PART-II

HISTORY OF JOURNALISM

IV Semester

COMPLEMENTARY COURSE

For

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STUDY MATERIAL

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PART-II - HISTORY OF JOURNALISM

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BEGINNING OF MODERN JOURNALISM IN KERALA

Early Journals of Kerala

The history of Malayalam journalism is over hundred and fifty years old. Its genealogy is often traced to Christian missionaries who brought out books and periodicals for the propagation of religion. The first Malayalam book *Samkshepa Vedartham* was printed in Rome, by Fr. Clement Piyanias in 1772. The first Malayalam book to be printed on Indian soil was a translation of the *New Testament* in 1418 at Courier Press, Bombay. In 1811, the *New Testament* in Malayalam was printed here. Philippose Rampan did its translation. It was the first book in Malayalam printed in Indian soil.

It was Benjamin Bailey who started printing from Kottayam in 1821. Using the types given by Fort St. George College of Madras, he printed the first book *Cherupaithangal* in 1824. Not satisfied with the types, he designed a new set of Malayalam types in 1829 and used them for printing the *New Testament*. It was in 1845, that a litho press was set up in Malabar at Illikkunnu near Thalasseri by Rev. Herman Gundert of the Basal Mission. It was here that Gundert made history in June 1847, by launching *Rajyasamacharam*, the first newspaper in Malayalam. It had eight cyclostyled sheets in demy octave. Reading matter was spread across the pages without columns and cross heads to break the monotony. Neither the masthead nor the print line featured the Editor’s name. The reading matter was exclusively of religious nature. By the time it ceased publication in late 1850, forty-two issues had seen the light of the day.

In October 1847 Gundart stated another publication called Paschimodayam. Like its predecessor the *Paschimodayam*, too, was cyclostyled, but it carried articles on geography, history, natural science and even astrology. It had a formal editor in F. Muller. The annual subscription was one rupee. There was even a change in size and format - the *Paschimodayam* appeared in royal octavo garb. It would seem to have ceased publication around mid-1851.

The scene now shifts to central Travancore from where early in 1848; the first printed magazine in the Malayalam language - the *Jnananikshepam* - hit the news stands. This eight-page magazine was printed at the C.M.S. Press operating from Kottayam way back in 1821. Arch Deacon Koshiy and the Reverend George Mathen were behind this new publication which served alike the cause of propagation of religion and the dissemination of knowledge. Obviously as a result of this diversification of the reading fare it was well-circulated among the Christian, Hindu and Muslim communities.

Another periodical, Kottayam-based, made its appearance around this time. It was the *Vidyasamgraham* brought out under the auspices of the Kottayam College. *Vidyasamgraham* or Kottayam College Quarterly Magazine was
started by Chrch Mission Society (CMS) College in 1864 from Kottayam. CMS College principal, Richard Collins, and Rev. George Mathan were the key figures behind this publication. This quarterly had a variety of articles in English and Malayalam written by scholars. It ceased publication in 1867.

**Development in the 19\(^{th}\) century**

Attempts were underway in the meantime to start a "newspaper". Ironically, the first of this genre to be published from Kerala was in the English language. A pioneering foursome embarked upon a publication entitled the *Western Star* from Cochin in 1860. Charles Lawson, who had left England after completing his studies, took over as the paper's editor. This was Lawson's maiden essay into journalism. The assignment obviously stood him in good stead when he migrated to Madras to launch the Madras Mail in later years.

Four years later in 1864 a Malayalam edition of the *Western Star* started publication from Cochin under the banner *Paschimataraka*. The new paper was edited by T.J. Paily in the first instance and later by Kalloor Oommen Philippose Asan. Yet another paper, the *Keralapataka*, made its appearance from Cochin in 1870. In course of time these two publications merged to form the *Paschimataraka*-*Keralapataka*. Under the able stewardship of Ommen Phillipose Asan this merged publication mounted attacks on the peccadilloes of the bureaucracy of the day and is seen to have survived right up to 1886. The *Western Star* continued to be published from Cochin for a long time. In due course there was a change in the ownership of the paper. This was followed by a change in location. The publication base was shifted to Trivandrum. Thereafter its appearance was irregular.

In 1867 two papers were started from Kottayam. One was in Malayalam and was titled *Santishtavadi*; the other the *Travancore Herald*, was in English; both were printed from the C.M.S. Press. The *Santishtavadi* was outspoken in its criticism of the powers that be, and soon fell foul of the Travancore Government which ordered its closure. Thus, quite unwittingly, the *Santishtavadi* created history in Malayalam journalism by becoming the first martyr to the cause of freedom of the press.

The next in the line of Malayalam papers was the *Satyanada kahalam* (Trumpet of the Voice of Truth) which started publication modestly as a fortnightly from Kunammavu (Ernakulam district) in October 1876. It was published under the auspices of the Italian Carmelite Mission, with the Rev.Fr.Candidus designated as its first editor. This 16 page fortnightly featured a wide range of topics in its columns, from international affairs to local news and from Government pronouncements and court proceedings to mission news. The publishing centre was once shifted to Varappuzha and then to Ernakulam. The latter occasion coincided with a diminution of its name to plain *Satyanadam*.

Successive changes in the *Satyanadom*’s periodicity followed. From 1900 it was issued thrice a month. Four years later it was converted into a weekly. In 1926 a change in format was introduced and the *Satyanadom* joined the early
ranks of 'illustrated weeklies'. The fortunes of Kerala's oldest existing newspaper underwent a change characteristic of the times in 1970 when it merged with the Kerala Times and started issuing as the latter's Sunday edition. During the course of its independent existence over slightly less than a century the *Satyanadom* had made notable contributions to Malayalam literature and in the socio-political fields.

In the three decades since the *Rajasamacharam* made its first appearance though a good number of publications followed they were in the main characterized by a high rate of infant mortality. Besides, they were not "newspapers" in the strict sense of the word; their emphasis was more on literary and religious topics as distinct from hard news as we understand it today. Their periodicity was yet another factor which detracted from their intrinsic relevance and importance as newspapers.

The *Keralam* (1866), the *Malayalamitram*, the *Tiruvathancore Abhimani*, the *Kerala Deepakam* (all 1878) and the *Keralachandrika* fall in this category of pioneering precursors. Also, the *Keralopakari* published from Malabar, which had the distinction of being the first printed magazine issuing from this area. Incidentally, the *Keralopakari* was printed from the Basel Mission Press located at Mangalore. Most of these early journals were fired with the zeal of Christian Missionaries.

**The Royal Wrath**

It fell to a Gujarathi’s lot to launch the first systematic "newspaper" in Malayalam. Devji Bhimji started a printing press at Cochin in 1865 under the name of the Keralamitram Press. In running the press Devji Bhimji had to face heavy odds. There was the obvious disadvantage of embarking upon a hitherto uncharted course. But more discouraging was the unhelpful attitude of the authorities. In an unprovoked gesture the police authorities slapped an order on Devji Bhimji requiring him to submit all matter meant for printing for the prior scrutiny and approval of the authorities. On his preferring an appeal seeking reconsideration of this blanket order the authorities retaliated by forcing closure of the establishment.

Devji Bhimji was not daunted. He approached the Divan on at least six occasions for a redressal of his grievances. But the Divan was averse to rescinding the censorship orders. In exasperation Devji Bhimji now turned to the British Resident, Henry Neville, for justice. His perseverance paid at last after almost a year of forced closure of the press when the British resident prevailed upon the authorities to withdraw their orders. Devji Bhimji was not a new-comer to journalism. He had co-sponsored the English *Western Star* in 1860 and the Malayalam *Paschimataraka* in 1864. At the time of starting his press Devji Bhimji had wound up his interests in these two publications. But one should assume that his experiences in this field were happy for he was already toying with the idea of starting a paper on his own. This blossomed into reality with the launching, on New Year’s day of 1881, of the Keralamitram.
In a number of respects the *Keralamitram* can be hailed as the first "newspaper" in the Malayalam language. In the initial stages the paper was issued thrice a month; later on it was published as a weekly. The paper provided a wide range of reading fare, which by contemporary accounts maintained an exceptionally high standard. There was a marked tilt in favour of featuring news. Due weight was also given for language and literature, criticism and articles on general topics of public welfare.

