take Action:**

Today there is a great deal of activism on the net. The audience today is not happy with merely reading information and posting their comments. They want to make a difference. Therefore many people who read important information in the media start action groups that offer solutions to various problems covered in the media.

E.g. It is due to the internet that the Arab Spring gathered momentum and became such a great phenomenon.

E.g. After the recent elections some activist groups have got together demanding evaluation of the voting machines and the voters lists which did not have many names in it.

**Conclusion:**

The media today has been revolutionized. The audience too has changed a great deal. People have so many more options for getting information and content in various subjects. They have become dependent on the media for this and constantly look for better content, techniques, technologies, and connectivity. As the global audience grows, their appetite and taste for better and improved media is growing.



The media and especially social media have drastically changed the media scenario in the last decade. It has stimulated and impacted almost all aspects of our life. It has influenced culture, social behavior, psychology, entertainment, politics, governments, marketing, industry, business and so on.

It has destroyed many industries. The post of secretary, typist, and receptionist are almost redundant with many offices doing away with the posts. The draughtsman too faces much competition as he has to reinvent his skills to move from the drawing board to using CAD techniques.

The media has also created new jobs like that of the blogger, content writer for websites, web designers, hardware and software engineers, online marketers, etc.

All these factors have contributed to changes in the global audience.

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**Question Bank for Self-Practice**

- (1) How have the needs of the global audience changed today?
- (2)
- (3)

# UNIT – I

## Chapter 12

### Opening of Indian Markets

#### Opening of Indian Markets from the 1990s to Contemporary Times and the Regional Versus Global Media Perceptions:

Liberalisation in India has led to the growth of many industries in the country thus providing jobs and increasing the life style of people. While most of the effects, benefits and development can be seen in the urban areas there is a trickle effect of the progress and benefits that go to the rural areas too. Unfortunately, India being an agricultural nation, the farmers and the poor are not benefiting much from the economic reforms. The farmer suicides are proof of this big economic gap.

Liberalisation in India refers to the economic liberalization which was started in 1991. It began by changing India's economic policies. The aim was to make the country and the policies more market oriented and increase private and foreign investments in the country.

Some of the changes made included:

- 1. reducing the import tariffs.
- 2. reducing taxes.
- 3. deregulating.
- 4. of markets.
- 5. more foreign investment.

The high economic growth of the country in 1990 to 2000 following this move is credited to the economic reforms. However many blamed it for the growing inequality, poverty, and economic degradation.

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The economic reforms continued to take the country ahead despite change of governments. The country however has not been able to solve the some difficult political issues like reducing agricultural subsidies and liberalising labour laws.

The succeeding governments were advised to continue the liberalisation. Before 2015 India's growth rate was less than China. In 2015 India out did China in the GDP growth rate.

There are many questions and debates about India's liberalization and growth strategy.

India's GDP was the lowest in 2012 -2013 over a decade. It grew only at 5.1%.

Income inequality has deepened.

The consumption among the poor is stable.

The consumption among the rich has grown.

It did not solve the employment growth problem.

It did not solve the low nutrition values of food consumption in calories.

It did not solve the problem of export growth.

The current account deficit was growing less compared to the time before the reform period.

But soon in 2013-2014 the growth went up to 6.9% and in 2014-2015 it went up to 7.3%.

This made the economy better.

In Jan-Mar 2015 the growth rate was 7.5%.

In April-Jun same year it stood at 7%.

Before the economic reforms in 1991 the government closed the Indian economy to the outside world. The Indian rupee was inconvertible. The import licensing and high tariffs prevented foreign goods from reaching Indian markets. Companies also needed licenses to invest and develop. The bureaucracy made it difficult to do business. Before a firm was given a license to produce any product, up to 80 agencies had to be satisfied. The state would decide what product should be produced, the quantity, at what price and the source of capital to be used. The government did not allow companies to close factories or terminate workers.

The country believed that the country should not import but depend on import substitution and depend on internal markets for growth and development. Government planning and not the market would determine the investment needed and in which areas.

In 1980 the Rajiv Gandhi government started some light reforms. They slightly reduced License Raj and encouraged the growth of the software industries and telecommunications. Later the Chandra Shekhar Singh government also took steps to introduce some reforms.

The late Prime Minister P. V. Narasimha Rao with the help of Finance Minister Manmohan Singh forged the economic liberalization in the 1990s. Narasimha Rao is often called Chanakya because he managed to convince the parliament to agree to the reforms even though he headed a minority government.

A grave crisis was one of the main reasons that forced India to go for economic reforms. By 1990 India was close to a default because India's economic status was extremely bad. The central bank refused new credit and the foreign exchange reserves were low that India could hardly finance imports for three weeks. India was close to bankruptcy in 1991. Therefore India had to pledge 20 tonnes of gold to the Union Bank of Switzerland and 47 tonnes to Bank of England as a bailout deal with the International Monetary Fund (IMF). The bailout forced India to go for economic reforms. This low point in the Indian economy forced India to change and go in for economic reforms.

Taxes, controls, duties, tariffs, were gradually lowered. The state monopolies were broken; the economy was open to investment and trade. Competition was encouraged. Private enterprises were encouraged. This helped the globalisation of India.

The reforms continue today despite the fact that several governments have changed. Unfortunately the speed of the reforms is hampered because of vested interests, corruption and coalition governments.

By the 21<sup>st</sup> century, India marched to a free market economy. It now has greatly reduced the state control of the economy and increased financial liberalisation. Literacy, life expectancy and food security had gone up and so has literacy. However urban people have benefited more than the rural people.

Fortunately the following governments continued the economic reforms.

- 6. In 2015 Prime Minister Narendra Modi opened the insurance sector and allowed up to 49% FDI.
- 7. He ended the governments monopoly of coal mining.
- 8. In 2016 he amended the Insolvency and Bankruptcy Code. The new process can be completed in 180 days. In case insolvency cannot be resolved, the assets of the borrowers can be sole to pay the creditors.
- 9. On 8<sup>th</sup> November, 2016 Prime Minister Narendra Modi demonetized the 500 and 1000 rupee notes and replaced them with new 500 and 2000 rupee notes.

#### Impact:

The result of all these reforms has resulted in foreign investments in India going up from 132 million US Dollars in 1991-92 to 5.3 billion US Dollars in 1995-96.

Today the world is fascinated with India. It is high on the FDI destination. The A T Kearney study says India is the second most likely destination for FDI in 2005 behind only to China. India has put US to the third place. A few years ago India was at the 15<sup>th</sup> place. This is a great progress for India. India's strength lies in IT, telecom, BPOs, manufacturing, auto components, apparels, chemicals, pharmaceuticals, jewellery, skilled managers, technical expertise, knowledge and management activities and research and development.

India's FDI policy allows up to 100% FDI stake in ventures. There is a reduction in industrial licensing, expansion restrictions have been removed, easy access to foreign technology and FDI. In March 2005 the government allowed 100% FDI in the construction industry. The FDI has caused the real-estate market to boom. This has caused a tremendous growth in developing townships, housing complexes, hotels, resorts, educational institutions,

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hospitals, commercial projects and recreational facilities. This construction growth is witnessed in the cities and also in the regional areas of the country.

There are around 50 million middle class people and they represent an increasing consumer market.

The economic reforms deregulated the economy and encouraged foreign investment. Therefore India is now a front runner the fast developing Asia Pacific Region.

#### **Challenges that Lie Ahead:**

Some of the factors that challenge India's economic progress are:

- ~~10.~~• High inflation.
- ~~11.~~• High poverty.
- ~~12.~~• High corruption.
- ~~13.~~• Slows growth in the agricultural section where most of Indians work.
- ~~14.~~• Restrictive and complex labour laws.
- ~~15.~~• No political agreement and will.

#### **The Urban-Rural Gap:**

Liberalisation in India has led to the growth of many industries in the country thus providing jobs and increasing the life style of people. While most of the effects, benefits and development can be seen in the urban areas there is a trickle effect of the progress and benefits that go to the rural areas too. Unfortunately, India being an agricultural nation, the farmers and the poor are not benefiting much from the economic reforms. The farmer suicides are proof of this big economic gap.

Like many countries around the world, the cities in India have a better standard of living. The urban areas like cities and towns make more than two thirds the nations GDP even though less than a third of the population live in them.

Several people migrate to the cities from the rural areas. One of the reasons for this was the partition of India. It is estimated that more than half the refugees settled in Delhi. The better earning capacity and standards of living attract people from rural areas to settle in cities. By 2030 about 590 million people or 40% of the

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Indian population is expected to live in cities. Currently this figure is only 28%.

By 2030, six states of Maharashtra, Gujarat, Kerala, Punjab, Tamil Nadu, West Bengal, Karnataka and Telangana will have more than half their people living in the cities.

The growth rate in the urban areas is higher than the rural areas. Even though  $\frac{3}{4}$  of the people live in rural areas, they contribute to just  $\frac{1}{3}$  of the national income. One of the main reasons for this poor performance is that the rural areas are dependent on agriculture. The agriculture sector grows very slowly. In 2008-9 the agriculture sector grew at only 1.6% while the Indian economy grew at 6.7%. This is the cause of the backward state of those staying in the rural areas. It is the main cause of the great urban-rural divide in India. It is estimated that the average income of an urban citizen maybe 4 times higher than a rural citizen. This causes a great disparity between the urban and rural citizen.

### How to Bridge the Gap between the Urban and the Rural India?:

The government of India has taken certain measures to bridge the urban-rural divide. The rift is not only in terms of money and income but also in social measures. The agricultural sector needs to be strengthened and improved. The government also needs to provide better education to the rural areas and introduce reforms in labour laws.

It has set up the Council for Advancement of People's Action and Rural Technology (CAPART) by the Ministry of Rural Development. It provides help to various organisations that work in developmental activities.

States that have more liberal regulatory environment economic performance is much better than those that have restrictive policies.

The economic status of a state depends on the amount of market-oriented reforms they have introduced. It is suggested to decrease the urban-rural divide the government will have to take certain measures like:

- 16. • introduce more reforms.
- 17. • change old cumbersome laws.

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- 18. improve education.
- 19. improve infrastructure.
- 20. introduce better amenities.
- 21. introduce basic services.
- 22. improve rural connectivity.
- 23. have better law and order.
- 24. provide rural finance.

In 2004-2005 it was estimated that about 27.5% people lived below the poverty line. These changes will increase growth besides agricultural in the rural areas. It will increase paid employment, enhance growth and lower poverty.

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### Question Bank for Self-Practice

1. Discuss the opening of Indian markets from the 1990s to contemporary times.
2. Discuss the regional versus global media perceptions of the economic reforms in India.
- 3.



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# UNIT – I

## Chapter 13

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### **Presence of Conglomerates:**

#### **The NWICO:**

A conglomerate is a company that has two or more other companies under its group which either do work related to the parent company or work that is totally different. It usually involves a parent company with many subsidiaries. They are often multi-industry and multinational.

Conglomerates are started to diversify the company and increase profits. Some are also started to for manipulation of paper return on investment. Acquiring new companies into the parent company can help share the risk and also increase profits.

#### **Media conglomerate:**

A media conglomerate is a media company that owns various types of mass media companies and businesses like printing newspapers or magazines, book publishing, radio stations, television channels, motion pictures, internet, content companies, theme parks etc.

#### **Some of the largest business conglomerates in India:**

These include the Tata Group, ITC, Larsen and Toubro, Kirloskar, Mahindra and Mahindra Group, Bharti Entgerprises, Sahara India, Essar Group Reliance, OP Jindal, Bharti Industries and Larsen and Toubro.

#### **Advantages and disadvantages of conglomerates:**

Conglomerates have advantages and disadvantages.

**The advantages are:**

- The biggest advantage is that due to diversification the investment risk is reduced or lowered. A loss suffered in one subsidiary company can be balanced by profit or expansion in another subsidiary company.
- Conglomerates have a hold on various goods and businesses. Therefore the power and presence of the parent company increase.

### **The disadvantages are:**

With extra management involved, a conglomerate has increased costs.

- The accounts are more complex than for a single company.
- Therefore it is difficult for investors, shareholders, managers and regulators to analyze and easys for the management to hide information.
- There could be culture and inter-company clashes which are not good for the growth of the company.
- Huge companies have a lot of inertia because of the sheer numbers that the company has to manage. Therefore growth and development is slow.
- The focus is distributed to many companies therefore there less attention pain to some companies.
- Management of unrelated businesses may be difficult and neglected.
- The brand is diluted due to the presence of several companies within the parent company.

### **Media conglomerates:**

Today many media houses are conglomerates. They include print media, radio stations, television channels, internet sites, content creators, cable systems, soft ware and film production too. This gives them the great advantage of cross-promotion and economies of scale. Due to the large presence they have greater bargaining power. They therefore get better deals from artists, performing artists, government, administration and production teams. They also reach a far greater audience than a single company would. These tactics have been called unfair and

monopolistic but are one of the biggest advantages of a media conglomerates.

**The Unites States of America** is a major player in media field catering to an international audience. The major media conglomerates in the Unites States are Time Warner, The Walt Disney Company, Viacom, General Electric, CBS and News Corporation. The Walt Disney Company owns ABC Television thus making it the largest media corporation. Therefore Walt Disney also controls the news and what ABC shows on television. General Electric owns NBC. Therefore it does not allow NBC to report anything negative about General Electric. Viacom's chief executive is a 'liberal democrat' and therefore most of their programmes carry this slant.

### **Media Conglomerates in India:**

**Times of India:** In India we see how the Times of India is a good example of a media conglomerate. It includes all the various elements of the various media like print, radio, television and it also has an online presence through their online e-papers, blogs, live TV, book publishing and apps.

**Zee Media:** Subhash Chandra is known as a media baron. He has interests in print media, television, packaging business and cinema. He was the former Chairman of Zee Media. He is the Chairman of the Essel Group. He joined hands with Dainik Bhaskar group to launch English newspaper DNA.

**Star India** is a fully owned subsidiary of 21<sup>st</sup> Century Fox. It has been part India's media scenario for about 20 years. It generates about 20,000 hours of content every year. It has 40 channels in 8 languages.

Their entertainment channels include Star Movies, Star World, Star Gold, Star Plus, Channel V, Star Utsav, Life OK, Movies Ok. It also has a great regional presence in India too like Star Pravah, Star Jalsha, Jalsha Movies, Asia Plus, Asia Net, Suvarna, Suvarna Plus, Vijay and Maa.

It is also involved in Indian movie production and distribution through Fox Studios.

It is also playing a very important role in sports. It has 8 channels in sports-Star Sports 1, 2, 3, 4, Star Sports HD1, HD2, HD3 and HD4.

It also has a digital presence through starsports.com and hotstar.com

**Sun:** The Sun Group have 33 TV channels, 2 daily newspapers, 5 magazines, 45 FM Radio stations, DTH and IPL franchise.

### **Media Conglomerate Impact on Journalism-Advantages and Disadvantages:**

Media conglomerates have a tremendous impact on journalism.

#### **Advantages of Media Conglomerates:**

##### **Funds:**

Since they are huge they have access to more funds. This can be used to improve the quality of programmes.

##### **Talent:**

Big companies attract better talent because of the kind of salaries they can offer. The big name also attracts good talent.

##### **Lower risk:**

The biggest advantage is that due to diversification the investment risk is reduced or lowered. A loss suffered in one subsidiary company can be balanced by profit or expansion in another subsidiary company.

##### **Hold on goods and business:**

Conglomerates have a hold on various goods and businesses. Therefore, the power and presence of the parent company increases. They have a good bargaining power with suppliers because their requirement is in bulk and sometimes good can be ordered for all the various business partners.

##### **Better contracts with artists:**

They can make better contracts with artists and other types of talents who might be required across various subsidiary companies too.

##### **Disadvantages:**

##### **Very powerful:**

Since the media houses have multiple presence they are extremely powerful.

**Control:**

They enjoy extensive control over the masses. They literally control what information is to be given to the public. Since they are players in various media, they have a greater control over the audience. E.g. if an organization runs a newspaper, radio station, television channel and online sites, then they can influence the audience in all these various media.

**Biases:**

Their media will have their own biases and slants depending on the conglomerate who owns the company. Therefore the chance of them sending bias information to a large audience is also very great.

**Opinionated Journalism:**

It also leads to opinionated journalism as opposed to traditional journalism which is supposed to be unbiased, neutral and truthful. Opinionated journalism includes the views and ideologies of the journalist in the matter or information that is reported to the public.

**Influence:**

Conglomerates usually influence information and news with their own political and corporate slants and advantages. They are biased and do not report from a neutral position. Their reports are not necessarily objective and have biases. It is usually a one-sided view and do not include the various angles of the story covered. They are influenced by the political views, cultural beliefs and advertising and business opportunities of the media conglomerate.

**Increased costs:**

With extra management involved, a conglomerate has to handle increased costs. The salaries of so many more employees have to be paid.

**Complex:**

The accounts of a conglomerate are more complex than for a single company. Therefore it is difficult for investors, shareholders, managers and regulators to analyze their accounts

and performance. However because of its size, it is easy for the management of a conglomerate to hide information from the public.

**Clash of cultures:**

There could be culture and inter-company clashes which are not good for the growth and development of the company. The various sections of the organization will have their own corporate culture. Interacting with each other can cause several culture-problems. E.g. Members of the print unit may find it difficult to interact with members of the radio or television section.

**Inertia:**

Huge companies have a lot of inertia because of the sheer numbers that the company has to manage. There is so much more bureaucracy in conglomerates as papers have to go through several people with different designations. Therefore growth and development is slow. The slow rate at which papers and permissions move in a large conglomerate can be very frustrating for the staff and artists.