The *Keralamitram* was fortunate in that it had as its first editor none other than Kandathil Varghese Mappilai who later founded the *Malayalamanoroma*. With Kandathil Varghese Mappila's flair for journalism and Devji Bhimji's acumen as an entrepreneur it is no wonder that the new publication made a lasting impact on Malayalam journalism. As an aside, Devji Bhimji also tried his hand at running a Marathi magazine entitled *Keralakokil* from Cochin. On his death in 1894 the *Keralamitram* was run tolerably well for quite a number of years under the stewardship of an adopted son.

The pattern of development and growth of journalism in the Malabar area was more or less similar in nature, with the difference that journalistic ventures were less profuse. An English weekly entitled the *West Coast Spectator* started publication in 1879 from Kozhikode. The weekly was printed by Vakil Poovadan Raman from the Spectator Press. It was edited by an Englishman, Dr. Keys. In later years the weekly was rechristened the *Malabar Spectator* and was quite popular locally.

A significant development was the publication in 1884 of the *Keralapatrika* weekly from Kozhikode. The idea of a weekly was conceived by Chengulathu Kunhirama Menon, possibly after attending a conference of the Indian National Association held at Calcutta in 1884. Kunhirama Menon himself claimed that the *Keralapatrika* was the first "newspaper" in Malayalam in the Malabar district. It was printed from the Vidyavilasom Press and had the active backing of a number of prominent personalities of the day. The *Keralapatrika* was essentially a pace-setter in Malayalam journalism. Chengulathu Kunhirama Menon wielded a powerful pen. To him freedom of speech and expression was a sacrosanct article of faith. The press was a vehicle for educating, uplifting and cleansing the public and the administration. He scanned the corridors of power for graft, irresponsibility and callousness and came down heavily on the erring. It is recorded that the Maharaja of Travancore was so impressed by the crusading spirit of the *Keralapatrika* that he subscribed for 200 copies for distribution among the officials of his administration.

Chengulathu Kunhirama Menon is sometimes called the "father of Malayalam Journalism". His weekly featured news on international affairs, politics and other public occurrences. Literature and literacy criticism received their due share in the *Keralapatrika*’s columns. An instance has been recorded where the Keralavarma Valiyakoyi Thampuran took exception to the severe criticism of some of his literary works in the columns of the weekly. The Valiyakoyi Thampuran hit back by ordering cancellation of the subscriptions for the government officials of Travancore.
Running a newspaper, especially in the regional Malayalam language, was no picnic. The elite preferred English and would ill be seen browsing through a Malayalam newspaper. Advertisement support for the press was then practically an unknown factor. Powerful patronage, especially from royalty, could ill be spurned in the desperate bid to keep the paper going. But when it came to principles the father of Malayalam journalism was not one to countenance compromise.

The management of the *Keralapatrika* changed hands in 1938 some time after the death of Kunhirama Menon. Among the editors of this period were Sanjayan and Koyippalli Parameswara Kurup. After independence the paper was shifted to Ernakulam. Publication was suspended after a few years.

The year 1886 stands out in the history of Malayalam journalism it saw the birth of the *Malayali* from Thiruvananthapuram. This new recruit to the ranks of periodicals was the official organ of the Malayalee Social Reforms League. In Pettayil Raman Pillai Asan the new magazine found an able editor. In due course his mantle fell on C.V.Raman Pillai, yet another literary giant. Though the sheet anchor of the *Malayali* was social reforms, it spear-headed the crusade for political and civil rights with equal zest. The *Malayali* was especially critical of the administration in Travancore. The critical posture assumed such an alarming gradient that the sponsors of the paper feared official retaliation. In a pre-emptive move the publishing centre was thereupon shifted to Thangasseri, near Kollam. This was a British enclave where the writ of the Travancore regime did not hold good. For a short period in 1911 the *Malayali* came out as a daily newspaper.

The political atmosphere had in the meanwhile become tense. The struggle for responsible government had been launched and was gaining in tempo. At this critical stage the *Malayali* was shifted back to Thiruvananthapuram to enable the paper to play a more positive and immediate role in the struggle. M.R. Warrier took over editorial responsibility. The paper was now issued as a daily. In no time its popularity and circulation sky-rocketted. Reprisal was not long in coming. Intimidation was the first weapon deployed. The editor was set upon by goondas in broad day-light and manhandled. Such sporadic instances of personal violence only helped to stee the determination of those working behind the *Malayali*. The onslaught against the government was further escalated through its columns. A stage came when the government threw caution: to the winds and prohibited publication of the paper. The press and offices were locked and sealed.

For the time being the political movement for responsible government in Travancore was deprived of a strong prop. Nevertheless the conscience of the people was roused and the movement gathered strength and inspiration from within itself. The *Malayali* was forced to hibernate till independence was attained, when it re-started publication from Thiruvananthapuram as a daily. Proprietary control of the paper then passed on to the Nair Service Society and the centre of publication was moved to Changanacherry. The Malayali ceased publication about a decade ago.
The second oldest newspaper in Malayalam—the Deepika—was launched from Kottayam in 1887 under the banner Nasrani Deepika. Its periodicity underwent a number of changes over the years to emerge finally in 1938 as a full-fledged daily. This change in periodicity also coincided with an abbreviation of its name to the present Deepika.

The Spectator Press of Kozhikode came out in 1886 with a Malayalam periodical entitled the Kerala Sanchari. It was edited by Vengayil Kunhiraman Nayanar, otherwise well-known by his pen-name "Kesari". The sharp humour and witticism characteristic of the new periodical mark a turning point in our journalism. Typical was the paper’s approach to officialdom, lashing out with humorous jibes and ill-concealed wrath at the high-handed and complimenting and encouraging the just. Moorkoth Kumaran was associated with the periodical for some time in 1897 as its editor. The Kerala Sanchari later on merged with his Mitavadi published from Tellicherry. In 1881, Vidyavilasini, the first literary monthly, was published from Keralavilasam press, Trivandrum. S. Ramarayer was the publisher of this monthly.

The last decade of the 19th century was uneventful for Malayalam journalism in the sense that no ‘newspaper’ other than those mentioned in the preceding paragraphs commenced publication during this period. But this decade, nevertheless, accounted for a memorable crop of literary magazines. One was the Sujananandini started in 1892 from Kollam. Kandathil Varghese Mappilai and others joined hands to launch the Bhashaposhini in 1897 as the official organ of the Bhashaposhini Sabha. The same year the publication of Saraswathi from Tellicherry under the able editorship of Moorkoth Kumaran.

The Malayalamanorama started publication from Kottayam in 1890, initially as a weekly. The paper was floated by a joint stock company, perhaps for the first time in India. Its first editor was Kandathil Varghese Mappilai who brought with him the rich experience of his previous association with the Keralamitram of Cochin. In the beginning, the weekly was predominantly literary. Its transition to a newspaper of general interest followed quickly. Its rise to a formidable institution with weighty contributions to the social, economic, political and cultural life of Kerala was meteoric. The paper was converted into a daily in 1928. In many instances the Malayalamanorama actually gave the lead to mass movements of the period.

In the wake of the political movement swept Travancore with the fury of a hurricane, the authorities were perturbed at the growing influence of the Malayalamanorama. In a dramatic move the Government confiscated the paper in September 1938. The editor was sent to jail. An unpopular regime whose base was fast eroding under the impact of the people’s urge for responsible government struck at the very roots of democracy and in the process gained a pyrrhic victory. The resurrection of the daily phenomenal in the sense that with a short period both soared to lofty heights in popularity, circulation and repute.
A near namesake, the *Manorama*, was floated in 1891 from Kozhikode under the auspices of the Kerala Mahajana Sabha. This fortnightly was a self-styled vehicle of reforms in the socio-political field and had the backing of members of the Zamorins, family and other prominent personalities. Leading writers of the day contributed to the columns of the fortnightly which maintained a high literary standard. After undergoing many vicissitudes involving change of ownership and editors the *Manorama* finally folded in 1940 under the impact of newsprint shortage.
UNIT-II

NATIONALIST MOVEMENT AND THE PRESS IN KERALA

Freedom of Press-Swadesabhimani Ramakrishna Pillai

Perhaps the one event of the pre-1914 period that deeply stirred the feelings of the people of Kerala and roused their political consciousness was the deportation of K.Ramakrishna Pillai, editor of the Swadeshabhimani published from Thiruvananthapuram. The Swadeshabhimani was started in 1905 by Vakkam Abdul Khader Moulavi from a suburb of the State's capital. Ramakrishna Pillai was inducted as its editor of a number of other publications, including the Keraladarpanam, the Malayali, the Keralan, the Sarada and the Vidyarthi and had already made a mark as a brilliant columnist and literary critic. Within a few months Ramakrishna Pillai acquired ownership of the press and shifted his base of operations to Thiruvananthapuram. He drew his powerful pen to expose the true nature of palace politics and the corruption and favouritism rampant in the corridors of power. Ramakrishna Pillai was singularly devoid of the craze for power, position or wealth. In order to buttress his attacks on the corrupt ramparts of power, he got himself elected to the Travancore Assembly from Neyyattinkara.

The Dewan, P.Rajagopalachari, sensed the inherent danger in having this opponent at such close quarters. His ingenious mind contrived a royal proclamation stipulating that legislators should permanently reside in their constituencies. Ramakrishna Pillai, resident at Thiruvananthapuram, was unseated on this technical count. The attacks on the Dewan and the regime thenceforth become more devastating. The Swadeshabhimani ran a series of articles which further precipitated matters. The Dewan reversed his tactics, alternatively threatening and cajoling the dauntless editor, but of no avail. A royal proclamation was issued on September 26, 1910, deporting Ramakrishna Pillai from Travancore and confiscating his press and paper—a martyrdom for a righteous journalist in the service of his countrymen. The educated and politically conscious section of the people was against this high-handed and undemocratic measure. Ramakrishna Pillai was thenceforth known and revered by the alias "Swadeshabhimani".

The deported editor selected Kunnamkulam in Cochin State as the launching pad for his next journalistic venture. This was the Atmaposhini. The Swadeshabhimani edited this organ for two years till 1915. Incidentally, Ramakrishna Pillai was the author of a biography on Karl Marx, the first one to appear in any Indian language, and was hence a pioneer Indian to be inspired by socialist consciousness. He also authored a book on journalism, the first of its kind in Malayalam. The Swadeshabhimani died in exile at Kannur in 1928.
Moorkoth Kumaran and Mitavadi

The appearance of the Mitavadi from Tellicherry in 1907 marks the next important milestone in the history of the press in Kerala. Moorkoth Kumaran, who had already tried his hand successfully at other journalistic ventures, occupied the editorial chair. The Mitavadi gained in stature within a short period as a formidable press organ in the Malabar area. Literature and current affairs were its main forte. Mahakavi Kumaran Asan's famous poem, Veena Poovu was first published in the Mitavadi. In 1913, C.K.Krishnan acquired ownership of the paper and started publishing it as a magazine from Kozhikode.

The Mitavadi was in the forefront of the movement for social reforms and the uplift of the weaker sections of society. But in its approach to the national struggle for independence the magazine adopted an off-beat posture, aligning itself with the British and opposing the national movement. In the treatment of news the magazine showed a keen awareness of the relevant and the indispensable. The Mitavadi actually published a daily news sheet featuring the latest news from the war front during the First World War. The curtains were finally rung down on this memorable publication on the eve of the Second World War.

C.V. Kunhuraman and Kerala Kaumudi

The origins of the Kerala Kaumudi, one among the leading newspapers of present day Kerala, can be traced back to 1911. Its founder C.V.Kunhuraman was a multi-faceted personality—a poet, a brilliant prose writer, historian, journalist, and politician, all combined together. So boundless were his energy and so all-encompassing his ability that even while editing the Kerala Kaumudi he contributed leaders to other press organs. The paper initially started publication from Mayyanad. Later, it was shifted to Kollam and then to Thiruvananthapuram. It was converted into a full-fledged daily in 1940.

T.K.Madhavan and Desabhimani

T.K.Madhavan who rose to prominence as general secretary of the S.N.D.P. yogam started publication of the Desabhimani in 1915. [This is not to be confused with the Desabhimani of today, the official organ of the Communist Party of India (Marxist)] The Desabhimani rendered Yeoman Service in pinpointing the grievances, political and social, of the Ezhava community and seeking redressal. With the emergence of Mahatma Gandhi to a position of front-rank leadership of the Congress, political activity in Kerala felt a new spur. This was the period when the national movement had become more broad-based with the involvement of the masses.

Madhavan was drawn into the vortex of the movement and soon became an important leader of the Congress. Through the columns of the Desabhimani he waged a relentless war against injustice, inequality and untouchability and for the cause of independence. The apogee of his reputation and influence as a journalist came with the famous satyagraha at the Vaikom temple. The Desabhimani's contributions to the agitation for temple entry and to the non-co operation movement were considerable indeed.
K. Ayyappan and Sahodaran

K. Ayyappan was yet another social reformer who wielded a powerful pen and commanded a powerful vehicle of expression. This was the Sahodaran published from Cherayi in 1917. Ayyappan encouraged rationalist thought and the socialist doctrine. In the movement for responsible government, for temple entry and for inter-caste marriage the Sahodaran was always in the fore-front. This periodical, which made substantial contribution to the renaissance of Kerala, ceased publication in 1956. Ayyappan took keen interest in the welfare of the workings classes. Through his writings he encouraged the building up of labour movements. In fact, in 1933, he launched a publication, the Velakkaran, modeled along the British Daily Worker and devoted in the main to the labour movement. He was also associated with two other publications-the Yuktivadi and the Stree. As a regular columnist of the Mitavadi and the Kerala Kaumudi his writings helped to create and mould enlightened public opinion.

Al-ameen and Mohammed Abdul Rahiman Sahib

Muhammad Abdul Rahman Sahib is one among the few Malayalees who craved a niche in National freedom movements. He was born at Azhikode, Kodungallur in 1898. Abdul Rahman Sahib was an orator and writer. His primary education was from Veniyambadi and secondary from Calicut. And College level from Madras and Aligarh. He discontinued his studies at Aligarh University to participate in Non-cooperation movement and Khilafat movement in Malabar.

He pioneered for the growth of Left group along with EMS after being part of Pradesh Congress. This fighter, who lived only for fifty years, started the newspaper Al Ameen as a weapon to fight for freedom. Launched from Kozhikode in October 1924, the proclaimed aim of the newspaper was to strengthen the national freedom movement. It also tried to nurture nationalism among the Muslim community. But the conservatives in the Muslim community disliked his progressive moves. They joined hands with the government and plotted against him. He had to suspend publication of the newspaper several times. In 1930 the government confiscated the press and in 1939 the paper was completely closed down. After independence Al Ameen was re launched by Moidu Maoulavi who was a close disciple of Muhammed Abdura Abdul Rahman, and it continued for a long time.