**Less attention:**

The focus is distributed to many companies therefore there less attention paid to some companies.

**Neglected:**

Management of unrelated businesses may be difficult and neglected.

**Brand dilution:**

The brand is diluted due to the presence of several companies within the parent company.

**Internet conglomerates:**

Today with the birth and the rise of the internet, internet conglomerates are on the rise. One such example is Alphabet which is Google's parent company. They play a very important role in brand management and giving information. Internet conglomerates comprise of various small or medium size organizations who own small or hybrid online-offline projects. This enables the companies involved to get higher returns on

investment, get better rates for bank loans and access to more contacts.

### **Media and political parties in India:**

#### **In India some political parties own media companies:**

Kalaingar TV is owned by former Chief Minister of Tamil Nadu M. Karunanidhi. The ex chief minister's son of Andhra Pradesh owns Sakshi TV. Many media owners are also related to ministers and members of Parliament.

#### **In India some media barons are related to politicians.**

Prannoy Roy of NDTV is married to Radhika whose sister is Brinda Karat a CPI(M) politician and member of Rajya Sabha.

#### **In India some media conglomerates are members of Parliament.**

Subhash Chandra who was the former Chairman of Zee Media joined hands with Dainik Bhaskar group to launch English newspaper DNA. He is a BJP member of the Rajya Sabha.

This means that the respective media will publish information that is favorable to the political party that it is connected to.

#### **Business and media conglomerates:**

In 1958 the Dainik Bhaskar group had a single edition in Hindi from Bhopal. Today it owns about seven newspapers, two magazines, 17 radio stations. It also has business in printing, oils, textiles, hotels, solvent extraction, power generation industries and real estate.

#### **Professionals on Board:**

Many media companies have a variety of professionals at their board members like CEOs of big companies, chartered accountants, investment bankers, venture capitalists, lawyers. The board members hardly include professional journalists. Therefore the decision makers are those who give more importance to the bottom-line or profits and not to the by-line or the quality of journalism or media.

The Indian media is getting extremely corporatized. There is a convergence between the producers of the media content and the ones who distribute the content.

#### **Network 18:**

Network 18 Media and Investments Ltd is an Indian mass media organization. It has its Head Quarters in Mumbai. It is into television, film, internet, print and mobile content. It was founded by Raghav Bahl who was the MD till July 2014. In 2012 Mukesh Ambani's Reliance Industries Ltd invested a great deal in the company. On May 29, 2014 Reliance Industries Ltd took over the control of Network 18 including the subsidiary company TV18 Broadcast Ltd.

### **Professionals on media company boards:**

Research by Dilip Mandal and R. Anuradha published in Media Ethics by Oxford University Press 2011 points to some interesting information.

The Jagran Publications has on its board Kishore Biyani, the MD of Pantaloon Retail, Vikram Bakshi, MD McDonald India and Rashid Mirza MD Mirza International (leather manufacturer), Shashidhar Sinha CEO of a media consulting firm Lodestar Universal India and Anuj Puri Chairman of the real estate company JLL Meghraj.

HT media who publish the Hindustan Times and Hindustan has on board K.N Memani the former Chairman of Ernst and Young, and Y C Deveshwar Chairman of ITC Ltd.

TV Today's Board or Directors include Rajan Bharti Joint MD of Bharti Enterprise and Anil Vig MD of Anika International.

The DB Group that publishes Dainik Bhaskar has on board Ajay Piramal the head of Piramal Enterprises Group, Piyush Pandey the Executive Chairman of Ogilvy and Mather.

NDTV has on board Pramod Bhasid the President and CEO of BPO company GenPact.

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**Why NWICO Never had a Chance by Joseph Mehan, Columbia University:**

## **The MacBride Report = Many Voices One World:**

**UNESCO** publication.

**Written by:** The International Commission for the Study of Communication Problems.

**Chaired by:** Nobel Prize winner Sean MacBride.

**Aim:** To communication problems in modern societies, particularly relating to mass media and news, consider the emergence of new technologies, and to suggest a kind of communication order to diminish these problems to further peace and human development.

The MacBride Report also known as Many Voices One World was a UNESCO publication written by the International Commission for the Study of Communication Problems. It was chaired by Nobel Prize winner named Sean MacBride. Hence the name MacBride report. Its aim was to analyse communication

problems faced by modern times especially regarding mass media and news; especially because of the new technologies. It aimed to study and suggest a communication order (New World Information and Communication Order) to reduce these problems and enhance peace and human development.

The report noted the following problems:

- media coverage of the developing world.
- concentration of the media power with the developed nations.
- unbalanced flow of information.
- concentration of mass media in the hands of a few.
- commercialization of the media.
- unequal access to information and communication.
- Unequal follow of information.
- The developed nations giving information and the underdeveloped and developing receiving information from them.
- the developed nations determined what information was best for the world.

Therefore the commission called for:

- democratization of communication
- strengthening of national media to avoid dependence on external sources.

The report received great international support.

However the United States and the United Kingdom said it was an attack on the freedom of the press.

Therefore both the US and UK withdrew from the UNESCO as a protest.

### **Reason why they Withdrew:**

Both the US and the UK had big mass media and telecommunications organisations in their respective countries. The MacBride report's suggestions would drastically affect the business of these companies. The report went against the economic benefits of the two nations. They believed that the culture should not be decided by any government but by the

market. The US and the UK were protecting and favoring their big corporate interests. Therefore they withdrew from UNESCO.

The MacBride report was written in a very different global scenario. However it is still extremely relevant today. Even today the mass media industry is dominated by mass media companies of the United States and the United Kingdom. It is these companies that have a strong hold on the communication of information like news and entertainment to other countries of the world. These developed nations are constantly beaming information to the developing and under developing nations. They are imposing their cultural, social, economic and political views on to other nations of the world.

The communication network of the developing and under developed countries is not advanced and sophisticated. Therefore they are dependent on the west and there is unfair or imbalance in the transmission of information.

Today the world has changed a lot since the MacBride report in global politics, global communication and technology.

Today the internet and satellite technology has helped the MacBride vision to become a reality. It has democratized the communication. They have changed the global communication market. They help a more equal distribution of social, cultural, economic and political ideas.

Today even developing and under developed nations have access to internet and satellite communications. They are not dependent on the west for their information. The internet has also made it possible for any person to upload information and send to the whole world.

Therefore it is a very powerful medium.

It has given power to the citizens of the world and helped them to get rid of poverty, fight for human rights, improve the conditions of living and help human development.

However with this new technology and power come other difficulties like violation of dignity, deception, exploitation, political surveillance, abuse and repression. There is new hope for making progress, policies and better communication rights.

So the MacBride vision has a new set of challenges to ensure better and equal communication; communication rights for women, workers, children, elderly, the disabled, the sexually different, intellectual property rights, global citizenship, rights of indigenous people etc.

The MacBride report represents hope for a better world, a better justice system, importance of public institutions and global justice. It shows how global communications is a means to knowledge, mutual respect and understanding. It can improve life and the world.

### **The MacBride Commission and the Report:**

#### **History:**

Many scholars observed that.

There were fundamental issues of imbalances in global communication.

The flow of news among nations was thin.

Much attention was given to developed countries and little to less importance to developing ones.

Important events are ignored and reality is distorted.

Developing countries did not have the power to decide about radio frequency allocations for satellites.

Many satellites were dominated by the United States.

There were many mass media concerns.

The developing world was likely to be marginalized by satellite and computer technologies.

News reporting on the developing world depended on the priorities of news agencies in London, Paris and New York.

Four major news agencies controlled over 80% of all global news flow.

There was an unbalanced flow of mass media from the developed world (especially the United States) to the underdeveloped countries. This was because everyone watched American movies and television shows.

The advertising agencies of the developed world had an indirect but significant effect on mass media in the developing

countries. Many of the messages of their advertisements were inappropriate for the developing countries.

There was an unfair division of the radio spectrum. A small number of developed countries controlled about 90% of the radio spectrum. Much of this was for military use.

Developing countries were not ready to give parking places in space for the satellites of the developing countries.

Satellite broadcasting of television by developed countries to the developing countries without their permission was a threat.

The New World Information and Communication Order (NWICO or NWIO) also known as the MacBride Commission.

The MacBride Commission was a UNESCO panel. It was set up to study communication problems in the world. It was headed/chaired by Nobel Peace Prize laureate/winner Sean MacBride. It had representatives from 15 other countries invited due to their roles in national and international communication activities. They included media activists, journalists, scholars, and media executives. The only woman member of the Commission was Betty Zimmerman, representing Canada because of the illness of Marshall McLuhan, who died in 1980. Boobli George Verghese represented India.

The objective was to give some recommendations to bring equality in reporting in the global media. The MacBride Commission produced a report called 'Many Voices, One World'.

### **MacBride report/ Many Voices One World:**

The result of the MacBride Commission was the MacBride report also known as Many Voices One World.

It was framed/written in 1981. It is a UNESCO publication. It believed in a new, more just, and more efficient world information and communication order.

Its aim was:

- to analyze communication problems in modern societies, particularly relating to mass media and news,
- to consider the emergence of new technologies, and

- to suggest a kind of communication order (New World Information and Communication Order) to reduce these problems to help bring peace and human development.

The problems the report identified were:

- concentration of the media,
- commercialization of the media, and
- unequal access to information and communication.

The commission called for democratization of communication and strengthening of the national media to avoid dependence on external sources. Later the internet helped to achieve MacBride's vision.

### **US and UK Withdraw from the UNESCO:**

The report had strong international support. However it was condemned/criticised by the United States and United Kingdom.

They said that it was an attack on the freedom of the press. The United States views the free flow of information as an individual human right which is protected from government control.

It was against the mass media and telecommunications industry interests in the United States. They were the leading players in the media. Most media houses were from these two countries. They dictated the news to the other countries. They played an important role in radio and television programmes around the world. The world also relied/depended on them for news for the newspapers. With the report, their media houses would suffer great losses in terms of money and importance.

The United States believed that such policies would take the form of government censorship, and would restrict or stop the international flow of information. U.S. feared that the governments would limit the flow of international information.

U.S. critics believe that the establishment of the NWICO would lead to more national government restrictions, thus limiting the information for all peoples.

Therefore they left the UNESCO. Therefore both countries withdrew from the UNESCO in protest in 1984 and 1985, respectively and later rejoined in 2003 and 1997, respectively.

**The report proposed** reforms for global communication media to ensure a free flow of information and not one controlled by the big media houses. It was against corporate control of media. It suggested ways to make media production accessible in poorer countries. It outlined the main philosophical points of the New World Information Communication Order.

It pointed out that severe imbalances in the distribution of global information resources and expertise often resulted not in a global village of equals.

The rich and developed countries were more represented and covered by the media than the poor and developing nations.

Also the poor and developing nations were not projected in good light. Their poverty and negative points were more written about than their achievements and progress.

It noted that commercial profit was given more importance than the social and cultural development.

For many years, developing countries were dependent on the developing nations for finance. The poor and developing nations often featured the problems shown by the rich and developed countries.

E.g. When television first came to India, most of the programmes were from the west like United States, England, Russia etc. There were very few Indian programmes. The foreign programmes did not understand or show the problems faced or the development made by India.

Their own local problems and programmes were not shown on television or in the media. It hindered the development of the local television that could serve the interests of local viewers in a better way.

According to the MacBride Commission, equal opportunities in communication were the basic human rights just like freedom of expression. Besides, it was important to give developing nations the technological and financial support to produce their own programmes and thus preserve their culture and identity with a more independence and self-reliance.

The commission recognized that the flow of information should be both free and better balanced, and that the media

should play a role in the quest for peace, development, anti-racialism, and the protection of culture.

About two-thirds of the world's population does not have access to modern communications. Also, four western news agencies gather and report over eighty percent of the news in the world.

As a result, news and other information about the Third World, sent internationally, originates from a Western perspective.

This control over information is particularly important in the modern era, because some commentators consider a country's power to be directly dependent upon its control over information.

In the early 1990s, almost 15 years after the commission issued the report, the imbalance between the players remains the same. However much has changed since the report was published, not only in global politics, but also in global communication.

### **New Technology and the Report:**

However developments in technology and political changes have made major changes in the playing field. Technology especially the mobile phone and the internet has brought the world closer. Citizen journalism too has helped report about the various aspects of a nation and bring about more unbiased and equality in reporting. Through the mobile phone local information and news also spreads fast across the whole world.

The mobile phone and the internet have brought out more equality and democracy in spreading and reporting information.

Today, modern media technologies, particularly the Internet and satellite communication, have become the infrastructure that has made possible a new global market system and a new context for the spread of political, economic and cultural ideas. With these new powers have come opportunities for the elimination of global poverty and the greater capacity for citizens of the world to bear witness to and fight against violations of human rights, wherever they may happen.

The MacBride Report is an important work in the history of communication that is very relevant today. The report projects a spirit of hopefulness about how a better world is possible, about the continued importance of public institutions to ensure global



justice at local, national, and transactional levels, and about the value of global communication as a means to knowledge, understanding and mutual respect.

### **BRICS Interpretation of Regional News:**

### **BRICS Interpretation of Regional News vis-a-vis First World Nations' Interpretations [Reference to BRICS Initiatives]:**

Mc Bride Commission discussed the uneven flow of information from the developed nations to the developing nations. The history of the human race points to political and economic dominance.

### **Biased Western Media:**

However with the information revolution, media dominance was noticed in politics, economy and culture. The developed nations who controlled most of the media were projecting their ideas and culture on to the rest of the world. They ignored news and information of the developing nations. If they covered the developing or under developed nations then they were very biased, covering the negative aspects of the country, not giving them a balanced coverage. There was media dominance by the developed nations. This led to great media imbalance.

### **A Need for Fair Representation:**

There was a need to create a way of representing the developing nations in the media. The BRICS interpretation of regional news is more balanced than the interpretations of the first world nations. The first world nations' media tend to slide line the information and news about the developing nations. Through their various publications and website they give vital information about their progress and development something that the western media tend to ignore. They highlight their strengths and try to resolve their issues amicably. They help each other in their march to success and progress.

The Western media is biased and negative against developing nations like Brazil, Russia, India, China and South Africa. The developed nations always project the developing nations in a poor light. The development and progress of these nations is not highlighted by the Western media.

Whatever information is published or broadcasted in the Western media is one sided and often derogatory.

E.g. India is always shown either as a land of Maharajas, elephants, camels, snake charmers, slum dwellers and poor. Two major films on India-Slumdogg Millionaire and the latest Lion are about slum children. The economic progress of the country and its rich culture is seldom highlighted.

There is a great imbalance in the media about the developing nations. Even economic news is overshadowed by the west.

### **BRICS Formed:**

To counter this anomaly and bring about better balance and representation some developing nations joined to form a group called BRICS.

BRICS is an acronym or short form for major countries like Brazil, Russia, India, China and South Africa which are the five main countries with rising economies. These countries are Brazil. Originally South Africa was not part of the group and the countries were called BRICS. After South Africa joined in 2010 it came to be known as BRICS.

The term BRICS was coined in 2001 by the Jim O'Neill, who was the Chairman of Goldman Sachs Asset Management in one of his publications called Building Better Global Economic BRICs.

The countries are all important leading developing or recently industrialised countries. All five countries are G-20 members. They all have large and fast growing economies. They have a great influence on affairs in their region.

Their significance lies in the fact that in the year 2015 the BRICS nations totally represented about 3.6 billion people which is half the world's population.

The nations meet annually to discuss various issues. China will host the 9<sup>th</sup> BRICS Summit in September 2017. The theme is 'BRICS: Stronger Partnership for a Brighter Future.

### **Objectives:**

The BRICS nations play an important role in giving information about their countries to the world, enhancing international cooperation and multilateralism for promoting

peace, economic and social progress, security and sustainable development in the global world. They strive to reduce poverty and increase living standards. They strive to guarantee rights to citizens of every country.

### **Beyond Finance:**

The original concept was to help the nations with investment opportunities with their rising economies. However the leaders of the nations also discuss a wide range of subjects and issues at their meetings like peace, development, security, climate change, social issues and energy.

### **Their Own Bank:**

A significant achievement for the BRICS nations is the setting up of the New Development Bank (NDB). It was originally called the BRICS Development Bank. The bank's headquarters is in Shanghai, China. It was started by all the BRICS nations. Their aim was to support public and private projects with loans, guarantees, equity participation and other financial requirements. The nations hope the bank will fundamentally change the present world order and give the developing nations a chance to grow and improve the quality of lives of their people.

### **Economic Contribution:**

The western developed nations dominate the world economy. They ignore some important statistics:

- 25 % of the global GDP comes from the BRICS nations based on the purchasing power equivalence of national currencies.
- They have 45 % of the world's population.
- They own 30% of the land area.
- They contribute almost 50% to the global economic growth.
- Therefore they are the driving force of the global economic development.
- BRICS nations play an important role in the global economy. Indians provide service because they are a source of cheap labour, Chinese manufacture goods, Brazilians do farming and Russians supply oil.

The BRICS nations have a great economic potential to be among the world's largest and influential economies in the 21<sup>st</sup> century.

India is slated to be one of the world's fast growing major economy. Its GDP is expected to grow at 7.6% in 2016-2017.

### **The BRICS Media:**

BRICS comes out with various media publications and also has a social media presence. This helps the nations to give the world information about its various nations. It counters the media biased and monopoly of the west. These media outlets help to ensure a balanced media coverage for BRICS nations.

### **The BRICS Post:**

The BRICS Post is an international news and views website that gives information about the BRICS nations. They have many analysts, writers and experts writing for them. It is a not-for-profit company published by the BRICS Media Network Ltd. which is registered in England.

Their mission is to give reliable and insight oriented opinion, news and expert analysis from the BRICS nations. It gives vital information about the member nations to each other and to the rest of the world.

The site hopes to give adequate information about these nations to the rest of the world, which tend to only listen to the news about the developed nations. The developing nations are not represented in a fair manner in the world due to the monopoly of the developed nations. Therefore the site hopes to give news and information so that their nations are better represented and understood.

They believe that the countries will play important roles in shaping the global economy and help exchange innovation and ideas.

### **The BRICS Information Centre:**

This is another significant development for BRICS. It is a leading source of information and analysis of the BRICS interactions and institutions. Reports and research information about the nations will be published on the website. It deals with

the work of the BRICS nations and their influence on the world, Group of 8 (G8), Group of 20 (G20).

### **The BRICS Business Magazine:**

It is a 'bookazine', a book like magazine. It is addressed to businessmen, investors, politicians and experts from all over the world.

It is published 4 times a year. It aims at being an information exchange between the BRICS nations and other emerging markets.

### **The Benefits of BRICS:**

With the setting up of the bank, the BRICS nations will have adequate funding to ensure their economic progress.

The various media outlets ensure that the BRICS nations are well represented in the media. Adequate and more complete information about the nations is given to the world.

The various summits that are held help the nations to understand each other and solve various issues political, economical and social.

### **The Rise and Fall of BRICS:**

Unfortunately the Goldman Sachs Group Inc. which started the very concept of BRICS closed its asset-management unit which funded BRICS and which invested in the BRICS nations. The company said it pulled out the fund because it did not expect significant asset growth in the future.

The question arises-If Goldman Sachs indicated the rise of the BRICS nations will it also indicate its fall? **Daniel W. Drezner**, professor of international politics, says the BRICS Golden Age has ended.

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## Question Bank for Self-Practice

- (1) What are the advantages and disadvantages of media conglomerates?
- (2) What do you understand by the term media conglomerates?
- (3) How is the MacBride Report relevant today?
- (4) What is the BRICS interpretation of Global news?
- (5) How does BRICS help to bring about a balanced news coverage?
- (6) Discuss BRICS.
- (7) Why was BRICS formed?
- (8) What are the advantages of forming BRICS?
- (9) What role does the BRICS news play in the global market?

# UNIT – I

## Chapter 14

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# Overview of Media in China, Japan, U.S., India

### Overview of Media in China:

Reporters without Borders rank China very low on media freedom. According to them, China leads the world in repression of the internet. In 2010 China was placed 168 in the list of 178 nations.

The Chinese media includes newspapers, magazines, radio and television. Lately since 2000 the internet has also emerged in China and is under Chinese government supervision.

Since the dawn of the People's Republic of China in 1949 till 1980 all media in Mainland China were run by the state. After the economic reforms some independent media outlets started.

The state-run media like People's Daily, CCTV and Xinhua, still hold a good market share. The government is very involved in these agencies. The president of CCTV Hu Zhanfan said that the first social responsibility and professional ethic of media staff should be to understand their role clearly and being a good mouthpiece. Journalists who think of themselves as professionals, instead of as propaganda workers, are making a fundamental mistake about identity.

Independent media within the PRC (excluding Macau and Hong Kong which are governed by separate media regulations) are no longer required to strictly adhere to the rules laid by the Chinese government.

However the regulatory agencies still set strict regulations on certain taboo subjects like the legitimacy of the Communist Party of China, pornography, banned religious topics, the Dalai Lama, Tibet, Xinjiang etc. and other controversial topics that go against the Chinese government. There are a lot of complaints of self censorship in Hong Kong.

Even though the government is heavily monitoring the media the Mainland Chinese media is a growing commercial market. There is great competition in varied content and investigative reporting. Sports, entertainment and finance do not face much government regulation. During the 1980's media control was relaxed. But after the Tiananmen Square Protests in 1989 the controls were tightened.

They were once again relaxed in the late 1990s but the increasing popularity and influence of the internet and its power to encourage dissent led the government to once again have heavier regulations under government Hu Jintao.

The diverse media in Mainland China is because the state media does not receive heavy subsidies from the government. They have to generate their income for expenses through commercial advertising.

Therefore they cannot be merely the mouth piece of the government. If they have to finance themselves, they need to give what people like so that advertisers are attracted by the numbers. The government tells them what can be published but encourages them to compete for viewers and advertising. However the government uses financial incentives to manipulate journalists.

However, recently the governments control over the media has begun to fade. Social media like text messages and person conversation has helped the spread of information which is gathered from local or foreign sources. Traditional ways of media control are powerless against the latest forms of communication like social media and especially text messages.

There is another point that is affecting the control of the government over the media. Since the government has removed the subsidies to the media, many newspapers and tabloids have started publishing bold editorials, criticizing the government,



investigative reporting and muckraking to attract the readers and avoid going bankrupt.

Going bankrupt has become a greater fear than the government control.

However most of these stories focus on garish shocking scandals about local official who have no political protection or power. Chinese newspapers do not carry detailed analysis or political events as they are extremely politically sensitive.

Even though there are state laws to control the media, they have not been able to control the media from reporting about social and political issues of China.

Some of the social issues of China that have been covered are the AIDS epidemic in Henan province, unsafe mines in Mainland China and the SARS cover-up.

### **Reasons for Change in the Chinese Media:**

There are some important factors that are changing the media in China.

#### **Television:**

In 1978 China had less than one TV receiver for 100 people. The World Bank report in 2003 said that there were about 35 TV sets for every 100 people.

In 1965 Mainland China had only 12 TV and 93 radio stations. Today there are about 700 conventional TV stations and 3 thousand cable channels and 1000 radio stations.

**China Central Television (CCTV)** is the country's only national network. It controls television broadcasting in China. It has 22 programme channels.

CCTV is the country's most powerful TV producer produces. It produces news broadcasts three times a day. All other local stations have to show their 7pm main news. 500 million people watch this news broadcast. CCTV also has a monopoly on purchasing programmes from abroad.

However though it is extremely powerful it enjoys on 30% share of the audience. The Chinese viewers prefer local TV programmes that cater to different tastes of the population which is the largest in the whole world.

From 1<sup>st</sup> September 2006 China has banned foreign animated films between 5 to 8 pm on state TV to help the struggling Chinese animation studios which is affected by the popularity of the foreign animation films.

### **Radio Talk:**

Radio Talk in Mainland China permits more free exchange of ideas and views. It has moved its focus from authorities addressing people to people addressing authorities.

### **Newspapers and Journals:**

The number of newspapers in China has gone up from 42 communist party papers in 1968 to more than 2200 today.

There are also 25 thousand printing presses and hundreds of bookstores that deal with pornography, romance literature, political and intellectual journals. There are about 7000 journals and magazines in China.

Xinhua News Agency and the China News Service are the two main news agencies in China. Xinhua was authorized to censor and edit all news that came from foreign agencies in 2007. Many saw this move as a way of reducing press freedom and allowing it complete control of the news market.

### **Factors that are Influencing Change:**

There are several factors that have contributed to the expansion and demand for a less media censorship in China. The Tiananmen Square event showed the desire of the Chinese people for more freedom.

### **Literacy and Prosperity:**

With growing literacy and economic development the media in China has expanded and it covers diverse subjects.

### **New Ideological and Political Thinking:**

Another reason why the media in China is becoming more autonomous is the decline in the influence of political ideologies and beliefs. The Chinese are growing more skeptical about authority.

The Marxist-Lenin-Maoist ideology is on the decline. This has weakened the hold of the Chinese government on the media.

Another noteworthy change is the trend to make decisions on the basis of verifiable data.

### **Increased contact with the west:**

This has exposed the Chinese to western thoughts and western media. This has influence their thinking. The west is greatly influencing the educated urban Chinese with concepts like free press, freedom of speech. This influence is also felt in other East Asia countries where freedom of expression is censored and there are tight government controls.

### **The Decline in Government Sponsorship:**

This has forced the media to seek other sources of revenue. Therefore they have to change the content to attract the audience and advertisers to get more revenue.

### **Greater Competition in the Market:**

Due to greater market competition the media is forced to focus on a variety of subjects other than that which is fed to them by the government.

### **Professional Training:**

Many journalists are trained in the US. They are more exposed to the concept of the freedom of the press and media. More Chinese journalists and media professionals are now better educated and trained in the media. They are pressing for more freedom for the media. The media are now hiring more competent and trained professionals. Journalism is also seen as a good and promising career option. Better education, training and higher professional standards are encouraging journalists to improve their skills and boosting their confidence to be more professionals.

### **New Communication Technology:**

New communication technology like social media is giving more opportunity and power to the people to upload content, pictures and videos.

### **Cable and Satellite:**

More than 20 outside television channels are available to Chinese by satellite. Some of them are Chinese language services of Star TV, CNN and the United States Information Agency.

### **Internet:**

It is estimated that more than 250 million people have access to internet in China. Their use of the internet is affecting the government control of flow of information.

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The Media of the People's Republic of China (alternatively Media of China, Chinese Media) consists primarily of television, newspapers, radio, and magazines. Since 2000, the Internet has also emerged as an important form of communication by media, and is placed under the supervision of the Chinese government.

Since the founding of the People's Republic of China in 1949 and until the 1980s, almost all media outlets in Mainland China were state-run. Independent media outlets only began to emerge at the onset of economic reforms, although state-run media outlets such as Xinhua, CCTV, and People's Daily continue to hold significant market share. Independent media that operate within the PRC (excluding Hong Kong and Macau, which have separate media regulatory bodies) are no longer required to strictly follow journalistic guidelines set by the Chinese government not in citation given] Hong Kong, though, is witnessing increasing complaints about self-censorship citation needed However, regulatory agencies, such as the General Administration of Press and Publication (GAPP) and the State Administration of Radio, Film, and Television (SARFT), continue to set strict regulations on subjects considered taboo by the government, including but not limited to the legitimacy of the Communist Party, government policies in Tibet and Xinjiang, pornography, and the banned religious topics, such as the Dalai Lama and the Falun Gong.

Despite heavy government monitoring, however, the Mainland Chinese media has become an increasingly commercial market, with growing competition, diversified content, and an increase in investigative reporting. Areas such as sports, finance, and an increasingly lucrative entertainment industry face little regulation from the government. Media controls were most relaxed during the 1980s under Deng Xiaoping, until they were tightened in the aftermath of the 1989 Tiananmen Square Protests. They were

relaxed again under Jiang Zemin in the late 1990s, but the growing influence of the Internet and its potential to encourage dissent led to heavier regulations again under the government of Hu Jintao. Reporters Without Borders consistently ranks China very poorly on media freedoms in their annual releases of the Press Freedom Index, labeling the Chinese government as having "the sorry distinction of leading the world in repression of the Internet". For 2010, China ranked 168 out of 178 nations.

The government is heavily involved in the media in the PRC, and the largest media organizations (namely CCTV, the People's Daily, and Xinhua) are agencies of the Party-State: "The first social responsibility and professional ethic of media staff should be understanding their role clearly and being a good mouthpiece. Journalists who think of themselves as professionals, instead of as propaganda workers, are making a fundamental mistake about identity," Hu Zhanfan, the president of CCTV. Media taboos include topics such as the legitimacy of the Communist Party of China, the governance of Tibet, and Falun Gong. Within those restrictions there is a diversity of the media and fairly open discussion of social issues and policy options within the parameters set by the Party.

The diversity in mainland Chinese media is partly because most state media outlets no longer receive heavy subsidies from the government, and are expected to cover their expenses through commercial advertising. They can no longer merely serve as mouthpieces of the government, but also need to attract advertising through programming that people find attractive.[8] While the government issues directives defining what can be published, it does not prevent, and in fact encourages outlets to compete for viewers and advertising.

The era of Government control over the Mainland Chinese media, however, has not come to an end. For example, the Government utilises financial incentives to manipulate journalists. Recently, though, the Government's command over the nation's media has begun to falter. Despite government restrictions, much information is gathered either at the local level or from foreign sources and passed on through personal conversations and text messaging. This paired with the withdrawal of government media

subsidies has caused many newspapers (including some owned by the Communist Party) in tabloids to take bold editorial stands critical of the government, as the necessity to attract readers and avoid bankruptcy has been a more pressing fear than government repression.

In addition, the traditional means of media control have proven extremely ineffective against newer forms of communication, most notably text messaging.

Although the government can and does use laws concerning state secrets to censor press reports about social and political conditions, these laws have not prevented the press from all discussion of Chinese social issues. Chinese newspapers have been particularly affected by the loss of government subsidies, and have been especially active at gaining readership through must engaging in hard hitting investigative reporting and muckraking. As a result, even papers which are nominally owned by the Communist Party are sometimes very bold at reporting social issues. However, both commercial pressures and government restrictions have tended to cause newspapers to focus on lurid scandals often involving local officials who have relatively little political cover, and Chinese newspapers tend to lack depth in analysis of political events, as this tends to be more politically sensitive.

Among social issues first reported in the press of mainland China include the AIDS epidemic in Henan province,[citation needed] the unsafe state of mines in mainland China.[citation needed] In addition, the SARS coverup was first revealed by a fax to CCTV which was forwarded to Western news media.

### **Television:**

#### **Main Article: Television in the People's Republic of China:**

In 1978, the PRC had less than one television receiver per 100 people, and fewer than ten million Chinese had access to a television set. According to a World Bank report in 2003, there are about 35 TVs for every 100 people. Roughly a billion Chinese have access to television. Similarly, in 1965 there were 12 television and 93 radio stations in mainland China; today there are

approximately 700 conventional television stations plus about 3,000 cable channels and 1,000 radio stations.

Television broadcasting is controlled by China Central Television (CCTV), which, with its 22 program channels, is the country's only national network. CCTV, which employs about 10,000 people[citation needed] and has an annual income of ¥1.12 billion yuan a year (2012,=\$177 million U.S. dollars), falls under the dual supervision of the Propaganda Department, responsible ultimately for media content, and the State Administration of Radio, Film, and Television, which oversees operations. A Vice Minister in the latter ministry serves as chairman of CCTV. The network's principal directors and other officers are appointed by the State. So are the top officials at local conventional television stations in mainland China nearly all of which are restricted to broadcasting within their own province or municipality that receive CCTV broadcasts.

CCTV produces its own news broadcasts three times a day and is the country's most powerful and prolific television program producer. It also has a monopoly on purchases of programming from overseas. All local stations are required to carry CCTV's 7 pm main news broadcast; an internal CCTV survey indicates that nearly 500 million people countrywide regularly watch this program.

Even if CCTV is the most powerful network of mainland China, it has only about 30% of audience share[citation needed] all over the national territory.[citation needed] The fact shows how the Chinese viewers are biased in favour of local TV programs, that are more likely to represent the differences of an audience that is the largest in the world, more than the national or even international programs, that can hardly attend the needs of such a wide public.

Since September 1, 2006, the Chinese government has banned foreign-produced animation between the hours of 5:00 to 8:00 pm on state-run television to protect struggling Chinese animation studios affected by the popularity of such cartoons.

### **Newspapers and Journals:**

A current issue of Renmin Ribao posted on a newspaper display board in Hangzhou.

The number of newspapers in mainland China has increased from 42 virtually all Communist Party papers in 1968 to 382 in 1980 and more than 2,200 today. By one official estimate, there are now more than 7,000 magazines and journals in the country. The number of copies of daily and weekly newspapers and magazines in circulation grew fourfold between the mid-1960s and the mid-to-late 1980s, reaching 310 million by 1987.

These figures, moreover, underreport actual circulation, because many publishers use their own distribution networks rather than official dissemination channels and also deliberately understate figures to circumvent taxation. In addition, some 25,000 printing houses and hundreds of individual bookstores produce and sell unofficial material mostly romance literature and pornography but also political and intellectual journals.

China has many newspapers but the front runners are all State run: the People's Daily, Beijing Daily, Guangming Daily and the Liberation Daily. The two primary news agencies in China are Xinhua News Agency and the China News Service. Xinhua was authorised to censor and edit the news of the foreign agencies in 2007. Some saw the power of Xinhua as making the press freedom weak and it allowed Xinhua to control the news market fully.

Much of the information collected by the Chinese mainstream media is published in neicans (internal, limited circulation reports prepared for the high-ranking government officials), not in the public outlets.

### **Regulators:**

The media and communications industry in mainland China is administered by various government agencies and regulators. The principal mechanism to force media outlets to comply with the Communist Party's requests is the vertically organized nomenklatura system of cadre appointments, and includes those in charge of the media industry.

- State Administration of Radio, Film, and Television administers and oversees the administration of state-



owned enterprises involved in the radio, television and broadcasting industry.

- Ministry of Industry and Information Technology administers the physical communications infrastructure and the Internet service providers.
- General Administration of Press and Publication administers the newspaper, periodical, video and audio media and news industry.
- Ministry of Public Security's Cyber Police force agency for regulating online content and investigation of Internet fraud, scams and pornography.

### **Media Reform:**

The media in mainland China also are becoming more autonomous and more diverse. Since Mao Zedong's death in 1976 and the subsequent emergence of Deng Xiaoping (who died in February 1997) as the country's paramount leader, an overall climate of economic and social reform in mainland China has been reflected in media content.

A prime example of the liberalisation has been the party's flagship newspaper, People's Daily, which had been rigidly controlled under Mao, used against his enemies, and copied verbatim by every other newspaper in the country during the Cultural Revolution. This leading daily was reformed and enlivened in the late 1970s and early-to-middle 1980s by then editor-in-chief Hu Jiwei. Hu expanded the paper's size and coverage, encouraged public criticism through letters to the editor, called for promulgation of a press law to spell out journalists' rights, and introduced a sprightlier writing style.