Being an admirer of Subhas Chandra Bose, Rahman associated himself with the Forward Block formed by Netaji. The Second World War broke out, and Mohammed Sahib was kept in jail from 1940 to 1945 by the British. After the release from jail, he returned to Calicut and started active participation in Congress activities. But, unfortunately he died on November 23, 1945 at Pottashery village near Chennamangallur just after addressing a public meeting at Kodiyyathur.
Impact of New Trends in Society

The *Samadarshi* which commenced publication from Thiruvananthapuram in 1918 was a powerful and popular vehicle of public opinion. A. Balakrishna Pillai joined the paper in 1923 as editor. He revetted his attention on the corrupt and high-handed bureaucracy of Travancore. The devastating criticism in the *Samadarshi* went down well with the reading public who clamoured for more. But the authorities were displeased and the owner of the paper was faced with difficulties. It is said that the notorious Travancore Newspaper Regulations of 1926 were an offshoot of Balakrishna Pillai’s incisive criticisms. The management of the paper was not prepared to invite official displeasure and Balakrishna Pillai had to resign in 1926. The *Samadarshi* went on, taking care not to rub the authorities on the wrong side and in the wake of a fast dropping circulation folded in the late forties.

In the series of infamous moves plotted by the government of Travancore against the institution of a free press the newspaper regulation of 1926 deserves special mention as much for its stringency as for the opposition it generated among the reading public. The regulation was promulgated by Dewan Watts. The intense activity in the journalistic field, sparked off in the wake of nationalistic fervour, political consciousness and the growing clamour for responsible government, was inexorably driving the princely regime on the defensive. It was high time the press was gagged and muzzled, so the Dewan reasoned. The regulation was draconian measure requiring newspapers to take out licenses and deposit a security as token of their bonafides. Criticism of any member of the Travancore royal family, the Travancore government or the British king emperor would entail forfeiture of the security and cancellation of the licence. A fresh licence would be issued at the discretion of the authorities, but would require a further substantial sum as security. A second cancellation of the licence would be fatal to the publication. Possession of copies of publications whose licences were suspended was a punishable offence.

A. Balakrishna Pillai, who had earlier been eased out of editorial responsibility of the *Samadarshi*, had in the meanwhile launched a new periodical entitled *Prabhodakan*. Within six month of its appearance, this periodical was banned by the government of Travancore. Balakrishna Pillai now started the *Kesari*, later to become famous in the annals of Malayalam journalism. Scathing criticism of the authorities was taken up with an added zeal in the columns of the new publication. With their misdeeds exposed to public gaze the Dewan and his cohorts were put in a tight corner. The newspaper regulations of 1926 took shape against this backdrop. Public reaction was instantaneous. A huge public meeting was organized at Thiruvananthapuram. Legislators, editors and leaders participated in the protest meeting. Resolutions were passed denouncing the new measure. The legislators decided to sponsor a resolution at the next meeting of the Assembly opposing the regulations and if necessary reject the budget and tender their resignations. Never before had a governmental proclamation evoked such widespread indignation and determination.
A delegation of journalists waited on the Regent Maharani to convey their protest. But they were directed to the Dewan. *Swarad* editor A.K.Pillai led the delegation to the Dewan who, it must be conceded, gave them a patient hearing. But the Dewan could not give them any assurance to assuage their apprehensions. The delegation came back disappointed. June 26, 1926, the day the new newspaper regulations took effect, was observed as a day of mourning by the people of Thiruvananthapuram. Within days an unrelenting government invoked the punitive provisions of the regulations on three newspapers.

The struggle was then carried on in the legislature. A legislator attempted to introduce a bill seeking withdrawal of the regulations. The Dewan refused permission to introduce the bill. A motion was then sponsored at the budget session demanding that the regulations be revoked. But by a clever manipulation of the votes of official and nominated representatives the motion was thrown out. As a measure of individual protest, Barrister A.K.Pillai resigned from the legislature.

The authorities now felt that the tide of opposition had been effectively stemmed. But the Kesari was recalcitrant. Though the government had frustrated the spontaneous public clamour to withdraw the newspaper regulations, Balakrishna Pillai did not concede defeat. His writings acquired a hitherto unknown sharpness and crusading fervour. He sought to mobilize public opinion against the government and its repressive measures. Sensing that the situation would get out of their hands if such strong dissent was permitted the authorities clamped a ban order on the Kesari. The *Kesari* was shortlived. But its impact on public opinion and on the development of Malayalam journalism was tremendous, and out of proportion to its longevity. To Balakrishna Pillai the press was not only a vehicle to project news; it was also a forum for educating the public by disseminating knowledge and encouraging free thought and open discussion. In keeping with this view the *Kesari* gave equal prominence to news and to novels, short stories, book reviews and science notes in its columns. In this respect it marked a point of departure in Malayalam journalism. With the *Kesari* banned, Balakrishna Pillai bid good-bye to his chosen profession.

A large number of newspapers in Kerala were published with the aim of changing social realities and customs. Some of them were focusing on social reforms. Some others on political independence and freedom of the country. Many of these newspapers were started by community organisations or political formations. But several of them were started by individual journalists who were motivated by higher ideals and goals. Sree Narayana Dharma Paripalana Yogam started a monthly, *Vivekodayam*, in April 1904 from Trivandrum. Kumaranasan, the great poet, was its editor. The monthly helped air the message of social reformation to its readers. It served to spread awareness about the activities and ideals of the Yogam among the masses and common people. *Vivekodayam* published articles supporting the fight against untouchability. In 1917, *Vivekodayam* carried an editorial by Kumaranasan supporting 'social feasting'.
In the Malabar area the tempo of the political struggle in the early decades of the twentieth century was quicker than socio-economic reform movements. Political activity in this area was imparted with a new dimension with the outbreak of the First World War and the spread of Home Rule ideas. The All Kerala Political Conference held at Ottapalam in April 1921 marked the beginning of the move for a united Kerala which became a reality in terms of law thirty-five years later. At the time of this conference the Gandhian movement of non-co operation was in full swing and had a tremendous impact on Kerala. The non-co operation movement was particularly strong in Malabar where the Mappillas were agitated over the Khilafat issue. It was the course of the non-cooperation and Khilafat movements that Kerala witnessed what was probably the most tragic episode in its freedom struggle, namely the Mappila Rebellion or, has been increasingly called, the Malabar Rebellion of 1921.

Following the suppression of the Malabar Rebellion and until almost the end of the thirties the purely political struggle for freedom was on a low key. However, the spirit of the people was kept at high tide through the organizational activities of the Congress. There was, in addition, considerable journalistic activity of a political nature. This was best illustrated by the starting of the nationalist newspaper, the Mathrubhoomi, from Kozhikode in 1923. Kozhikode was then the publishing base of four Malayalam and three English periodicals. In the gloom that followed the suppression of the Malabar Rebellion and the withdrawal of the non-cooperation movement a psychosis of fear seemed to have enveloped these press organs. They were not prepared to publish any item even covertly supporting the national movement or faintly critical of the British administration. What is more, even local printing presses shied at printing statements or pamphlets by Congress leaders.

With the avenues of communication thus effectively throttled prominent Congress leaders thought of the next best alternative-to start a press and a publication of their own, whatever the consequences. This entailed the raising of capital and mobilizing a band of dedicated workers. The enthusiasm of the times was such that these initial requirements were met with ease. A limited company was floated and the Mathrubhoomi started issuing on March 18, 1923, thrice a week, with K.P.Kesava Menon as its editor. The baptism by fire for the Mathrubhoomi came soon with the Vaikom Satyagraha. The demand was for the grant of right of passage to the untouchables along approach roads to the temple. The moving spirit of the satyagraha was Shri.T.K.Madhavan, himself a redoubtable journalist. In the forefront of the enlightened leaders of the forward communities who actively participated in the struggle was K.P.Kesava Menon. The Mathrubhoomi too, was in the thick of the fight, as it was in every phase of the national struggle.