Nevertheless, the Committee to Protect Journalists (CPJ) reported that China "continues to be the world's leading jailer of journalists," with 42 imprisoned journalists at the end of 2004, and accuses private companies, both foreign and domestic, of having been complacent toward or complicit with government censorship. Also, in their Worldwide Press Freedom Index 2007, Reporters Without Borders ranked China 163<sup>rd</sup> (or 7<sup>th</sup> from bottom) in terms of press freedom. Freedom House issued a report in 2006 claiming that the Internet is still closely monitored

by the state, with access to websites and publications critical of the government being restricted, as well as foreign satellite television and radio broadcasts being censored.

In preparation of the 17<sup>th</sup> National Party Congress in 2007, new restrictions were placed on all sectors of the press, Internet-users, bloggers, website managers, foreign journalist, more than 30 of which have been arrested since the start of the year. In addition, a thousand discussion forums and websites have been shut down, and "a score of dissidents" have been imprisoned since July 2007.

In efforts to stem growing unrest in China, the propaganda chief of the State Council, Hua Qing, announced in the People's Daily that the government was drafting a new press law that would lessen government involvement in the news media. In the editorial, CPC General secretary, President Hu Jintao was said to have visited the People's Daily offices and said that large scale public incidents should be "accurately, objectively and uniformly reported, with no tardiness, deception, incompleteness or distortion". Recent reports by Chinese media indicate a gradual release from party control. For example, the detention of anti government petitioners placed in mental institutions was reported in a state newspaper, later criticised in an editorial by the English language China Daily. Scholars and journalists believe that such reports are a small sign of opening up in the media.

### **Diversified Content:**

The media's growing autonomy has been reflected in their increasingly diversified content. Since the late 1970s, despite periodic reversals, media in mainland China have frequently criticized party cadres and have published debates on such fundamental issues as the rule of law, freedom of the press, and universal human rights. They also have reported on a myriad of previously untouched social and lifestyle subjects. The only inviolable restrictions appear to be an unwritten ban on challenges to the party's right to rule and to the legitimacy and decision-making authority of top party leaders.

### **Talk Radio:**

Talk radio in mainland China allows a much freer exchange of views than other media formats. In effect, talk radio has shifted

the paradigm from authorities addressing the people to people addressing the authorities. For example, until 1991 the 14 million inhabitants of Shanghai were served by only one radio station Radio Shanghai which primarily aired predictable, pro-government propaganda. Today, there are over 100 talk radio stations throughout the Shanghai area.

### **Magazines and Journals:**

Magazines and journals published in mainland China also have become much less inhibited in their coverage. These publications appear to enjoy more freedom than newspapers, which in turn have more leeway than radio (other than talk radio) and television. Magazines now print internal police reports on jailings of religious leaders and other dissidents. The State is unwilling to shut down such publications because it worries about public reaction, is anxious to avoid drawing more popular attention to the magazines, and knows that its own resources are already stretched thin.

Chinese journalists in Hong Kong on occasion have written politically controversial articles for mainland intellectual journals without encountering problems. Such opportunities have abounded because of the range of publications on the Chinese mainland and because party officials there are too busy with weightier matters to review such journals systematically.

### **Greater Prosperity and Literacy:**

Mainland China's rapid economic development, as well as educational advances leading to greater literacy, have been important reasons for the dramatic expansion of the media and the diversification of coverage.

- Per capita gross domestic product, as measured in 1990 yuan, has increased fourfold since 1980. Rising disposable incomes have freed many Chinese from worrying about the basics of survival and provided them the wherewithal to purchase more television sets, newspaper and magazine subscriptions, and, more recently, satellite dishes and computers.
- Rising literacy rates have produced tens of millions of additional readers in the past decade, creating ever

expanding markets for the print media. According to UN statistics, Mainland China's adult literacy rate rose from 65.5 percent in 1982 to 81.5 percent in 1995.

### **Ideological and Political Trends:**

Other overarching factors that are helping to make the mainland Chinese media more autonomous and diverse include a general decline in the influence of political ideologies and systems of belief; growing Chinese popular skepticism toward authority; increased contact with the West; greater competition in the media market; ebbing government resources; improved professional training for journalists; and new communication technologies.

### **Ideological Shift:**

The waning influence of Marxist-Leninist-Maoist thought has weakened the State's ability to use the media to shape public attitudes and has made it harder for the authorities to penalize the media for publishing material that is not strictly consistent with Marxist theory.[citation needed] Although Marxism remains the official doctrine of the PRC, the de-emphasis of ideology has strengthened the media's hand in two fundamental ways: it has helped undercut government efforts to indoctrinate the public and micromanage the content of political and social reporting in the media, and it has opened the door for the media to pursue capitalist marketing practices that respond to customer wants and bring increasing financial independence from the State.

Other practices that are emerging in mainland China, such as decision making based on verifiable data and stronger quality controls on information, also have helped dilute the impact of ideology. In a change driven by the dual need for scientists to have reliable data with which to work and for the business sector to use in making investment and commercial decisions, the State Statistical Board since the mid-1980s has gained increased power to acquire and disseminate data for media and business use, reducing or eliminating the hitherto common practice in which each sector used "its own" data.

### **Skepticism Toward Authority:**

Although difficult to quantify, growing skepticism toward authority in mainland China appears to be spurring public

support for media criticism (often indirect and carefully couched) of the State and slowly diluting the legitimacy of the party[citation needed]. This rise in skepticism is reported by informed observers to be occurring all across East Asia. Such observers point to increased publicity given to cases of official corruption, malfeasance, and ineptness along with broader declines in social values such as civility and respect as at least partly responsible for greater media and popular doubts about elected and appointed officials as compared to the past. At the same time, public skepticism of authority can and often does include skepticism toward the media themselves. Journalists, like individuals in other sectors of the mainland Chinese society, are far less willing than in the past to submit blindly to authority. Journalists were active participants in the 1989 demonstrations that culminated in the events at Tiananmen Square. The Tiananmen episode made it all but impossible to reconcile the growing desire of mainland Chinese journalists for control over their own profession with the party's interest in not letting that happen. There have even been occasional acts of open, outright defiance of the party, though these acts remain rare.

### **Contact with the West:**

#### **See also: Radio jamming in China:**

Closer and more varied contact with the West appears to be increasingly influencing educated urban opinion in mainland China on concepts such as a free press, freedom of speech, and political pluralism. This phenomenon is consistent with trends elsewhere in East Asia, where principles such as freedom of expression and legal guarantees of individual rights are playing a growing role. Perhaps most interestingly, many mainland Chinese journalists trained or educated in the West appear to have an outlook that is much closer to Western ideals of media freedom than to the attitudes of other Chinese, although a gap persists between mainland China and the West in professionalism and in grasping the principles of objective journalism.

Virtually all foreign reporters in mainland China operate under restrictions that are considerably more severe than in most Asian countries. One result is that Western media influence on mainland Chinese media agencies as a whole is generally limited.

### **Market Competition:**

Intense competition for the media market is among the most important factors behind the emergence of more diverse and autonomous media in China. As indicated earlier in this study, efforts by the Chinese media to respond to an increasingly demanding print and broadcast market have created an expanding spectrum of media products ranging from serious news journalism to purely entertainment stories. Monetary rewards for meeting such demands continue to grow, resulting in greater financial autonomy for the growing numbers of Chinese media firms that win sizeable market shares. As a result, these companies are able to hire and retain more and better journalists, further boosting their capacity to compete. Commercialization thus has been a major liberating force for the media in China. The regime is far less able than before to wield financial leverage over the media, which have increasingly become self-supporting through advertising revenues and circulation. According to one estimate, advertising in all media forms increased 35-fold between 1981 and 1992. Print ad revenues jumped ten times between 1990 and 1995 from 1.5 billion yuan to 15 billion yuan.

Television revenues also are growing dramatically: they totaled about \$2 billion in 1995 and are expected to rise above \$6 billion by 2005. In 1995, China Central Television earned nearly \$150 million in advertising revenue, covering almost 90 percent of its total costs. In the past, radio and television tended to run well behind the print press in their news coverage. More recently, television has come under market pressure to be as timely, informative, and responsive as the print media.

Competition from outside mainland China has further impelled domestic media groups to become more diverse, assertive, and skeptical of official authority. For example, in order to compete against Hong Kong radio stations that could be heard in Guangdong Province, Guangdong radio managers created Pearl River Economic Radio (PRER) in 1986. PRER, copying Hong Kong radio's approach, began to emphasize daily life, entertainment, "celebrity" deejays, and caller phone-in segments, while eliminating ideological, preachy formats that included little information beyond what was provided by government sources.

By 1987, PRER had obtained 55 percent of the Guangdong market; previously, Hong Kong radio stations had held 90 percent of this market. Local party cadre in southern China reportedly are unhappy about PRER, mainly because some of the station's commentators, as well as its talk radio programs, highlight party failures and the misdeeds of individual party members in the region.

The top national Chinese Communist Party papers (People's Daily, Guangming Daily, and Economic Daily) which mostly feature party speeches, announcements, propaganda, and policy viewpoints are steadily losing circulation and much-sought advertising revenues to evening municipal papers that have far more diverse content. For example, People's Daily's circulation fell from 3.1 million copies a day in 1990 to 2.2 million in 1995; the paper's 1994 advertising revenues were down as well. Moreover, its subscriptions consist overwhelmingly of mandatory ones by party and government agencies. Similarly, the Liberation Army Daily has become almost entirely dependent on State subsidies. Its circulation has fallen from 1.7 million in 1981 to fewer than 500,000 at present.

By contrast, the circulation of the Xinmin Evening News, operated by the Shanghai Municipal Government, has risen from 1.3 million to 1.7 million over the same time period. The Guangzhou Daily, owned by the Guangzhou Municipal Government, doubled its circulation in six years to 600,000 in 1994, and its ad revenues also were up.

### **Improvements in Personnel:**

The media also have attracted and are retaining more competent people than before. Journalism is widely seen as a more promising career field than in the past, while government work has lost much of its allure as other opportunities open up. At the same time, the explosion of business and entrepreneurial opportunities in recent years has complicated efforts by both the media and the government to attract good people. Journalism and government both face stiff competition from the relatively high salaries and profits available in the business sector. But the rising popularity and profitability of metropolitan evening newspapers

offer the prospect that higher quality, better paid jobs in journalism will expand in the years ahead.

Improved training, more education, and higher professional standards are bolstering the skills and confidence of journalists across East Asia, better positioning media outlets to gain positions of influence in their societies. Although mainland Chinese journalists only recently have begun to participate in these opportunities, there is some evidence that such training is having an effect. Many of the young mainland Chinese journalists being trained at US and other universities and professional programs in the West have been characterized by their trainers as "smart," "aware," and devoted to the profession.

Beginning in the 1980s, it became necessary in most cases for reporters to have a college education, and often a university degree, to get good jobs with the top party newspapers. The highly profitable evening papers, sponsored in the main by municipal governments, usually also require a college education.

### **Cable Television:**

Residents of the Chinese mainland now receive more than 20 outside television channels by satellite, including Chinese-language services of CNN, Star TV, and the United States Information Agency. In the southern province of Guangdong, 97 percent of the households have television sets, and all except those in a few parts of the city of Guangzhou, where reception is poor have access to Hong Kong television through cable networks. Some local stations even intercept the signals and insert their own commercials. Beijing is unable to effectively monitor, let alone control, the illicit cable operators who have sprung up since the early 1990s. As of 1995, about 1,000 of the 3,000 cable stations in mainland China, linked to perhaps 50 million homes, were unlicensed.

### **Satellite Dishes:**

The administration of satellite receivers falls under the jurisdiction of the State Administration for Radio, Film, and Television, which stipulates that foreign satellite television channels may only be received at high-end hotels and the homes and workplaces of foreigners. Foreign satellite televisions



channels may seek approval to broadcast, but must be "friendly toward China." Foreign television news channels are, in theory, ineligible for distribution in China.

Home satellite dishes are officially illegal. Black market satellite dishes are nonetheless prolific, numbering well into the tens of millions. Chinese authorities engage in regular crackdowns to confiscate and dismantle illicit dishes, expressing concerns both over the potential for copyright infringements and over their ability receive "reactionary propaganda."

### **Internet:**

Main article: Internet censorship in the People's Republic of China.

Widening Chinese use of the Internet is also undercutting government efforts to control the flow of information. According to CNNIC's 22<sup>nd</sup> Statistical Survey Report on the Internet Development in China, more than 250 million people in mainland China now have Internet access.

Since the beginning of 1996, the State has suspended all new applications from Internet service providers seeking to commence operations in the PRC; moved to put all existing Internet services under the jurisdiction of the Ministry of Posts and Telecommunications, the Ministry of Electronics Industry, and the State Education Commission; and attempted without much success to establish firewalls, limit the contents of home pages, and block access to certain Internet sites through routing filters. Although much of the Internet access in China is subjugate to the so-called "Great Firewall of China", which blacklists certain websites and even blocks chat sessions, it has proven relatively ineffective: there are logistical problems with a firewall over such a large network, and in most instances its effects can be negated with a simple proxy. Government officials are worried that, as the number of Chinese homes with telephone lines grows from the present level of less than 4%, the State will become totally unable to monitor Internet access at residences.

### **Overview of Media in Japan:**

#### **Bias in Japanese Newspapers:**

Several blogs and right-leaning internet forums talk about media bias in Japanese mainstream media and newspapers. They often refer to the mass media as mass garbage.

This epithet was carried on signs by the demonstrators in Tokyo on 24<sup>th</sup> October, 2010. This is considered the first demonstration in Japan which was organized on Twitter.

The credibility of the press was damaged after the Fukushima Daiichi Nuclear Power Plant crisis because the reporters did not force the industry sources and government to get more information. The official reports were wrong or not correct.

A Japanese journalist turned lawyer named Kazuo Hizumi wrote a book. Why is mass media called mass garbage? This book talks of how various institutions like the judiciary, elite bureaucrats, law enforcement, the education system and large corporations profit from maintaining the status quo, shapes the mass media and communication of information in such a way so as to control Japanese politics and does not encourage critical thinking.

The Japanese communication media include newspapers, magazines, radio and television networks. Most of the radio networks invested capital in starting the television networks. Their programmes consist of news which is a large percentage of their evening shows, variety shows and serial dramas.

Western movies too are broadcast. They have a sub channel for English movies. The all-English television channels on satellite and cable whose shows have Japanese subtitles.

### **Newspapers:**

#### **National papers:**

The 5 national papers in Japan include:

- (1) Yomiuri Shimbun.
- (2) Asahi Shimbun.
- (3) Mainichi Shimbun.
- (4) Nikkei Shimbun.
- (5) Sankei Shimbun.

Japan also has some regional papers.

Their niche papers deal with business and technology, predicting the results of horse races, results of professional Go tournaments and hints on Go strategy.

### **Television:**

Television comprises of 6 nationwide TV networks:

- (1) The NHK is a public service broadcaster.
- (2) The Nippon Television Network System (NNS)/Nippon News Network (NPN) headed by Nippon Television (NTV).
- (3) The Tokyo Broadcasting System who own the Tokyo Broadcasting System (TBS) station (which is broadcast nationally) and the Japan News Network (JNN) which provides news programmes to TBS and other affiliates.
- (4) The Fuji Network System (FNS) and the Fuji News Network (FNN) are part of the flagship station Fuji Television.
- (5) The TV Asahi Network/All-Nippon News Network (ANN) headed by TV Asahi.
- (6) The TV Tokyo Network (TXN) which is headed by TV Tokyo.

### **Radio:**

There are four major radio networks in Japan. They are:

- (1) NHK Radio 1, NHK Radio 2.
- (2) Japan Radio Network (JRN).
- (3) National Radio Network (NRN).
- (4) Radio Nikkei.

### **The FM radio stations are:**

- (1) NHK-FM.
- (2) Japan FM Network.
- (3) Japan FM League.
- (4) MegaNet.

Some of Japans leading advertising agencies are:

- (1) Dentsu which is the biggest advertising agency in Japan, and the fourth-largest world-wide.

- (2) Hakuodo which is the second biggest advertising agency in Japan.
- (3) Asatsu-DK which is the third biggest advertising agency in Japan.

**Reference:**

[https://en.wikipedia.org/wiki/Media\\_of\\_Japan](https://en.wikipedia.org/wiki/Media_of_Japan)

[https://en.wikipedia.org/wiki/Media\\_of\\_Japan](https://en.wikipedia.org/wiki/Media_of_Japan)

**Bias in Japanese newspapers:**

Claims of media bias in Japanese newspapers and the mainstream media in general are often seen on blogs and right-leaning Internet forums, where the "mass media" (masu-komi in Japanese) are often referred to as "mass garbage" (masu-gomi). Signs with this epithet were carried by demonstrators in Tokyo on 24 October, 2010, at what was reportedly the first demonstration in Japan to be organized on Twitter. Among the general public, the credibility of the press suffered after the Fukushima Daiichi Nuclear Power Plant crisis, when reporters failed to press government and industry sources for more information, and official reports turned out to be inaccurate or simply wrong. Kazuo Hizumi, a journalist turned lawyer, details structural problems in his book, "Masukomi wa naze masugomi to yobareru no ka?" (Why is mass media called mass garbage?), which argues that a complex network of institutions, such as elite bureaucrats, judiciary, education system, law enforcement, and large corporations, all of whom stand to gain from maintaining the status quo, shapes the mass media and communication in a way that controls Japanese politics and discourages critical thinking.

The communications media of Japan include numerous television and radio networks as well as newspapers and magazines in Japan. For the most part, television networks were established based on capital investments by existing radio networks. For the most part, variety shows, serial dramas, and news constitute a large percentage of Japanese evening shows.

Western movies are also shown, many with a subchannel for English. There are all-English television channels on cable and satellite (with Japanese subtitles).

## **TV:**

There are 6 nationwide television networks:

- (1) NHK is a public service broadcaster. The company is financed through "viewer fees," similar to the licence fee system used in the UK to fund the BBC. NHK deliberately maintains neutral reporting as a public broadcast station, even refusing to mention commodity brand names.[1] NHK has 2 terrestrial TV channels, unlike the other TV networks (in the Tokyo region channel 1 (NHK General TV) and channel 3 (NHK Educational TV)).
- (2) Nippon Television Network System (NNS)/Nippon News Network (NNN) headed by Nippon Television (NTV). In the Tokyo region, channel 4. Affiliated with the Yomiuri Shimbun newspaper.
- (3) The Tokyo Broadcasting System holding company owns the Tokyo Broadcasting System (TBS) station (which is broadcast nationally) and the Japan News Network (JNN) which supplies news programming to TBS and other affiliates. In the Tokyo region, channel 6. Affiliated with[how?] the Mainichi Shimbun newspaper.
- (4) Fuji Network System (FNS) and the Fuji News Network (FNN) share the flagship station Fuji Television. In the Tokyo region, channel 8. Part of the Fujisankei Communications Group, a keiretsu, which also has the Sankei Shimbun newspaper.
- (5) TV Asahi Network/All-Nippon News Network (ANN) headed by TV Asahi. Affiliated with[how?] the Asahi Shimbun newspaper. In the Tokyo region, channel 10.
- (6) TV Tokyo Network (TXN) headed by TV Tokyo. Has ties with[how?] the Nihon Keizai Shimbun newspaper. In the Tokyo region, channel 12.

## **Radio networks:**

**Main article:** List of radio stations in Japan

## **AM radio:**

1NHK Radio 1, NHK Radio 2

- (1) Japan Radio Network (JRN) Flagship Station: TBS radio (TBSラジオ)
- (2) National Radio Network (NRN) Flagship Stations: Nippon Cultural Broadcasting (文化放送) and Nippon Broadcasting System (ニッポン放送)
- (3) Radio Nikkei is an independent shortwave station broadcasts nationwide in two content channels.

**FM radio:**

- (1) NHK-FM.
- (2) Japan FM Network (JFN) Tokyo FM Broadcasting Co., Ltd..
- (3) Japan FM League J-Wave Inc.
- (4) MegaNet FM Interwave (InterFM).

**National papers:**

- (1) Yomiuri Shimbun (読売新聞). Conservative. First ranked in daily circulation at around 10 million per day. The Yomiuri exchanged a special contract with The Times. Affiliated with Nippon Television.
- (2) Asahi Shimbun (朝日新聞). Progressive. Second ranked in daily circulation at around 7 million copies per day. Known for anti-American and pro-Chinese news paper. Affiliated with TV Asahi.
- (3) Mainichi Shimbun (毎日新聞). Progressive. Third ranked in daily circulation around 4 million per day. Affiliated with Tokyo Broadcasting System.
- (4) Nikkei Shimbun (日本経済新聞). Economic paper in the style of The Wall Street Journal, Conservative with more centre-right. Fourth ranked in daily circulation at around 3 million copies per day. Affiliated with TV Tokyo.
- (5) Sankei Shimbun (産経新聞). Far Right, pro-American and anti-Chinese newspaper. Sixth ranked in daily circulation at around 2 million copies per day. Affiliated with Fuji Television.

**Regional papers:**

The Tokyo Shimbun (東京新聞) in Kanto and Chunichi Shimbun (中日新聞) in Chūbu are both owned by the Chunichi company and have a cumulative circulation that places them fourth nationally. Other nationally-known regional papers include Nishinippon Shimbun (西日本新聞) in Kyushu, Hokkaido Shimbun (北海道新聞) in Hokkaido, Kahoku Shimpō (河北新報) in Tohoku.

**Specialty papers:**

Among niche newspapers are publications like the widely circulated Nikkan Kogyo Shimbun (The Business and Technology Daily News), the Buddhist organization Sōka Gakkai's daily Seikyo Shimbun (聖教新聞), and Shimbun Akahata, the daily organ of the Japanese Communist Party. Other niches include papers devoted entirely to predicting the results of horse races. One of the best-known papers in the genre is Keiba Book (競馬ブック). Shūkan Go (週刊碁) is a weekly newspaper that covers the results of professional Go tournaments and contains hints on Go strategy.

As in other countries, surveys tend to show that the number of newspaper subscribers is declining, a trend which is expected to continue.

**Advertising agencies:**

- (1) Dentsu (電通). The largest advertising agency in Japan, and the fourth-largest world-wide. Dentsu has an enormous presence in television and other media, and has strong ties to the legislative branch of government.
- (2) Hakuhodo (博報堂). The second-largest Japanese advertising agency.
- (3) Asatsu-DK (アサツー デイ・ケイ). The third-largest Japanese advertising agency.

**Overview of Media in U.S.:****Rating:**

The organization called Reporters without Borders ranks nations on the basis of their press freedom. In 2013-14 the US ranked 46<sup>th</sup> out of 180 countries.

### **Media in the US:**

There are several different types of media in the United States like newspapers, magazines, radio, television, cinema, internet websites and a thriving music industry.

Large for-profit organisations control the various media in the US. These organizations get revenue from subscriptions, advertising and sale of copyrighted material.

The US has several media conglomerates that have a global presence. They generate huge profits. Some of them even face opposition in some parts of the world.

With the Telecommunications Act of 1996 being passed much more deregulation and convergence is expected which will lead to big mergers and more concentration of media and the growth of multinational media conglomerates. These mergers mean more control of the media and information.

Presently 6 companies control about 90% of the media. According to critics, because of these mergers what suffers is the news of the community, local news, media spending, news coverage and the diversity of views.

### **Newspapers:**

Over the years newspapers have had less influence and penetration into American homes. America does not have a national paper. Some of the well known and most circulated newspapers in the US are The Wall Street Journal, The New York Times, The Los Angeles Times and USA Today.

The New York Times has gradually become a national newspaper and is available all over the country. The issues are archived on microfilm. Their information is often quoted by historians and judges to prove that a major historical event happened on a particular date.

There are also several local newspapers too in America. Most major metropolitan areas have their own local newspaper.



Newspapers rely on information provided by the Reuters, the Associated Press and Bloomberg News.

Most newspapers except a few are privately owned large chains which own dozens of newspapers or small chains that own a few papers. Sometimes they are owned by families or individuals.

America has daily, weekly and fortnightly newspapers. There are also business and trade journals and papers for local social and ethnic groups.

The main source of income for newspapers is advertising classifieds or inserted advertising circulars. There is not much income from circulation.

Web sites like eBay (for second hand goods), Monster.com (for jobs) and Craig list (for everything), have challenged the advertising source of revenue.

### **Magazines:**

America enjoys a large magazine industry due to the large number of English speaking people. There are hundreds of magazines for almost every type of interest. Large media conglomerates own most of these magazines. The American Society of Magazine Editors sponsor the yearly National Magazine Awards to acknowledge excellence.

The three main weekly news magazines in the US are Newsweek, Time and US News and World Report. Time magazine's 'Person of the Year Award' is famous all over the world.

There are also several major political magazines in the US. There are also hundreds of magazines that cater to various hobbies and interests, for lawyers and computer science.

### **Radio:**

Most radio stations are for profit and commercial.

Radio in America has two bands AM and FM.

There are some stations that are only talk radio that feature discussions and interviews.

Music radio presents a particular type of music like hip-hop, country, Top 40 etc.

Radio companies have become more consolidated.

The main public radio network in the US is The National Public Radio.

The radio as a political medium became extremely popular in the 1990s.

Most radio stations are now owned by CBS Radio, iHeart Media, Cumulus Media and Town square Media.

Satellite radio is fast gaining popularity.

With the arrival of the internet in the 21<sup>st</sup> century, internet radio a digital streaming services has started.

The recording industry views the internet as a threat and has imposed high royalty rates to use their recorder music in order to discourage independent station from playing their music and songs.

### **Television:**

About 99% of American houses have at least one TV. Most of the houses have more than one TV.

America has 4 major broadcasters the American Broadcasting Company (ABC), the Fox Broadcasting Company (FOX), The National Broadcasting Company (NBC) and CBS formerly the Columbia Broadcasting System.

The Public television does not play a major role as in many other countries. There are several states like Maryland, Kentucky, West Virginia and South Carolina have state owned public broadcasting which operate and fund all public TV stations in these states. Since the income that the government gives is not enough to meet the expenses the stations also depend on contributions from viewers and corporate sponsorship.

The major satellite providers are Dish Network and Direct TV. The main cable TV providers are Time Warner Cable, Comcast, and Cox Communications, Charter Communications, AT&T U-Verse and Verizon FiOS.

### **Movies:**

The movie industry grew to become one of the most powerful and successful industries in America in the 20<sup>th</sup> century. It plays

an important role in the American economy especially since agriculture has decreased.

### **The internet:**

The Internet has become the latest way of providing information and news to the people. It is also useful in looking up old news. Some internet sites give limited access to their information for free and charge for access to other information. Many sites allow unlimited free access to their information. These sites truly represent the freedom of information. They are also more popular than sites that charge. Those organisations that update their sites immediately are preferred and are more popular by the people. By providing latest news and updates and access to the archived information and news the internet is writing history as it happens.

### **Reference:**

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## **Overview of Media in India:**

### **Present scenario:**

The media in India today includes print newspapers, magazines, radio, television, films and the internet.

The media in India has mixed patterns. This is because of the migration of people from the rural areas to the cities in search of jobs. Therefore there is a great demand for regional news, urban news and international news at the same time.

Those who are in the cities are interested in international news because it connects to their work. They are also interested in national news because it connects to their work and life. They are also interested in regional news because they have relatives back home in their villages and hometowns.

People staying in the regions are interested in the regional news because it is closer to home and they connect better with it. They are also interested in national and international news because they often have relatives and family working in the cities or abroad.

Another interesting factor is that two main cities Mumbai and Delhi attract a lot of attention. People are keen to know what is happening in these two major cities of India.

Also, Mumbai being the commerce capital of the country and home to Bollywood, people all over the country want to know about news from Mumbai. Since Delhi is the political capital of India, people all over the country are keen to know the news from Delhi.

Therefore there is a demand for all the three types of news international, national and regional.

There are several types of media in India today. We have print, radio, television, films, theatre and online media. It is a booming industry with national and international players. With the opening of the economy many foreign players and media houses have opened offices in India or have joint ventures with Indian media companies.

India also has an extremely strong music and film industry and the two often go hand in hand. Music is an essential part of Bollywood films and therefore they both promote each other.

Most media houses are owned by large profit making organisations which enjoy the revenue from subscription, advertising and sale of copyrighted material. There are about 70 thousand newspapers and over 1600 satellite channels (more than 400 of these are news channels). We have the biggest newspaper market in the whole world with more than 100 million copies sold per day.

The Indian media enjoys a fair amount of freedom. The emergency period did see some control and censorship of the media. However today, many Indian media houses are owned by businessmen, government bureaucrats, politicians who are accused of agenda setting and biased reporting.

### **History:**

Media in India took roots in ancient times. The sketches and carvings on caves, the hand written religion texts, the Ashoka pillars with inscriptions and decrees of the king are all different ways in which people communicated in ancient times.

The media played a very important role in the country's freedom struggle. Lokmanya Tilak, founded a Marath newspaper called Kesari in 1881. It became the mouthpiece for the Indian freedom movement.

**Print:**

The British brought with them many great inventions. James Augustus Hicky started the first major newspaper in India called The Bengal Gazette, under the British rule. Other newspapers followed like The India Gazette, The Calcutta Gazette, The Madras Courier and The Bombay Herald. These news papers mainly published news about areas that came under the British. The Bombay Samachar a Gujarati appear was founded in 1822 and is the oldest newspaper in Asia which is still being published.

Today India has about 1000 Hindi daily newspapers with a circulation of around 80 million. There are around 250 English dailies with a circulation of about 40 million copies.

The most popular Hindi daily is Dainik Jagran.

Well known Marathi newspapers are Loksatta and Maharashtra Times.

Popular English newspapers are Times of India, Indian Express, Hindustan Times, DNA, The Free Press Journal, Economic Times, Mid Day, Afternoon and The Hindu.

Popular magazines are Femina, Filmfare, Woman's Era, The Week, India Today, Outlook, Upper Crust and Readers Digest.

**Radio:**

Radio broadcasting started in 1927. It is called All India Radio and sometimes Akashvani. It provides education and entertainment to the people. Community Radio plays a very important role in educating the rural areas and uplifting social causes. The introduction of FM channels brought radio once again in to the limelight. With its emphasis on music it is a hot favorite with the youth.

**TV:**

TV programming in a limited way began in 1959. Complete broadcasting started in 1965. The national channel is called Doordarshan.

After the economic reforms satellite television channels like BBC, CNN, STAR and CNBC came to India. There are many players in the market today. A popular Indian channels are NDTV, Aaj Tak, Times Now, India Today TV Channel and Zee.

The regional languages channels are also growing like Zee 24 Tas, Aaj Tak etc.

**Films:**

The Indian film industry is one of the largest in the whole world. Today our films are popular in many countries abroad where the Indian population has migrated. It is also popular in countries like America, Pakistan, Bangladesh, Middle East etc. More than 1000 films in various languages are produced in India annually. The Hindi film industry popularly known as Bollywood is doing brisk business.

**Internet and social media:**

Lately the internet and social media is playing a very important role in India's mass media scenario. Its presence is felt in all fields like politics, economics, culture, social, education, marketing, advertising, media etc.

PM Narendra Modi used the internet and social media to win the elections.

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[https://en.wikipedia.org/wiki/Kesari\\_\(newspaper\)](https://en.wikipedia.org/wiki/Kesari_(newspaper))

**Question Bank for Self-Practice**

- (1) Discuss the media in China.
- (2) What are the reasons for the change in the media climate in China?
- (3) Discuss the media in Japan.
- (4) Discuss the media in the USA.
- (5) Give an overview of media in India.

# UNIT – I

## Chapter 15

### Al Jazeera

Al Jazeera literally means ‘The Island’. It refers to the Arabian Peninsula.

The **JSC (Jazeera Satellite Channel)** is a Doha-based state-funded broadcasting organisation owned by the Al Jazeera Media Network. It is partly funded by the ruling family of Qatar. It was launched as an Arabic news and current affairs satellite TV channel. But it expanded to include several outlets including the internet and specialty TV channels in various languages. The channel’s logo is its name decoratively written in Arabic calligraphy.

It has about 80 bureaus around the world.

The station became an international famous due to the Afghanistan war because it was the only channel to transmit live from its office in Afghanistan.

Al Jazeera says it fairly covers all aspects of a particular issue. It claims to cover Iran’s views, Israel’s view and even showed Osama bin Laden’s videos.

However several analysts and news reporters including former Al Jazeera reporters it has been accused of being the propaganda outlet and mouthpiece of the Quatari government and it foreign policy. It is accused to have Islamic outlook, a pro-Sunni and anti-Shia bias and also an anti-Western bias.

#### **Launch:**

The Al Jazeera Satellite Channel or (AJA) was launched on

1<sup>st</sup> November, 1996 when the BBC's Arabic language television station closed. The BBC channel closed because the Saudi government tried to suppress information being shown on the television including graphic information of the execution and prominent rebel views.

The first programme was aired on 1 November 1996. It showed programmes for 6 hours a day. This was increased to 12 hours per day by the next year. It was available to most countries in the Arab world.

Many Arab countries did not allow private individual to have satellite dishes till 2001.

CNNs live coverage of Operation Desert Storm proved the power of live telecast. The local broadcasters in the region tried to avoid showing information that would embarrass their country's governments.

Al Jazeera was pitched as a channel that gave impartial news and a good platform for discussion of issues concerning the Arab world.

It became an alternate voice from the Gulf War II to Arab Spring and even after it.

The station's motto was to present the opinion and the other opinion. The channel shocked the local viewers by showing Israelis speaking Hebrew on their Arab television for the first time. They had various talk shows. One such one called The Opposite Direction, created a lot of controversy especially on topics of morality and religion.

This shocked the people and they received a lot of criticism especially from conservative people and media. Many official complaints were made. Neighbouring governments censured it. Some jammed their network and expelled their correspondents.

In the year 1999 the Algeria government even cut the power supply to its main cities to censor one broadcast.

There were also commercial problems for the channel. Saudi Arabia forced advertisers not to advertise with the channel.

Many militant groups like the Hamas and Chechen separatists used Al Jazeera as a sounding board.



Al Jazeera was the only international news channel that had correspondents posted in Iraq during Operation Desert Fox the code name for a four-day bombing of Iraq in December 1998. Its video clips were in demand and valued by the western media.

### **Growth and Progress:**

#### **24 Hour Broadcast:**

Al Jazeera's first 24 hour broadcast was on 1<sup>st</sup> January, 1999.

Employment grew three times in one year to 500 employees.

They had offices in a dozen sites even in the EU and Russia.

Its annual budget was about \$25 million.

#### **In Demand Getting Popular:**

Even though it was very controversial, Al Jazeera became one of the most important and influential news agencies in the entire region. Arabs tuned in to the channel because they wanted news other than the official government versions.