At the peak of the civil disobedience movement, in April 1930, the Mathrubhoomi started issuing as a daily. As practically the only source of information for the people of Malabar about the developments in the national movements, its circulation base was gradually extended to the remote villages. But close on the heels of this increase in circulation and influence came official
harassment. Following a critical leader on the incarceration of a political worker without trial, the government swooped down on the paper demanding a security of Rs.2000. The *Mathrubhoomi* furnished the security in the interests of continued publication, but as a measure of silent protest left its editorial columns blank for months to come.

An article by Sanjayan, the well-known humourist, criticized the high-handedness of British army personnel at Cochin. This provoked the Madras government and banned the daily altogether. A state-wide agitation ensued demanding withdrawal of the punitive ban order. The government had no choice but to withdraw the order. Likewise, the Dewan of Travancore, Sir C.P. Ramaswamy Iyer, refused entry to the paper in the State. The Dewan was not one to accommodate public reaction. The *Mathrubhoomi* had to stay out, and made a triumphant re-entry nine years later in 1947.

Despite periodic harassment by the authorities the growth of the *Mathrubhoomi* as a powerful organ of the press was impressive indeed. It came out in 1932 with a weekly. In 1962 the paper branched out into a sister edition from Cochin. It had a number of stalwarts occupying the editorial chair. It ranks today as one of the fore-most dailies of the Indian press.

**Prabhatham**

The Left leaning congress activists who later became flag bearers of CPI had started a newspaper as early as 1935 which was called *Prabhatham*. It was only natural for the political activists to start a newspaper in Kerala. But it has to be noted that they had to undergo immense hardships to publish a paper with a radical tone and tenor. The name *Prabhatham* itself was not a choice, though the name somehow suited an organ of a left movement striving for social change. In the era of press censorship and absence of guaranteed rights, it was next to impossible for the publishers to get a license in their name. So they bought a newspaper which was closed down due to loss and made it the organ of Congress Socialist Party in Kerala. The paper had to function under constant censorship and control. Within four months of its publication, EMS was summoned by the Collector of Malabar to warn him about the content of an article published in the newspaper. The publication of a poem written by Chovvara Parameswaran titled *Atmanadam* resulted in the displeasure of the government which subsequently imposed a hefty fine on it. The *Prabhatham* had to stop its functioning but it was a great experience for the Communists of that time. *Prabhatham* was the first attempt by the leftists to start a daily and reach out to the people in Kerala.

The paper had to stop its functioning for almost two years due to the government repression. After the assumption of power by the Congress ministries its publication restarted in 193864. *Prabhatham* came at a time when Malabar was again getting into a rebellious mood after a short period of calmness. The exploitation by landlords and the British imperialists had reached its peak. The peasants were reeling under exploitation and they were getting organised into Sanghams. The working class were also getting organised and they started
striking for more wages. The students across the country were also getting organised into their own organizations and most of them were anti imperialist in spirit. Amidst all this Prabhatham came up, and published a series of articles on the developments of these mass movements. Prabhatham, it though came out from Malabar, had wide contacts in Travancore and Cochin. It gave genuine attention to the developments in these parts and helped the mass movements of those parts to come up. Thus, as EMS Namboodiripad states in his book, Prabhatham became the ‘nucleus of an all- Kerala publication’. A content analysis of the news in Prabhatham for a period over two years would naturally see that most of the news was directly related to Kerala. It was quite natural as any newspaper intended for a Malayali readership and working as the organ of the Congress Socialist Party of Kerala would naturally have published news related to Kerala. But a close reading of Prabhatham brings out several differences from that of an ordinary newspaper.

The newspaper was different in structure itself. Most of the reports in Prabhatham were written under names like Appan, Karshakan, Mullan etc. which were most probably pseudonyms. A question answer series in the pen name of Surendran was published and was titled as Njan Parayam (Let me say). This column used to handle things of local importance to international significance. There were many other articles written under various pen names. There had been a compelling political background which made them adopt these tactics.

Gomathy was released in 1930 from Thrissur. It was printed from the Vidhyavinodini press, Thrissur and Kunnath Janardhana Menon was the founder editor.

The Deenabandu was yet another paper which owed its origin to the national struggle. It commenced publication as a weekly in 1941 from Thrissur. The weekly was edited by V.R. Krishnan Ezhuthachan. The Deenabandu was trial-blazer in the sense that it was one of the first periodicals published from Cochin State which supported the national movement. The national sentiment was on the ascendancy. The Deenabandu made rapid strides in circulation, beating even the dailies based at Cochin. But it had to pay a heavy price for its nationalist moorings. Its editor and his staff were sent to jail within a few days of the launching of the Quit India Movement. Its publication was banned. The Deenabandu resumed publication in 1944 on the release of its editor and other staff from jail. But its travails were by no means over. In the elections held in 1945 the Government freezed newsprint supply. The weekly went into an enforced hibernation for eighteen weeks. On resuming publication the Deenabandu was converted into a daily. That the new daily continued to displease the authorities is evidenced by the fact that following an election case the editor and one of its correspondents were stripped of franchise rights for five years.

The Deenabandu had also to face stiff opposition at the hands of the royal regime in Travancore. The paper was officially banned from this area. But the enterprising workers of the paper smuggled copies to Travancore through
underground channels located in the British enclaves of Thangassery and Anchuthengu. The ban was lifted only after independence. After a splendid innings spread over 21 years the *Deenabandu* finally succumbed to financial difficulties and ceased publication in 1962.

The nationalist phase was a fertile period for Malayalam journalism. Newspapers sprang up in quick succession, often to go under with equal speed. The *Lokamanyan* (from Thrissur) the *Swarad* (from Kollam), the Yuvabharatham (from Palakkad), the *Kerala Kesari* (from Thrissur) and the *Bhajebharatam* are some of the more prominent. Most of these publications could not survive owing to financial difficulties and in some cases following repression by the authorities.

The decade preceding independence was a period of consolidation and growth for the press in Kerala. Sporadic flings at journalism, though not entirely unknown, became rare. What was previously a buyer's market for news was gradually reversing into a seller's market? An element of competition started surfacing, though in a rudimentary form. Survival demanded not only adequate resources but a planned, entrepreneurial approach. Journalism was becoming increasingly politically-oriented a natural offshoot was committed journalism.

The *Chandrika*, started out in 1934 from Thalassery as a weekly. This organ of the Muslim League blossomed into a daily in 1939 and was shifted to Kozhikode. The publishers later branched out into a weekly also. The *Desabhimani*, currently the organ of the Communist Party of India (Marxist), began publication on a modest scale from Kozhikode in 1942 as a weekly. It was converted into a daily in 1946. The government of Madras banned the paper in 1948; publication was resumed in 1951. A sister edition was launched from Cochin in 1968. Other publications are the *Desabhimani Weekly* and the *Chintha*, a political weekly.

In the Travancore area the Communist Party started its own publication, the *Janayugam*. From modest beginnings this party organ made rapid strides. Today a sister edition from Kozhikode. The *Janayugam Weekly*, the *Cinerama* fortnightly and the *Balayugam* monthly are other creditable sister publications. All these publications terminated publication due to many reasons.