In 2000 their viewers were about 35 million. Al Jazeera became the first and most important source of news and information. It beat other broadcasting stations of the region like the Middle East Broadcasting Centre (MBC) and the Arab News Network (ANN).

Al Jazeera started a free Arabic language web site in January 2001.

The TV feed was also available for the first time in the United Kingdom via the British Sky Broadcasting.

### **Afghanistan War:**

Al Jazeera became very popular after the September 11 attack on the Twin Towers in the United States. America started hunting for the Taliban and Osama bin Laden in Afghanistan. Al Jazeera showed videos sent to them by the Taliban and Osama bin Laden. People were eager to watch this footage of the most wanted fugitive. Al Jazeera became very popular.

However some critics said that they were giving an opportunity to the terrorists to express their views and give them a platform. Al Jazeera's Washington DCV bureau chief said that it was similar to the Unabomber's message in The New York Times.

Al Jazeera's programmes were so popular that many other TV stations wanted to get hold of the footage they were showing.

CNN had exclusive rights to the tapes for 6 hours before any other TV stations could broadcast the tapes. Many stations broke this rule.

Al Jazeera aired Prime Minister Tony Blair's talk show on 14<sup>th</sup> November, 2001 to explain Britain's reasons for pursuing the Taliban in Afghanistan.

Al Jazeera had opened an office in Kabul before the war had started. This helped them a good opportunity to video tape several events happening in Afghanistan. They had better footage and coverage than other channels. This made the Al Jazeera extremely popular. It charged fees for sharing their new feed to other networks. Sometimes their footage cost as much as \$250,000.

Al Jazeera's Kabul office was destroyed by United States bombs. Therefore to continue broadcasting information about the latest events Al Jazeera opened offices in other troubled areas. Al Jazeera's programmes became very popular and had about 45 million viewers around the whole world.

### **Iraq War - 2003:**

Al Jazeera again became popular because of the United States invasion of Iraq where they were present since 1997. International networks sought to use their facilities and footage. The people were looking for more information besides the embedded reporting and military press briefs. Al Jazeera became an alternative source of information for the people. Therefore once again the channel and its web site became very popular.

Al Jazeera started a new and separate channel for sports on 1<sup>st</sup> November, 2003. Thus they dedicated the original channel exclusively for showing news and public affairs programmes.

With this growth and popularity, the channel also had to increase their staff.

They launched an English language web site in March 2003.

They had

about 1,400 employees.

23 offices around the world

70 foreign correspondents

and a total of 450 journalists.

Al Jazeera's Baghdad office was attacked by a United States plane on 1<sup>st</sup> April, 2003. A reporter Tareq Ayyoub was killed in the attack. United States said it was a mistake but Qatar had given them a detailed map of the area of the office so as to spare them from any attack.

Afshin Rattansi left the BBC Today programme and joined Al Jazeera. He was the channel's first English-language broadcast journalist.

Many Middle East governments used their state run media or censorship to give local media coverage but many objected to this as it was biased media reporting and against freedom of the press. Al Jazeera gave them the chance to get another perspective on the various issues.

Al Jazeera's various interviews and footage are still rebroadcasted in Britain, America and other western media outlets like BBC and CNN.

On January 2003 the BBC signed an agreement with Al Jazeera to share news footage, information and facilities.

Al Jazeera was available via satellite in all the Middle East countries. This changed the media and television landscape in the area. Before Al Jazeera most Middle Eastern citizens only had state controlled national TV stations to give them information that was usually filtered by the respective governments. Al Jazeera brought in more democracy and freedom of speech in the television media. This kind of freedom was not heard of before. They gave the citizens various perspectives.

They showed various controversial views regarding the governments of many Arab nations like Saudi Arabia, Bahrain, Qatar, Kuwait, Syria and Lebanon. The Egyptian judiciary accused the channel of sensationalism to increase their viewership. Their programmes often resulted in drastic action. The government of Algeria cut the electricity supply to its people to prevent their citizens from seeing a programme that allowed the critics of their government to appear live on one of their programmes called The Opposite Direction.

Al Jazeera became extremely popular in areas where it was function and the opinion of the people was favorable. It was the

only politically independent television channel in the Middle East. However it was not yet well known in the west.

### **Worldwide Recognition: Opinion Maker:**

In 2001 Al Jazeera became famous and won worldwide recognition, when it showed video statements of Al Qaeda leaders. Because of its popularity it soon became a powerful opinion-maker. Its coverage often determined how its viewers thought about various issues.

Noah Bonsey and Jeb Koogler wrote that the way the station covered any future Israeli Palestinian peace deal could determine whether that deal will be accepted or rejected by the Palestinian people. The stories that were highlighted and the criticisms by the various guests on their news programmes directly had an impact on the course of events in that region.

Due to Al Jazeeras market supremacy it is a mover and shaker in Palestinian politics. It helps to mold or create public perceptions and influence their decisions. Therefore it plays a very important role in the peace process. How Al Jazeera covers the debate between Israel and Palestine will determine how the peace process is viewed and if it will be accepted by Palestine.

Due to its availability in the Arab region, working with less constraints and its tremendous popularity, Al Jazeera played a very important role in the Arab Spring. Al Jazeera was the common uniting factor in all the various protests that shook the Arab world. Al Jazeera's strong coverage of the revolutions helped to boost the emotions of the rebels from one place to the other.

Marc Lynch a professor of Middle East Studies in George Washington University said,

"They did not cause these events, but it's almost impossible to imagine all this happening without Al Jazeera.

With Al Jazeera becoming very popular in the Middle East and also in the West, Al Jazeera presents a fresh new perspective of global news which is not often shown by traditional mainstream media. Therefore it plays a very important role in global political and social issues.

### **Expanding their Network:**

Al Jazeera soon began expanding their global presence.

They started a new English-language satellite service called Al Jazeera International.

New 24 x 7 news channel started called Al Jazeera English with broadcast offices in Doha, Kuala Lumpur, London and Washington DC.

New English language channel called Al Jazeera International launched.

Al Jazeera started operations in other areas like.

Al Jazeera Balkans.

Al Jazeera America.

Al Jazeera Türk.

Al Jazeera Sports.

### **Availability:**

The original Al Jazeera channel is available all over the world with the help of various satellite and cable systems.

Al Jazeera English programmes are uploaded on YouTube.

The channel can also be viewed in

The Middle East, North Africa, Europe, United States, Canada, India, United Kingdom.

### **Online:**

Al Jazeera English is available online on the internet from their original website.

### **On the Web:**

Al Jazeera's web services are available all over the world at various websites. They even have an English language website.

### **Citizen Journalism:**

Al Jazeera accepts photos and videos from users about new events through their Your Media page. This information may be used on the website or in their broadcasts.

They collected vital information and reports of the Gaza War through SMS, Twitter and the website.

### **Future Plans:**

Al Jazeera plans to include broadcast in other languages like.

Al Jazeera Urdu.

Al Jazeera Kiswahili.

Spanish language news.

### **Controversies and Criticisms:**

Al Jazeera met with a lot of opposition and criticism.

#### **India:**

Because Al Jazeera repeatedly showed disputed maps of India, India banned Al Jazeera telecast for 5 days.

Some Indian territory in Jammu and Kashmir was not shown as Indian territory. They also did not show Lakshadweep and Andaman Islands as belonging to India.

Al Jazeera explained that the maps were generated by an international software used by Global News Providers. The channel decided to review all its maps regarding India and Pakistan.

#### **Algeria:**

Power was cut off in several cities in Algeria to prevent the citizens from viewing programmes about Algerian dissidents implicating the Algeria military in several massacres.

The government also froze the activities of their correspondent.

#### **Bahrain:**

Al Jazeera's broadcast was banned in Bahrain because the channel commented about the Bahrain municipal elections.

Al Jazeera's coverage of the Bahraini uprising was also criticized saying that it represented Arabic double standards.

#### **China:**

China did not renew an Al Jazeera correspondent's visa and press credentials or permit a replacement journalist.

#### **Egypt:**

Mubarak censored Al Jazeera. During the protests in Egypt the government ordered Al Jazeera to close its offices. Egyptian security arrested 6 Al Jazeera journalists for many hours and seized their camera.

About 22 staff members of Al Jazeera's office in Egypt resigned because of biased coverage of the Egyptian power distribution in favor of the Muslim Brotherhood. However Al Jazeera says that

the resignations were because of the pressure from the Egyptian military.

About 3 employees were given 7 to 10 day jail terms charged with terrorism; for reports deemed to be supporting the banned Muslim Brotherhood. International governments and the media criticized the jail term.

### **Iraq:**

Al Jazeera's offices in Baghdad were shut down by the government of Iraq because the country's Prime Minister said the channel was inciting hatred in the country.

### **Israel:**

At the Second Intifada Al Jazeera called the Palestinians killed by Israeli gunfire martyrs; but the Israelis killed by Palestinians were just referred to as Israelis killed by Palestinians.

Al Jazeera Arabic threw a party for a man named Samir Kuntar who had murdered 4 Israelis including a 4-year old little girl. The Beirut bureau chief said, "Brother Samir we wish to celebrate your birthday with you."

Israel also boycotted the Arabic Al Jazeera because of its biased and slanted coverage of the Gaza Strip conflict, favoring the Hamas. Ministers did not give the channel interviews and some reports say that visas for the channels staff were not given.

Al Jazeera was accused of ignoring Israel suffering and focusing on Palestinian suffering.

### **Palestine:**

The Palestinian National Authority shut down Al Jazeera's offices in the West Bank because the channel said that PA President was involved in Yaseer Arafat's death. They accused the channel of provocations of tension between the PLO and the PA. Later the ban was lifted and the channel could continue work.

### **Saudia Arabia's War in Yemen:**

Al Jazeera blocked an Al Jazeera America article that criticized Saudi Arabian led intervention in Yemen. The article said that several reports showed that the Saudi-led coalition attacked civilians by using cluster bombs in civilian areas thus violating international law.

## Syria:

A News Editor of Al Jazeera who was from Syria who worked for Al Jazeera for almost 10 years was fired without any reason. In an interview said that it was because he/she resisted the pressure to give biased coverage to Syrian civil war.

## United States:

During the Afghan War a US missile destroyed Al Jazeera's office in Kabul. Al Jazeera was said to be anti-American because they featured graphic footage from what was happening in Iraq. It was also accused of inciting violence for reporting on national security issues.

Al Jazeera's Washington bureau chief resigned to protest against the channels 'Islamic drift'.

### *Al Jazeera and the Arab Spring*

### *Al Jazeera's Role in Toppling the Dictators One by One*

### *Nehad Ismail commentator on Middle East says,*

Al Jazeera with some help from NATO has succeeded in bringing down the Gaddafi clan that ruled Libya for 42 years with an amalgamation of fear, death squads, and assassinations, unexplained disappearances of opponents, torture and fear. The next mission for Al Jazeera is the toppling of the Syrian tyrant Basharal Assad. This regime is equally blood thirsty but is more cunning and calculating than the former Libyan regime.

Al Jazeera Arabic Satellite Channel has played a critical role in shaping public opinion in the Middle East. Not only educating and informing but also provoking controversy and opening up debate on issues considered taboo prior to the era of Al Jazeera. It had successfully rumbled the dictators and shaken the regimes. Most Arab dictators have singled out Al Jazeera as the most dangerous enemy. Its broadcast were blocked, offices trashed and its correspondents black-listed or even arrested and harassed.

The advent of Al Jazeera was like a media earthquake that opened up the gates of freedom of expression and democracy. The clash of opposing views, criticism of governments and rulers were welcomed by audiences throughout the Arab world. It has succeeded in winning opinions as well hearts and minds. Al Jazeera was the first Arabic Channel to invite Israeli politicians



and commentators to express their views on political issues during news bulletins and live-shows.

Recently the Station has been beaming visceral videos of horrific scenes of the injured and dying in Syria. This kind of material is deemed too gruesome to be shown on the BBC, Sky or Channel 4.

Al Jazeera has pushed the Arab youth into the Street to demonstrate and demand the fall of the absolute tyrants. Al Jazeera made full use of the social media and accepted feeds from individual protesters who took footage on their mobile phones, Twitter feeds and Face book postings. It has mobilized the crowds and encouraged them to rise up against the tyrants ruling over them.

Al Jazeera's professional and dedicated coverage unified the Arab Street under the banner of the Arab Spring Tsunami that is sweeping the region. Three dictators down, the two more to go are Bashar al Assad the tyrant of Syria and Ali Abdullah Saleh of Yemen.

The coverage of the Arab Spring has been effective, comprehensive and professional.

### **Al Jazeera's Framing of Social Media During the Arab Spring:**

Heidi A. Campbell and Diana Hawk.

It has been argued that the Egyptian protests and associated Arab Spring uprisings, which spread throughout the Arab world in 2011, garnered the interest and attention of a worldwide audience largely due to digital and social media. The spread of information, via online media, was said to link protesters to a wider public. This coupled with the international press's attention made these regional events a global matter. Online and mass media coverage of events, such as the mid-January to February protests in Cairo's Tahrir Square where people gathered with the aim of bringing down the reign of Egyptian President Hosni Mubarak, provided both professional and citizen journalist reports offering many different narratives of these events.

The Internet sites communication and social networks play a significant role in the need for people to participate in movements".

Internet a prominent role in the revolution of the People in Egypt was a tool for coordination".

Facebook was the second most common social communication reference by Al Jazeera

Al Jazeera highlighted that Facebook was specifically being used by protesters in Egypt as a means of communication with others about their cause, such as raising public awareness of human rights violation and the torture of prisoners.

Facebook was not only a source for organizing protests in Tahrir Square, but a site itself in which the protest against Mubarak must be voiced and raised.

Facebook users in Egypt networked with friends in other countries to spread news of their activities and encourage other to join in, protests in Libya were spurred on by Egyptian youth via Facebook.

Careful reading of news story transcripts identified three themes related to how social communications were framed as the initiator of the protests, a resource for networking amongst protesters and a tool of empowerment for people to create social change.

Al Jazeera used language to suggest that social communications were used not only to facilitate protests, but were also in some way responsible for the demonstrations and political revolutions.

By hosting these images, slogans, and citizen journalist video clips of the demonstrations, Al Jazeera seemed to argue that social communications, "linked to the revolution" provided vital fuel, enabling the movement to accomplish its goals.

### Question Bank for Self-Practice

- (1) Discuss the growth of Al Jazeera.
- (2) Discuss the role of Al Jazeera in the Arab Spring.
- (3) What are some of the criticisms levied against Al Jazeera?
- (4) Discuss the role of social media used by Al Jazeera in the Arab Spring.

# UNIT – I

## Chapter 16

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### **News Agencies:**

News agencies are like banks of news. They supply and circulate information across the country and around the whole world.

Their aim is to provide the newspaper and media company with a wide variety of information regarding events happening in the country and in the whole world. Initially news agencies were started to provide news to publications. But gradually with the development of various other the electronic and digital media, like radio, television and the internet, the role of the news agency is enhanced to cater to them as well.

News agencies have their own staff to collect and provide news reports to various news media companies. Media organizations like newspapers, magazines, radio, television and websites use the news agencies as an important source for news.

News agencies are sometimes called as wire service, news service or newswire. Some news agencies like the Reuters and Press Trust of India have their own websites where they publish news regarding various topics.

News agencies work with various departments and subjects to get the maximum information for various types of target audiences. They deal with the hard news and also other interesting features. They are known for their accurate and detailed researched based information.

There are several news agencies in India that cater to the vernacular presses. They focus on regional information and local issues that will interest the people in a particular region.

### **News Agencies in the World:**

The Associated Press (AP) is the first news agency in the world. It was founded as a not for profit news agency in New York in 1835.

The United Press Association (now called United Press International) was started in 1907.

Reuters was founded in England in 1851.

The Agence France-Presse (AFP) was founded in 1944. It became the third biggest news agency after AP and Reuters.

The Telegraph Agency of the Soviet Union (TASS) was founded in Russia in 1925.

Xinhua was founded as Red China News Services in the Chinese Soviet Republic.

The Non-Aligned News Agency Pool (NANAP) served as a source of information for the Third World countries.

### **News Agencies in India:**

In India there are several news agencies that collect and provide news to other news organisations which finally reach the masses through print, radio, television the internet. Some news agencies even provide specialized services like giving information regarding a special subject like business, tourism, weather, stock exchange, science, technology. These are helpful to media that give specialized news in the respective fields. For E.g. A business publication may choose to only receive business news or a travel magazine will opt for only travel and tourism information.

Today there is a great demand for visual news. Therefore there are news agencies that provide photos, videos, documentaries and television programmes. Most Indian news agencies in India deal with print news. That scenario is expected to change with a growing television and internet industry. However many broadcasting organizations have their own staff to collect visual information and material for their programmes.

The Press Trust of India Limited is one of India's biggest news agencies. It is a non-profit sharing cooperative which is owned by the various newspapers of India. It offers subscription services. It provides various types of news and information like national news national and international news, sports news, business news etc.

Reuters India offers news and information of a variety of subjects like, business, finance, investment, social issues, technology, sports, lifestyle etc.

Asia News Agency (P) Ltd which is a diplomatic news service in India, which provides news and information about India like politics, economy, foreign policy, security, government issues, sports, weather, Bollywood and other national and international news regarding India.

The Press Information Bureau is the main government agency that distributes news and information to the print and electronic media on many government policies, achievements and initiatives.

Another news agency in India is the Central News Agency Limited. It provides subscription services, door to door delivery for newspapers and magazines as well as wholesale distribution and exporting Indian newspapers, magazines, books, audio and video cassettes and CD-ROMs.

Express Media Service is a Hindi news agency that provides in 12 Indian languages. It offers regional news, state news, sports, business and international news.

Yet another important news agency is the Indo-Asian News Service (IANS). It has a growing international reach. It is also a good content, knowledge and publishing outsource organisation for Indian publications and institutions across the whole world. They are like a one-stop content provider for all news and information from India, South Asia and the Indian subcontinent.

KBK is a News Graphics agency that offers complete coverage of all news through graphics and pictures.

Kashmir Media Service gives news on Kashmir in Indian held Kashmir.

National News Service is basically for agricultural business and gives daily trading prices and news for agricultural commodities. It gives information to national dailies and TV news channels.

### **News Agencies in India:**

- Press Trust of India.
- Reuters India.
- Indo-Asian News Service.
- Asian News International.
- Asian Press News Services.
- Trans Asia News Service.
- Webvarta News Agency.
- CNI News Agencies.
- Samachar Bharti.
- United News of India.
- Hindustan Samachar.
- GNA NEWS AGENCY(GNA).

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### **Associated Press:**

The **Associated Press (AP)** is an American multinational non-profit news agency with its headquarters in New York, America. It works as a cooperative, unincorporated association. The AP is owned by its contributing newspapers and radio and television stations in the United States, all of which contributes stories to the AP and use material written by its staff journalists. Most of the AP staff are union members and are represented by the Newspaper Guild.

As of 2007, news collected by the AP was published and republished by more than 1,700 newspapers, in addition to more than 5,000 television and radio broadcasters. The photograph library of the AP consists of over 10 million images. The AP operates 243 news bureaus in 120 countries. It also operates the AP Radio Network, which provides newscasts twice hourly for

broadcast and satellite radio and television stations. Many newspapers and broadcasters outside the United States are AP subscribers, paying a fee to use AP material without being contributing members of the cooperative. As part of their cooperative agreement with the AP, most member news organizations grant automatic permission for the AP to distribute their local news reports. The AP employs the 'inverted pyramid' formula for writing that enables the news outlets to edit a story to fit its available publication area without losing the story's essentials.

Cutbacks at rival United Press International in 1993 left the AP as the United States' primary news service, although UPI still produces and distributes stories and photos daily.

Other English-language news services, such as the British Broadcasting Corporation, Reuters and the English-language service of Agency France-Presse, are based outside the United States.

### **History:**

Associated Press is a not-for-profit news cooperative formed in May 1846 by five daily newspapers in New York City to share the cost of transmitting news of the Mexican–American War by boat, horse express and telegraph.

The venture was organized by Moses Yale Beach (1800–68), second publisher of The Sun, joined by the New York Herald, the New York Courier and Enquirer, The Journal of Commerce, and the New York Evening Express. Some historians [https://en.wikipedia.org/wiki/Wikipedia:Manual\\_of\\_Style/Words\\_to\\_watch](https://en.wikipedia.org/wiki/Wikipedia:Manual_of_Style/Words_to_watch) - `Unsupported attributions` believe that the Tribune joined at this time; documents show it was a member in 1849. The New York Times became a member shortly after its founding in September 1851. Initially known as the New York Associated Press (NYAP), the organization faced competition from the Western Associated Press (1862), which criticized its monopolistic news gathering and price setting practices. An investigation completed in 1892 by Victor Lawson, editor and publisher of the Chicago Daily News, revealed that several principals of the NYAP had entered into a secret agreement with United Press, a rival

organization, to share NYAP news and the profits of reselling it. The revelations led to the demise of the NYAP and in December 1892, the Western Associated Press was incorporated in Illinois as the Associated Press. A 1900 Illinois Supreme Court decision (Inter Ocean Publishing Co. v. Associated Press) that the AP was a public utility and operating in restraint of trade resulted in AP's move from Chicago to New York City, where corporation laws were more favorable to cooperatives.

When the AP was founded, news became a salable commodity. The invention of the rotary press allowed the New York Tribune in the 1870s to print 18,000 papers per hour.

During the Civil War and Spanish–American War, there was a new incentive to print vivid, on-the-spot reporting. Melville Stone, who had founded the Chicago Daily News in 1875, served as AP General Manager from 1893 to 1921. He embraced the standards of accuracy, impartiality, and integrity. The cooperative grew rapidly under the leadership of Kent Cooper (served 1925–48), who built up bureau staff in South America, Europe and (after World War II), the Middle East. He introduced the "telegraph typewriter" or teletypewriter into newsrooms in 1914.

In 1935, AP launched the Wire photo network, which allowed transmission of news photographs over leased private telephone lines on the day they were taken. This gave AP a major advantage over other news media outlets. While the first network was only between New York, Chicago, and San Francisco, eventually AP had its network across the whole United States.

In 1945, the Supreme Court of the United States held in *Associated Press v. United States* that AP had been violating the Sherman Antitrust Act by prohibiting member newspapers from selling or providing news to nonmember organizations as well as making it very difficult for nonmember newspapers to join the AP. The decision facilitated the growth of its main rival United Press International, headed by Hugh Baillie from 1935 to 1955.

AP entered the broadcast field in 1941 when it began distributing news to radio stations; it created its own radio network in 1974.



In 1994, it established APTV, a global video newsgathering agency. APTV merged with World Wide Television News in 1998 to form APTN, which provides video to international broadcasters and websites. In 2004, AP moved its world headquarters from its longtime home at 50 Rockefeller Plaza to a huge building at 450 West 33rd Street in Manhattan which also houses the New York Daily News and the studios of New York's public television station, WNET.

In 2009, AP had more than 240 bureaus globally. Its mission "to gather with economy and efficiency an accurate and impartial report of the news" has not changed since its founding, but digital technology has made the distribution of the AP news report an interactive endeavor between AP and its 1,400 U.S. newspaper members as well as broadcasters, international subscribers, and online customers.

The AP began diversifying its news gathering capabilities and by 2007 AP was generating only about 30% of its revenue from United States newspapers. 37% came from the global broadcast customers, 15% from online ventures and 18% came from international newspapers and from photography.

#### **Web resource:**

The AP's multi-topic structure has resulted in web portals such as Yahoo! and MSN posting its articles, often relying on AP as their first source for news coverage of breaking news items. This and the constant updating evolving stories require has had a major impact on the AP's public image and role, giving new credence to the AP's ongoing mission of having staff for covering every area of news fully and promptly. The AP is also the news service used on the Wii's News Channel. In 2007, Google announced that it was paying to receive Associated Press content, to be displayed in Google News, though this was interrupted from late 2009 to mid-2010, due to a licensing dispute.

#### **Associated Press Television News:**

*In 1994, London-based Associated Press Television (APTV) was founded to provide agency news material to television broadcasters. Other existing providers of such material at the time were Reuters Television and Worldwide Television News (WTN).*

*In 1998, AP purchased WTN and APTV left the Associated Press building in Central London and merged with WTN to create Associated Press Television News (APTN) in the WTN building, now the APTN building in Camden Town.*

### **Key events timeline:**

- **1849:** the Harbor News Association opened the first news bureau outside the United States in Halifax, Nova Scotia, to meet ships sailing from Europe before they reached dock in New York.
- **1876:** Mark Kellogg, a stringer, was the first AP news correspondent to be killed while reporting the news, at the Battle of the Little Bighorn.
- **1893:** Melville E. Stone became the general manager of the reorganized AP, a post he held until 1921. Under his leadership, the AP grew to be one of the world's most prominent news agencies.
- **1899:** AP used Guglielmo Marconi's wireless telegraph to cover the America's Cup yacht race off Sandy Hook, New Jersey, the first news test of the new technology.
- **1914:** AP introduced the teleprinter, which transmitted directly to printers over telegraph wires. Eventually a worldwide network of 60-word-per-minute teleprinter machines is built.
- **1935:** AP initiated Wire Photo, the world's first wire service for photographs. The first photograph to transfer over the network depicted an airplane crash in More house, New York, on New Year's Day, 1935.
- **1938:** AP expanded new offices at 50 Rockefeller Plaza (known as "50 Rock") in the newly built Rockefeller Center in New York City, which would remain its headquarters for 66 years.
- **1941:** AP expanded from print to radio broadcast news.
- **1941:** Wide World News Photo Service purchased from The New York Times.
- **1945:** AP war correspondent Joseph Morton was executed along with nine OSS men and four British SOE agents by

the Germans at Mauthausen concentration camp. Morton was the only Allied correspondent to be executed by the Axis during World War II. That same year, AP Paris bureau chief Edward Kennedy defied an Allied headquarters news blackout to report Nazi Germany's surrender, touching off a bitter episode that leads to his eventual dismissal by the AP. Kennedy maintains that he reported only what German radio already had broadcast.

- **1951:** AP war correspondent Prague bureau chief William N. Oatis was arrested for espionage by the Communist government of Czechoslovakia. He was not released until 1953.
- **1994:** AP launches APTV, a global video news gathering agency, headquartered in London.
- **2004:** The AP moved its headquarters from 50 Rock to 450 W. 33<sup>rd</sup> Street, New York City.
- **2006:** AP joined YouTube.
- **2008:** The AP launched AP Mobile (initially known as the AP Mobile News Network), a multimedia news portal that gives users news they can choose and provides anytime access to international, national and local news. AP was the first to debut a dedicated iPhone application in June 2008 on stage at Apple's WWDC event. The app offered AP's own worldwide coverage of breaking news, sports, entertainment, politics and business as well as content from more than 1,000 AP members and third-party sources
- **2010:** AP launched multi-device World Cup Soccer Applications providing real-time news coverage of the 2010 World Cup on desktop, Apple and Android devices.
- **2010:** AP earnings fall 65% from 2008 to just \$8.8 million. The AP also announced that it would have posted a loss of \$4.4 million had it not liquidated its German-language news service for \$13.2 million.
- **2011:** AP revenue dropped \$14.7 million in 2010. 2010 revenue totalled \$631 million, a decline of 7% from the previous year. AP rolled out price cuts designed to help

newspapers and broadcasters cope with declining revenue.

- **2012:** Gary B. Pruitt succeeded Tom Curley to become president and CEO. Pruitt is the 13th leader of AP in its 166-year history.
- **2012:** AP revenues continued to slide as the company posted a \$193.3 million drop in 2011.
- **2015:** AP revenues continue to decline. Company posts \$183.6 million in net income.

### **Associated Press Television News:**

*In 1994, London-based Associated Press Television (APTV) was founded to provide agency news material to television broadcasters. Other existing providers of such material at the time were Reuters Television and Worldwide Television News (WTN).*

*In 1998, AP purchased WTN and APTV left the Associated Press building in Central London and merged with WTN to create Associated Press Television News (APTN) in the WTN building, now the APTN building in Camden Town.*

### **BBC vs CNN:**

#### **Difference between BBC and CNN:**

In the United Kingdom, BBC is the premiere news organization, and it is pretty hard to escape its presence wherever in the U.K. you may be. In the United States, CNN has pretty much the same impact, although it arguably has a stronger global presence. Nevertheless, BBC enjoys its own share of the global news market, which makes a comparison between the two only logical...and here it is!

#### **Profile:**

The British Broadcasting Corporation or BBC is the largest broadcasting company in the world. Its headquarters are located in London, and it mainly services the United Kingdom, Channel Islands and Isle of Man under a Royal Charter. It is received in all households, companies and organizations in the United Kingdom that use equipment that records and/or receives live television broadcasts. The Cable News Network or CNN is a cable news channel operating out of the United States. Its founder is Ted

Turner, and it was established in 1980. Back then, CNN was the only 24-hour television news channel, being the first of its kind to do so. CNN broadcasts mainly from the CNN Center in Atlanta, the Time Warner Center in New York City, and various studios in Washington, D.C. and Los Angeles, although it has numerous affiliates around the world. CNN is now owned by the Time Warner Company and its U.S. news channel is owned by Turner Broadcasting System.

### **Coverage:**

BBC News is the largest broadcast news organization in the world and it provides news via domestic radio in addition, to various television networks, among them BBC News, BBC Parliament and BBC World News. Its other services include BBC Red Button, Ceefax and BBC News Online. The company also offers a number of mobile news services as well as desktop, e-mail, and digital TV alerts. CNN currently provides services to more than 93 million households in the United States, as well as more than 890,000 rooms in hotels all over the country. In addition, the U.S broadcast is also shown throughout Canada. Its international counterpart–CNN International–is seen in more than 212 countries all over the world. CNN rates as the second most widely watched cable news channel in the United States, and it has the most number of unique viewers.

### **Other Services:**

BBC also offers a slew of online services, including a news website and archive. According to the company, the site is the most popular content-based site in Europe. BBC also offers the Red Button, which is an interactive digital television service available through Freeview, Freesat, Sky Digital, and Virgin Media. The company also has various concerns in music, ebooks, and even PCs, with its most notable achievement in this regard being the BBC Micro. CNN for its part is involved in various types of paid subscription services, free live broadcasts and online activities. The company has also launched a new version of its website, in addition, to having a channel on video-sharing site YouTube.

### **Summary:**

**BBC:**

- Is the largest broadcast news organization in the world.
- Offers a variety of online services, including a news website and archive.
- Website is reportedly the most popular content-based site in Europe.
- Its foreign correspondents deliver fresher sounding and less scripted sounding news spots than many U.S. news correspondent clips.

**CNN:**

- Founded in 1980 by Ted Turner.
- Is seen in more than 93 million households and more than 890,000 hotel rooms in the United States.
- Is involved in various online and broadcasting activities.
- Has its own channel on YouTube.

<http://recomparision.com/comparisons/100843/bbc-vs-cnn-news/>

BBC and CNN are two of the most important news broadcasting services of the world. BBC is older and has far deeper reach in more households around the world, whereas CNN has made a big impact in the recent decades and has become equally important across the world, especially ever since the world saw the visuals of Gulf war way back in 1991. While BBC is British, CNN is American. These are not the only differences in these two most influential news services of the world, and this article attempts to highlight as many differences as possible in this article.

**BBC:**

In all of commonwealth, and elsewhere in the world, BBC happens to be the most important, reliable, and efficient news service. It has a reach through television in all parts of the world, in millions of homes. With a workforce of more than 23000 employees, BBC is the largest news broadcaster in the world. Though it is a public broadcaster, BBC is considered an autonomous body that is responsible for dissemination of news across Britain. All organizations making use of the news from

BBC are charged an annual fee. Outside Britain, BBC is known as BBC World Service. Founded in London on January 1, 1927, the world is the playfield of British Broadcasting Service today.

### **CNN:**

CNN stands for Cable News Network, and it is a rather new news channel having come into existence in 1980. It is a private news channel owned by Ted Turner. It was the first 24 hour news channel in US. Based in Atlanta, CNN has studios in LA and Washington DC also. In US alone, CNN has a reach in about 100 million homes, and across the world, CNN can be seen in more than 200 countries of the world. Worldwide Leader in News is the slogan of the company, and it has become the 2nd most influential news broadcaster in the world after BBC.

It was the special coverage of the Gulf War by its reporters in Baghdad in 199

1 that brought night view of the skyline of the city being bombarded by US and allied forces' airplanes, and catapulted CNN to prominence around the world. The second event that is still fresh in the memories of people around the world is 9/11, and CNN was the first news channel that broadcast first images of the strike on the World Trade Center and Pentagon. Since then, CNN has not looked back, and today it is no less prominent in the world than BBC.

#### **What is the difference between BBC and CNN?:**

- BBC is bigger than CNN and has more employees (23000) serving in all parts of the world.
- BBC is state owned while CNN is a private news channel owned by Time Warner Company.
- BBC has a reach in more homes than CNN though CNN is presently seen in more countries than BBC.
- For many, BBC is a synonym for reliability and efficiency. However, the sheer coverage of Gulf War in 1991 and the bombing of WTC in 2001 have catapulted CNN to a position of strength. It is today second only to BBC in terms of winning

people's confidence and faith.

<http://www.differencebetween.com/difference-between-bbc-and-vs-cnn/>

### **Bloomberg News:**

**Bloomberg News** is an international news agency headquartered in New York, United States and a division of Bloomberg L.P.

Content produced by Bloomberg News is disseminated through Bloomberg Terminals, Bloomberg Television, Bloomberg Radio, Bloomberg Business week, Bloomberg Markets, Bloomberg.com and Bloomberg's mobile platforms. As of 2015, John Micklethwait served as editor-in-chief.

Bloomberg News, originally known as Bloomberg Business News, was co-founded by Michael Bloomberg and Matthew Winkler in 1990 to deliver financial news reporting to Bloomberg Terminal subscribers.

The Bloomberg News agency was established in 1990 with a team of six people. Winkler was first editor-in-chief. In 2010, Bloomberg News included more than 2,300 editors and reporters in 72 countries and 146 new bureaus worldwide.

### **Creation-1995:**

Bloomberg Business News was conceived as a way of expanding the services offered through the terminals. According to Matthew Winkler, then a writer for the Wall Street Journal, Michael Bloomberg telephoned him in November 1989 and asked "What would it take to get into the news business?"

Knowing that Bloomberg had no experience in journalism, Winkler presented him with a hypothetical ethical dilemma:

"You have just published a story that says the chairman and I mean chairman of your biggest customer has taken \$5 million from the corporate till. He is with his secretary at a Rio de Janeiro resort, and the secretary's spurned boyfriend calls to tip you off. You get an independent verification that the story is true. Then the phone rings. The customer's public-relations person says, 'Kill the story or we will return all the terminals we currently rent from you.'"



"What would you do?" Winkler asked.

"Go with the story," Bloomberg replied. "Our lawyers will love the fees you generate."