The Arch Bishop of Ernakulam brought out the *Malabar Mail* from Ernakulam in 1936. This daily fell foul of the authorities and was denied entry into Travancore during the agitation for responsible government. The *Pouraprabha* issuing from Kottayam in the late thirties wielded considerable influence in the Travancore area. Its publishing base was successively shifted first to Mavelikkara and then to Kottayam, with C.M.Stephen as its editor. This daily became defunct after a decade or so. The *Pourradhwani* was yet another Kottayam-based paper. Started in 1939 by K.M. Chacko this daily was always in the thick of the struggle for responsible government and commanded considerable readership. After independence Chacko floated another daily from Thiruvananthapuram entitled *Pourvakahalam*. But this was short-lived. The *Pourkadhwani* itself stopped publication in 1955. The *Keralabhushanam* was launched from Kottayam in 1944 by K.K.Kuruvilla.
The National War Front co-sponsored a daily entitled Powrasakhi from Kozhikode at the height of the Second World War in 1944. The aim was to mobilize support for the war efforts. After the war it came out as a regular newspaper, with B.C.Varghese, Varghese Kalathil and K.A.Damodara Menon occupying the editorial chair on successive occasions. This daily bowed out in 1956. Among other notable newspapers were the Kaumudi, the Kerala Kesari, the Bharati, the Bharata Patrika and the Bharata Kesari (all published from Thiruvananthapuram) and the Daily News issuing from Kottayam.

The role of the press as a powerful instrument of social change found acceptance with a considerable section of the intellectuals during the national struggle for independence. This was a role complementary to that of educating the public. The result was a rich crop of periodicals sponsored by individuals in some cases, and by movements and organizations in others. Despite the sectional approach of most of these periodicals the fact remains that they played a decisive role in awakening the masses from conservatism and orthodoxy and pushing through social reform measures.

The Namboodiri Yogakshema Sabha sponsored two notable publications, the Yogakshemam and the Unni Namboodiri. The Namboodiri community was steeped in conservatism and living in lofty isolation from the mainstream of life of the times. V.T.Bhatadiripad, among others, wielded his powerful pen to break this isolation and rid his community of conservatism. These two publications rendered yeoman service in the cause of social reform. The stalwarts the Namboodiri community contributed to the political movement drew their basic inspiration from these periodicals.

The Atmavidyakahalam edited by Vagbhadananda Guru from Kozhikode in the late thirties was yet another weekly noted for its sharp attacks against superstitions and conventions. It was also a powerful organ of nationalist sentiment.

Among other notable publications: The Nair of Kainikkara Govinda Pillai, the Sujathanandini of Ryru Nambiar, the Mitabhashi of C.V.Raman Pillai, the Subhashini of C.P.Govinda Pillai, the Nair of Malloor Govinda Pillai, the Malabari of V.C.Balakrishna Paniker, the Aikya Keralam of R.M.Palat, the Ramanujam run jointly by Mahakavi Vallathol Narayana Menon and Kuttippurathu Kesavan Nair, the Rasika Ranjini co-sponsored by Kunhikuttan Thampuran and Appan Tampuran and the Kavana Kaumudi jointly edited by Pandalam Kerala Varma and P.V.Krishna Warrier.

The Nair Service Society floated a magazine entitled Service in 1920. Its main concern was social reforms. At the same time the magazine carried on a sustained propaganda against anachronistic social conventions and injustices like untouchability. In 1927 the magazine was shifted to Thiruvananthapuram and began issuing as a tri-weekly. A dynamic editorial policy helped to popularize the new weekly. Besides the emphasis on social reforms, the Service lent solid support to the nurturing of the national spirit. Unfortunately, the weekly had to cease publication in 1934 following financial difficulties.
The *Malayalarajyam* made a triumphant entry into Malayalam journalism in 1929, featuring in its columns API and Reuter despatches and news pictures fed by foreign photo agencies. It was published from Kollam. An organized network for the distribution of this daily was soon built up. The paper even operated a bus service of its own to keep the distribution channels well-oiled. Modern printing equipments helped to give the new daily a modern appearance in lay-out and content. In fact the *Malayalarajyam* was the first Malayalam daily to go in for a rotary press. The illustrated *Malayalarajyam* Weekly was a prestigious publication of the times.

The daily was edited by K.G.Sankar, who was forced to resign from the Malayali over a controversial editorial criticizing the Travancore government. He continued his pro-nationalist stance in the *Malayalarajyam*. A number of leading writers of the day were persuaded to contribute regular columns. In a short span of time the *Malayalarajyam* became well-known and read as Kerala's leading nationalist daily. But with Sankar relinquishing control on ill-health, the daily fell on bad days. Its nationalistic posture swimming against the tide often proves fatal, and this colourful daily became defunct in the late sixties.

It was a strange alchemy where dissent and acquiescence proved equally fatal. The *Kesari* personified the strong voice of dissent. It stood for the freedom of the press, for the freedom of expression. It went down well with the reading public. Its popularity with the public increased in direct proportion to its outspoken views. But this very popularity alienated it from the authorities. Their antagonism increased in direct proportion to the paper's increasing popularity. In the showdown the *Kesari* succumbed. At the other end of the spectrum there was the *Malayalarajyam* which at a certain stage of its brilliant career inspired by nationalism, turned tables and acquiesced. In the resultant alienation from the mainstream of public opinion, this meteor crash-landed into oblivion.

The newspaper *Navajeevan* was started on 21st December 1953 in Thrissur as it was felt that there was a need for a newspaper which would advance the views of progressive ideology. Joseph Mundassery was its editor. It commanded considerable readership from leftist supporters. The police and landlords fired at the peasant rally in Andhra, *Navajeevan* reported the demand by AKG for an emergency resolution in the Parliament. The newspaper gave good follow up to the event in a touching manner with news from Vijayawada and the slogans of the peasants movement became the headers. The news item registers the hope that all the regressive forces will be defeated before the popular upheaval.

The press in Kerala may be said to have come of age as independence dawned. It was a far cry from the cyclostyled sheets of 1847 to the full fledged dailies of 1947 increasingly harnessing modern techniques of editing and production. Growth was no longer haphazard; it was deliberately planned. The aim now was to consolidate with a view to reaching out to an extended readership in a field which was becoming highly competitive.
Kerala has a sober and responsible press whose comment and performance is restrained and well-reasoned. Its role during the last three decades since independence has proved its maturity beyond doubt. It has rightly been said that the press discharges a vital duty in a democracy by serving as the mirror of public opinion held up to the authorities so that they can see how they look in the public eye and adjust their actions and policies accordingly. It is essential that in discharging this duty the press is allowed all facility and freedom to reach at the sources of news.

The system of accreditation of press correspondents to government is one of the many methods which help to provide and ensure this accessibility to bonafide news, its investigation and interpretation. On the reverse side of the coin accreditation enjoins a sense of social and moral responsibility on the part of the correspondent.

The accreditation system was in vogue in Travancore as far back as the mid-forties. The Malayalam press was in those days just getting on its feet and only a handful of correspondents were accredited. A member of the press corps of that period recalls that the accreditation facility entitled a press correspondent access to the press room installed in a corner of the government secretariat at Thiruvananthapuram. Copies of Government orders, notifications and press notes were placed in the press room. The correspondent was expected to go through the materials and jot down whatever he thought would appeal to his paper and its readers. The enterprising, it is recalled, would successfully cajole and Head Examiner at the Government Press into showing them the early proof sheets of the Government Gazette and other notifications and come out with scoops in their papers.

The practice of feeding the papers regularly with official press releases came into being around 1952. Simultaneously press accreditation was expanded to cover more correspondents and the facilities were increased. A major step was the extension of free travel facilities in the buses operated by the Transport Department. With the advent of planning for economic growth the potential sources of developmental-oriented news had shifted to the rural areas of the State. Easy access to these rural centers of development was essential to fill a vital communication gap.