Winkler recalls this as his "deciding moment," the time at which he became willing to help Bloomberg build his news organization. The purpose of the service was to provide up-to-the-minute financial news communicated in a concise and intelligent way. As a fledgling company in 1990, Bloomberg hoped that the news service would spread the company name, sell more Bloomberg Terminals and end Bloomberg's reliance on the Dow Jones News Services, a valuable subscriber service for the Terminal.

The creation of Bloomberg Business News required Winkler to open a Bloomberg office in Washington, D.C. in order to report about political effects on the business world. However, the Standing Committee of Correspondents (SCC) in Washington required Bloomberg News be formally accredited to act as a legitimate news source, a title that Bloomberg Business News only accomplished after agreeing to provide free terminals to major newspapers in exchange for news space in the publications. This accreditation led to an annual growth over 35% until 1995. During this growth period Bloomberg News opened a small television station in New York, purchased New York Radio Station WNEW, launched fifteen-minute weekday business news programs for broadcast on PBS and opened offices in Hong-Kong and Frankfurt, Germany. By 1995, Bloomberg News had 335 reporters in 56 locations.

### **1995-2000:**

The initial goal of Bloomberg Business News to increase Terminal sales was adequately met by the mid-nineties and refocused the scope to their news service in order to rival the profitability of other media groups such as Reuters and Dow Jones. This led to the creation of Bloomberg's magazine, Bloomberg Personal in 1995, which would be carried in the Sunday edition of 18 U.S. papers. Also in 1995, Bloomberg launched a 24-hour financial news service through Bloomberg Information Television and began wiring its Terminals through

Direct TV. This simultaneously occurred with the launch of a web site to provide audio feed of radio broadcasts.

Bloomberg Business News was renamed Bloomberg News in 1997. By this time Bloomberg News content was carried in over 800 newspapers worldwide and was syndicated through Bloomberg Television and 40 international affiliates.

#### **2000–2014:**

In 2009 Bloomberg News partnered with The Washington Post to launch a global news service known as The Washington Post News Service with Bloomberg News. Hosting content from both news sources, the service hopes to pair the political experience of The Washington Post with the global financial economic news of Bloomberg News.

In April 2014, Bloomberg News launched a new section, Bloomberg Luxury', which focuses on luxury living. According to an internal memo obtained by WWD, Chris Rovzar, the former digital editor of Vanity Fair, will help Bloomberg build its editorial vision for luxury. The section's content provides information on topics including travel, wine news, dining, auto news, gadgets, and more. Review of technology and high-end autos are published weekly. It also highlights content from Bloomberg's quarterly lifestyle and luxury magazine Pursuits. Bloomberg television has been criticized from overseas media claiming that Bloomberg attempts to hire 'young and pretty people especially women showing their bodies in a grotesque manner to increase rating.

#### **BBC, CNN:**

Birth - 1920 to 1922.

BBC stands for The British Broadcasting Corporation.

It is a public service broadcaster in Britain.

Their headquarters is in London in Broadcasting House.

It is the oldest and largest broadcasting company in the world.

Total staff number is about 35,402.

The first live public broadcast was in June 1920.

It was broadcast from the Marconi factory in Chelmsford.



It broadcast the well known Australian Soprano singer Dame Nellie Melba.

The public were impressed with this broadcast and it was a turning point in the British people's attitude to radio.

The public were very excited about this programme.

However the government was not. They believed that such broadcasts would interfere with vital military and civil communications.

The pressure from the government, the licensing authorities the General Post Office (GPO) led to the ban of these programmes.

By the year 1922 the GPO had received several requests almost 100 in number and decided to cancel the ban.

To avoid the chaos and confusion it proposed to issue a single license to a company which was jointly owned by several important wireless receiver manufacturers.

They decided it would be called the British Broadcasting Company Ltd.

The finance would come from the royalty on the sale of BBC wireless receiving sets made by approved manufacturer.

The BBC still follows its principle to educate, entertain and inform.

### **From private to public service:**

From 1923 to 1926 the corporation moved from a private company to a public service corporation.

However the finances were not enough.

The sale of sets was very low because many amateurs started making their own receivers and many people brought these unlicensed sets.

The BBC began to review this situation.

In May 1926 a strike broke out.

This strike interrupted newspaper production.

As a result people turned to the BBC to receive news and information.

This crisis put the BBC in a delicate situation.

It wanted to maintain the trust of the people and at the same time did not want to be the mouth piece of the government.

The BBC's decision to cover both sides of the strike the government and the strikers' viewpoints impressed the millions of listeners.

The BBC handled the crisis very well. It won the national audience to its broadcasting programmes.

The government also accepted the suggestions of the Crawford Committee that the British Broadcasting Company be replaced by a non commercial organization.

Thus was born the British Broadcasting Corporation on 1<sup>st</sup> January 1927.

John Reith became the first Director General of BBC. He had very morals. He decided to broadcast, "All that is best in every department of human knowledge, endeavor and achievement. The preservation of a high moral tone is obviously of paramount importance."

Reith was against the American style of broadcasting in radio whose main aim was to attract a greater audience and thus get more advertising money.

The BBC did not accept any paid advertising.

The revenue came from the taxing the receiving sets.

### **BBC and other media:**

The BBC's broadcasting success did not appeal to other media like concerts, theatres and the recording industry. They felt the radio station would make their performances stale and no one would come to hear and watch them in person.

The BBC tried to persuade the recording companies who had in those years found it difficult to make records of singers, musicians, dance bands and orchestras.

Soon radio plays became extremely popular.

They soon by 1929 received 6000 manuscripts.

However most were not written with broadcasting in mind but for stage performances. Therefore many of them had to be rejected.



Then around 1930 their music broadcasts became extremely popular.

### **BBC and television:**

In 1932 television broadcasts started and BBC Television Service started in 1936.

During the Second World War television broadcasts were stopped from 1<sup>st</sup> September 1939 to 7<sup>th</sup> June 1946.

Therefore radio had to keep the people informed and entertained.

### **BBC 2:**

BBCs work was highly appreciated and praised and the original channel was named BBC 1 and an additional channel called BBC 2 was started.

### **Color:**

From 1<sup>st</sup> July 1967 BBC's channels started beaming their television programmes in color.

### **Additional radio channels:**

BBC radio programmes came for some change.

Radio 1 broadcast Popular music.

Radio 2 Easy Listening.

Radio 3 classical music and cultural programmes.

Radio 4 covered news, quiz shows, plays dramas and readings.

In 1967 local radio stations were also started like Radio London.

Several additional radio channels and stations were launched.

In 1990 Radio 5 covered sports and education.

Due to the success of Radio 4 in covering the Gulf War in 1991.

Radio 5 was changed to Radio 5 Live to cover news and sports.

### **24 hour:**

In 1997 BBC News 24 was started.

This was followed by launching BBC Choice a third general entertainment channel.

Then BBC bought over The Parliamentary Channel which was called BBC Parliament.

In 1999 BBC Knowledge was launched as a multi media channel.

This was followed by the launch of BBC Text and BBC Online.

**2000 to 2011:**

BBC's Children's channel called CBBC which was a divided in CBBC and CBeebies for younger children.

**New Radio stations:**

New radio stations were introduced like BBC 6, BBC 7, BBC 1 Xtra.

BBC's News 24 was renamed the BBC News Channel.

**Governance:**

The BBC is free from any direct government interference. Its activities are governed by the BBC Trust.

**Mission:**

The mission of the BBC is to inform, educate and entertain. The main objective is to serve the interest of the public by sustaining citizenship and civil society, promoting learning and education, inspiring creativity, striving for cultural excellence, representing the United Kingdom and its communities. It strives to present UK to the world and the world to UK.

**International recognition:**

The BBC today is one of the leading media organisations recognized all over the world. It is highly trusted and respected for good quality news, education, information and entertainment programmes.

**Reuters:**

Reuters is an international news agency.

It was established in the year 1851 by Paul Reuter.

Its head quarters are in Canary Wharf, London.

It is a division of Thomas Reuters.

It transmits news in various languages like English, French, Portuguese, Italian, Spanish, Japanese, German, Russian, Urdu, Arabic, Korean, and Chinese.

Paul Reuter worked in a book publishing company and distributed radical pamphlets during the Revolutions in 1848.



In 1850 he developed a small news service which used carrier pigeons and electric telegraphy to send messages between Brussels and Aachen.

He later launched the Reuter's Telegram Company.

It gave commercial news to business companies, banks and brokerage houses.

His first newspaper client was the London Morning Advertiser in 1858.

After the newspaper subscriptions went up a great deal.

Reuter's agency is well known all over Europe and across the world.

They are reputed to give the first news scoops from abroad.

They were the first to report about Abraham Lincoln's assassination.

Reuters function in more than 200 cities, in about 94 countries and in 20 languages.

The Reuters News Agency has about.

2,500 journalists,

600 photo journalists.

Their journalists use the Reuters Handbook of Journalism to help them report and disclose information fairly.

They have a high standard of integrity and freedom.

Therefore they have a good reputation for accuracy, speed, truth and exclusive reports.

Several of their reporters and other media personnel were killed in various conflict zones and some were taken hostage.

**Reuters India** offers news and information of a variety of subjects like, business, finance, investment, social issues, technology, sports, lifestyle etc.

### **Criticism and controversy:**

Reuters follow a policy of objective language.

Reuters' editorial policy states: "We are committed to reporting the facts and in all situations avoid the use of emotive terms. The only exception is when we are quoting someone directly or in indirect speech."

They believe in taking a value-neutral stand.

Therefore they do not use the word 'terrorist' in their reports.

They have been highly criticized for this stand especially after the September 11 attacks on the Twin Towers.

In contrast the Associated Press uses the word 'terrorist' while referring to non-government organizations that attack civilian population.

After the September 11 attacks, Reuter's global head of news reiterated the policy in an internal memo. He also explained their stand to media columnist Howard Kurtz who had criticized the policy by saying - "We all know that one man's terrorist is another man's freedom fighter, and that Reuters upholds the principle that we do not use the word terrorist...We're trying to treat everyone on a level playing field, however tragic it's been and however awful and cataclysmic for the American people and people around the world. We're there to tell the story. We're not there to evaluate the moral case."

Reuters have also been accused of publishing doctored photos, taking sides, editing and not supporting world issues like climate change.

A climate change correspondent in Asia resigned after working for the company for about 20 years. He said there was a 'climate of fear' in the organization. It was difficult to get a climate change story published. His seniors would question, raise doubts, subbed and there was endless bureaucracy by editors. He was also informed that climate change was not a big story. Reuters denied this.

Reuters was accused of being biased against Israel after they used doctored photos by a Lebanese photographer. Reuters stopped dealing with the photographer and removed his photographs from its database.

It also cropped the edges of photos, removing commandos' knives that were held by activists and a naval commando's blood from photographs taken during the Gaza flotilla raid which was a military operation by Israel against six civilian ships of the 'Gaza Freedom Flotilla' in international waters in the Mediterranean Sea.





Reuters reported that they replaced the photographs with the original ones after they were informed about it.

(The Gaza Freedom Flotilla, organized by the Free Gaza Movement and the Turkish Foundation for Human Rights and Freedoms and Humanitarian Relief (İHH), was carrying humanitarian aid and construction materials, with the intention of breaking the Israeli-Egyptian blockade of the Gaza Strip. In normal circumstances, aid is brought to Israel to be inspected and then transferred to Gaza)

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<http://in.reuters.com/>

<http://www.reuters.com/places/india>

### **AFP:**

AFP stands for Agence France-Presse. It is an international news agency based in Paris, France. It was founded in 1944.

It is the third largest news agency in the whole world. It comes after Associated Press and Reuters.

Pigeons and trains were earlier used to bring news from all over France and other European nations to Paris.

It has bureaus in 150 nations. It has regional offices in Hongkong, Washington DC., Nicosia and Montevideo.

It transmits news in various languages like French, English, Spanish, German, Portuguese and Arabic.

It is an international agency that gives fast, detailed information of events around the world including, politics, sports, entertainment, wars, conflicts, health, technology and science.

In 1835 Charles Havas founded the Agence Havas as Agence des Feuilles Politiques.

Two of Havas' employees named Paul Reuter and Bernard Wolff later started their own news agencies in London and Berlin.

To reduce overhead costs and develop the good business aspect of the business, Havas's sons who succeeded him, signed agreements with Reuter and Wolf. They gave them exclusive reporting zones in various parts of Europe. This relationship lasted till 1930s. This time the short-wave wireless improved and reduced communications costs a great deal.

The French government financed about 47% of Havas' investments to help them extend their scope of work and reporting.

In 1840 Charles Havas used carrier pigeons to send news faster than the official state services.

In 1840 the mail coach was used to send dispatches.

In 1845 they started using electrical telegraph which helped them to expand.

In 1859 Havas made an agreement with Reuters and Wolf to become the three major agencies of the world.

In 1880 the telephone and teletype revolutionized the way journalists worked. This along with the development of the press in France helped the agency to work better.

On November 25th 1940 the news section of Havas was nationalized by the government making it a government agency called French Information Office (OFI).

### **Birth of AFP:**

On August 20, 1944, liberated France's first dispatch is sent. OFI is renamed as Agence France-Presse.

### **First Scoop:**

Joseph Stalin's death on March 5, 1953 was the first major scoop that the young agency reported. Foreign journalists in Moscow could not instantly send news because of the censorship. But AFP was monitoring Radio Moscow's domestic broadcasts from Paris.

### **International growth:**

By 1957 AFP has

25 bureaus across France.

46 overseas.

13 in French territories overseas.

Correspondents in 116 countries.

Gives news to 73 countries.

The **Arabic service** was launched in 1969.

In 1971 AFP starts its first satellite news transmission.

In November 1975 AFP offices get Information Technology.

Real time data delivery.

In 1981 they use the Sytin a system that sends digital images over telephone lines and teleprints photos in real time.

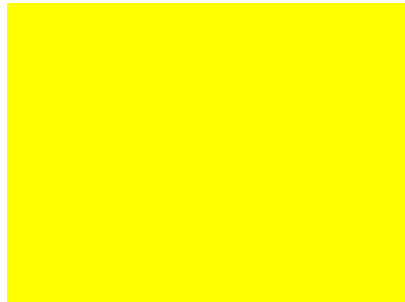
On May 16, 1983.

In October 1983 AFP started audio programmes like news summaries, musical shows and voice reports to local radio stations.

Laser printing of black and white photos was started by AFP in 1984. Printing became digital from 1986.

The international photo department was launched in 1985.

Satellite transmission of information started in 1988. Their journalists transmit their information from the field via satellite Inmarsat. This is extremely useful especially when there are no telecommunication links like in war zones.



On September 27, 1988 AFP announced two hours before all others the disqualification of Ben Johnson at the Seoul Olympics.

In 1992 Photos are delivered with the help of the satellite. The agency uses digital files which improve the quality of the photo and the speed of transmission.

In 1993 AFP goes fully digital.

In December 1995 AFP launches its first website.

In 2007 the agency launched the AFPTV International and of the video platform.

In 2008 they launched mobile services

In 2010 the official AFP Facebook page is launched in English and French,

On December 6, 2011 AFP launches two Twitter accounts.

In 2011 the agency releases its first video graphics animated films with spoken commentary.

In April 18, 2012 AFP launches the new site [www.afp.com/en](http://www.afp.com/en)

In May 2012 AFPTV broadcasts for the first time live video from the 66th Cannes Film Festival.

On December 6, 2012 AFP gives copyright royalties which is a historic moment for all journalists.

In April 2014 AFP launched its new multimedia platform called AFP Forum. All their news in the form of text, videos, photos and infographics were available on the site in 6 languages.

In May 2014 AFP launches its Instagram account which features the work of their photographers.

In 2015 the AFP brings out a photo book with the best news photos of 2014.

### **Awards:**

Many AFP journalists won the **Albert Londres Prize** for their articles and coverage.

On January 13, 2012 three AFP photographers receive the World Press Photo 2012 award.

On April 17, 2012 AFP photographer Massoud Hossaini receives the Pulitzer Prize.

In October 2012 the agency's photojournalist Aris Messinis received the Bayeux-Calvados War Correspondents Prize.

On April 6, 2013 AFP's freelance photographer Javier Manzano won the 2013 Pulitzer Prize for feature photography.

On December 3, 2013 Time Magazine chooses AFP's photographer Philippe Lopez's image as one of the top ten photos of the year.

On February 14, 2014 two AFP photojournalists Philippe Lopez and Jeff Pachoud receive the World Press Photo awards.

In October 11, 2014 their photographer won the Bayeux-Calvados war correspondents photo prize.

In December 2014, three AFP photographers are awarded the World Press Photo. AFPs photo journalist Bulent Kilic was recognized by Time Magazine and The Guardian. Time Magazine chooses him as its news agency photographer of the year for his coverage of Europe and the Middle East. The Guardian named him also named him the 2014 agency photographer of the year.

On October 17, 2014 their global new director Michèle Léridon receives the 'Investigation and Reporting' prize at the International Congress for Journalism and Information.

**Reference:**

[https://en.wikipedia.org/wiki/Agence\\_France-Presse](https://en.wikipedia.org/wiki/Agence_France-Presse)

<https://www.afp.com/en/agency/afp-dates>

<https://www.afp.com/en/agency/afp-dates#86>

<b>Question Bank for Self-Practice</b>
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- (1) Write short notes on News Agencies.
- (2) What is the role or importance of News Agencies?
- (3) Write short notes on the News Agencies in India.
- (4) Write short notes on the BBC.
- (5) Write short notes on Reuters.
- (6) What role does Reuters play in the media industry?
- (7) Write short notes on AFP.