The Directorate of Public Relations now branched out into the districts, building up an information network at these centers. With the help of this new channel of news the press, especially the small newspapers, could fill up a vital void in the rural landscape. Other media communication were not fully developed with the result that literacy and political education could be sustained only through the print media, with the consequent emphasis on newspapers and periodicals essentially geared to meet rural needs.

A significant break-through came in 1972 when accreditation was extended to correspondents and photographers at district headquarters. Hitherto this facility was available only at the State headquarters at Thiruvananthapuram.
The facilities now include free travel along all routes over which the Kerala State Road Transport Corporation ply its buses. The accredited correspondents are also entitled to a concession in rail fare. Accreditation entitles a correspondent to priority in telephone connections. Government Gazettes and other Government Publications are supplied free of cost to the accredited correspondents at the State Headquarters. Press tours are sponsored for accredited correspondents to salient developmental project areas and other sources of potential developmental news. Under an interstate exchange programme press tours are also arranged periodically to other States.
UNIT-III

KERALA PRESS TODAY

Media serves the vital function of Communication in human societies. Social formation is impossible without communication. The nature and development of the technologies of communication often denote the stage of development achieved by the human society of a particular era. The development of print media was an epoch making development in human history. It has changed the history beyond recognition and brought changes to a degree unprecedented.

The impact of the mass media in the politics has been theorized in various ways. Media theorists like Marshal Mc Luhan and Harold Innis credited the media with the evolution of democracy and nation state itself. They have assigned the media such a central place in their analysis that they have even overlooked the role of capitalism and the larger social process in the formation of nation states. This technological determinism gave way to a more balanced view in Benedict Anderson where he has assigned print media a major role in the construction of nation states as imagined communities. The roles which print media play in determining the political process can hardly be overemphasized.

In history, media plays a double role. Firstly as a factor of direct intervention in the construction of history by influencing the course of events; secondly as a raw material for accessing the stories of the past aiding significantly in the development of history as a discipline. Most of the movements which had come up after the emergence of printing press as a mass media, could never keep themselves aloof from coming under the influence of Mass media. The characterization they acquired in the mass media was crucial in deciding their public acceptance. The movements themselves have sought the help of the mass media in taking their voice and carrying out their propaganda among the people. Thus it has become a natural practice for any movement to start its own organ.

The advent of mass media started with the advent of the press in Kerala. The printing press and the technological advances helped the publication of a number of periodicals and newspapers. The history of Malayalam media is dotted with the stories of innumerable newspapers coming to the stage and disappearing. There has been a mind-boggling number of publications out of which only a few have survived till this date. But all of them have made veritable contributions to the progress of history. All of them had their own political agenda. Some were visibly anti-establishment. Some were entertainers. But there were strong ideological divisions amongst them.
The print media serve as a tool of political mobilization. The newspapers of the bourgeoisie and working class and the peasantry helped their own classes in respectively achieving their political goals by galvanizing the masses to their respective causes. It has been observed that the print media has done yeomen service to the growth of radical democratic movements in the state. Many of the newspapers which were started initially by social reformers had to face state repression in their fight for civil rights and freedom of speech and expression.

Present Journalistic Arena in Kerala

We have seen that Kerala is the birth place of great journals. Today also this most literate state in India has quite a good number of weeklies and other periodicals to its credit. All of them are publications enjoying freedom of expression.

Malayala Manorama, Mathrubhumi, Deshabhimani, Kerala Kaumudi, Mangalam, Deepika, Madhyamam, Chandrika, Janayugam, Janmabhumi....etc, are the important newspapers published from Kerala. There are above hundred newspapers published from this small state. Indian Express, Hindu and Pioneer are the main English papers, having editions in Kerala. Besides daily papers, so many weeklies, bi-monthlies, Women’s magazines, Children’s Magazines Cartoon magazines etc., are also published from the state. The readership of the state is above that of any developed country. Newspapers have different editions in each district. Some papers have editions abroad because there are served foreign countries with considerable Malayalee population.

Newspapers are a flourishing business today. Huge capital is working behind them. The owners of important dailies are the owners of other commercial ventures. Naturally the aim, policy, editorial concepts and ethics are decided by the media owner. The editor is only a paid employee. This adversely affects the public opinion creating power of the media. “The modern press has a dual aspect; primarily it is a medium of expression and communication of information and ideas; it is also an industrial and business establishment where printing and publication is carried on for profit. Day by day, the first aspect is ignoring.”

There are hundreds of people working behind each newspaper. Modern technological advancement has changed the media arena. These two factors need huge investments. So the newspapers are forced to accommodate a heavy flow of advertisements. The interests of the advertisers are influencing the newspapers by and large. Newspapers adopt modern management techniques in all of its related fields. This is also an important change.

Almost all Malayalam Newspapers give great importance to politics. The first press commission of 1954 pointed out this fact. The same state continues unabated. The statements of politicians and superficial political discussions take a major portion of the space in a newspaper. Scientific, technological and major political analyses are often ignored. Though the pages increase, the matter content of news and article does not increase.
The television channels changed the print media’s approach also. Basically T.V. is an entertainment media. Now newspapers also have started giving more importance to entertainment. Then also the news angle is ignored to a great extent. Film, sex, crime, beauty contest stories receive greater importance. The social responsibilities of the newspapers are not fulfilled. The media have the power of opinion creation in any society. But here we see the media advocating undesirable attitudes. Even the newspaper layout and display are influenced by the television. “The competition between television and newspapers is aggressive today. There is a T.V. touch in each newspaper. Fair and balanced reporting is vanished.”

Media activism is another trend which we can see in the Kerala newspaper arena. Like Judicial Activism, this can also be harmful to the progress of society. The privacy of the individual must not be ignored. The decency must be considered, each and every media activity must be based on public interest. Both the ends and means must be pure. False news must not be reported. In short, the media must obey certain norms and principles. The sense of ethics must be upheld at any cost.

**Establishment of Kerala Press Academy**

**Kerala Press Academy** is an academy of journalists in Kerala. It was established on March 19, 1979. It is a joint venture of the Government of Kerala, Kerala Union of Working Journalists and Society. The head office of Kerala Press Academy is located at Kakkanad, Kochi; Kerala. Its primary aim is to foster and co-ordinate activities in the sphere of Journalism. The Academy has set up a full-fledged institute, published books and monographs, organized seminars and workshops and instituted endowments and awards for promoting excellence in the field of journalism.

**History**

The organization was set up as a joint venture of the Government of Kerala, Kerala Union of Working Journalists and Indian Newspaper Society in March 1979. In 1984, it established the V.Karunakaran Nambiar Award for best reports published in Malayalam newspapers on human rights issues. Its headquarters at Kakkanad was inaugurated in May 1985. The following year it started a one-year "Post Graduate Diploma in Journalism" programme. In 1992 it established two more awards the Dr. Mookanur Narayanan Award and the Chowara Parameswaran Award. In 1993, it started offering the "Post Graduate Diploma in Public Relations & Advertising" programme, another 1 year programme. In 1996, it decided to award the Moffusil Reporter’s Award annually in the field of journalism.

**Aims and objectives**

1. To promote and co-ordinate study and research in the field of journalism.

2. To organize or help to organize training courses, workshops, seminars, exhibitions and consultancy services in association with working journalists, newspaper management and universities.
3. To publish books, periodicals, monographs and research papers.

4. To co-operate with academic institutions and organizations in the formulation of syllabus for teaching journalism.

5. To institute awards to honour individuals, institutions and organizations in recognition of admirable services rendered and to grant fellowships for conducting advanced study and research in journalism.

6. To conduct PG Diploma Courses in Journalism and also in PR and Advertisements, in order to give birth to a younger generation in the above mentioned fields.

Administration

The academy is administered by a General Council and an Executive Council composed of working journalists, media owners, and Government representatives constituted by the Government of Kerala.

Media in Kerala

Media in Kerala includes newspaper, television, radio and other mediums that help in dissemination of news, views and entertainment to the people. The state of Kerala has the highest literacy in the country and this has helped in developing the media. There is constant urge amongst the people to gather information about things that are happening at all levels of society. The local, national and international development issues forms a major part of interest for the locals.

Further, the advancement of the digital media in the recent years has also played an important role in the development of the media. Together with the traditional media like newspaper, radio and television, the internet has provided another avenue of information and entertainment.

Important Journals, Weeklies and Newspapers

Dozens of newspapers are published in Kerala. The principal languages of publication are Malayalam and English. The most widely circulating Malayalam-language newspapers include Malayala Manorama, Mathrubhumi, Madhyamam, Kerala Kaumudi, Desabhimani, Deepika, Mangalam, Janayugam, Thejas, Varthamanam, Chandrika, Janmabhumi, Siraj Daily and Metro Vaartha.

Among list of Malayalam periodicals major Malayalam periodicals are Mathrubhumi weekly, Madhyamam weekly, India Today Malayalam, Chithrabhumi, Balarama (Comics), Thejas, Kanyaka and Bhashaposhini.

The following table is according to the Indian Readership Survey (IRS) 2010 Quarter 1.
### Readership of top 5 Malayalam dailies

<table>
<thead>
<tr>
<th>Rank</th>
<th>Daily</th>
<th>Readership (in lakh)</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Malayala Manorama</td>
<td>124</td>
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<tr>
<td>2</td>
<td>Mathrubumi</td>
<td>90.94</td>
</tr>
<tr>
<td>3</td>
<td>Deshabhimani</td>
<td>33.06</td>
</tr>
<tr>
<td>4</td>
<td>Kerala Kaumudi</td>
<td>13.04</td>
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<tr>
<td>5</td>
<td>Madhyamam</td>
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<td>6</td>
<td>Mangalam</td>
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<td>7</td>
<td>Kerala Kaumudi Flash</td>
<td>5.28</td>
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The following table is according to the Indian Readership Survey (IRS) 2012 Quarter 1.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name of the magazine</th>
<th>Average Issue Readership (in lakh)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Vanitha</td>
<td>24.44</td>
</tr>
<tr>
<td>2</td>
<td>Manorama</td>
<td>11.63</td>
</tr>
<tr>
<td>3</td>
<td>Mathrubumi Arogya Masika</td>
<td>8.26</td>
</tr>
<tr>
<td>4</td>
<td>Balarama</td>
<td>7.87</td>
</tr>
<tr>
<td>5</td>
<td>Thozhil Vartha</td>
<td>7.35</td>
</tr>
</tbody>
</table>
Editionalising of newspapers

K M Mathew was doyen of Malayalam journalism and chief editor of Malayala Manorama. Born as the eighth son of K M Mammen Mappillai and Kunjaadamma on January 2, 1917, Mathew started his career as a planter in Chikamagalur and later migrated to the then Bombay as a businessman looking after family business. He entered the world of journalism in 1954, when he joined the family-owned Malayala Manorama in 1954 as its general manager and managing editor after its relaunch under his elder brother K M Cheriyan. He took over as its Chief Editor on the death of Mr Cheriyan in 1973.

Under Mathew’s stewardship, Malayala Manorama was poised for an entirely new journey into expansion and modernization helping it to scale new heights. Mathew’s efforts in infusing professionalism into journalism not only produced a crop of new young talents but also changed the face of newspapers in Malayalam. Mathew is credited with the introduction of the concept of editionalising with larger share for local news and reader-friendly packaging through professional page designing in Manorama, which in turn impacted the entire newspaper industry in Kerala.

Under Mathew, the Manorama daily grew to 17 editions and the group took to specialized journals and today it has nearly four dozens of publications in Malayalam, English and Hindi. It was also during his period at the helm that the group spread its wings into newer media including TV, radio, music and the web. He was presented with Padmabhushan award in 1998 for his contribution to journalism in addition to a number of privately instituted awards.

Mathew has been the president of the Indian Newspaper Society; chairman of PTI; founder trusty and chairman of Press Institute of India and Research Institute for Newspaper Development; executive committee member of the Federation of International Newspaper Publishers and Editors based in France and a consultant of International Press Institute among other positions. He has penned two books, an autobiographical “Ettamathe Mothiram” and “Annamma”, written in memory of his wife.

Mathew, who inherited the family, owned Manorma, started in 1888 by his great uncle Kandathil Varughese Mappillai and later managed by his father K M Mammen Mappillai and his elder brother K M Cheriyan, also over saw the process of handing over his baton to the fifth generation when his grand children took up the responsibilities.

He married Annamma, a pioneer of culinary literature in Malayalam in 1942. She had been the editor of ‘Vanitha’ the women’s journal from Manorama Group till her death in 2003. They have four children, Mammen Mathew, editor, Malayala Manorama, Philip Mathew, (managing editor), Jacob Mathew (executive editor) and Thankom Mammen.
Advertising

Advertising is the means of informing as well as influencing the general public to buy products or services through visual or oral messages. A product or service is advertised to create awareness in the minds of potential buyers. Some of the commonly used media for advertising are T.V., radio, websites, newspapers, magazines, bill-boards, hoardings etc. As a result of economic liberalization and the changing social trends advertising industry has shown rapid growth in the last decade.

Advertising is one of the aspects of mass communication. Advertising is actually brand-building through effective communication and is essentially a service industry. It helps to create demand, promote marketing system and boost economic growth. Thus advertising forms the basis of marketing.

Advertising plays a significant role in today's highly competitive world. A career in advertisement is quite glamorous and at the same time challenging with more and more agencies opening up every day. Whether its brands, companies, personalities or even voluntary or religious organizations, all of them use some form of advertising in order to be able to communicate with the target audience. The salary structure in advertising is quite high and if you have the knack for it one can reach the top. It is an ideal profession for a creative individual who can handle work-pressure.

Today, new areas are emerging within advertising like event management, image management, internet marketing etc. Event management wherein events are marketed, Image management wherein a particular profile of an individual or an organization is projected. Internet marketing has also brought about a lot of changes in advertising as Internet means that one is catering to a select group of audience rather than a mass audience.

Press during the Period of Emergency

The Rajan case refers to the death of P. Rajan, a student of the erstwhile Regional Engineering College, Calicut, as a result of torture in local police custody in Kerala state, during the nationwide Emergency in India in 1976, and the legal battle that followed, which brought out the facts of the incident to the public.

Background

During the nationwide Emergency in India between 1975 and 1977 Fundamental Rights of the citizen were suspended by the government, and hence it was a period of police activism. In Kerala, the Naxal movement was at its peak during this period. Major operations of Naxals in Kerala were attacks on police stations in rural area. Hence the police acted with vengeance upon the naxalites, and also used the word naxal to address those whom they had a vengeance upon.
The incident

P. Rajan, a student of the erstwhile Regional Engineering College (presently the National Institute of Technology Calicut), was arrested by the Kerala Police on March 1, 1976, during the nationwide Emergency in India, for alleged Naxal association. As was later revealed owing to a petition in the High Court of Kerala, he was held in police custody and tortured as part of the interrogation. He died due to the third degree torture, especially due to something called "uruttal" (a practice of 'rolling' a heavy wooden log on the body of the victim). His body was then disposed of by the police, and was never recovered. Rajan's father T. V. Eachara Warrier complained to the authorities about his missing son. The police finally confirmed that he died in custody upon a habeas corpus suit (the first such suit in the history of Kerala) filed by his father in the High Court of Kerala.

Rajan's father T. V. Eachara Warrier fought a long battle against the establishment to bring to light the facts behind the disappearance and through that expose atrocities committed by the state. This petition and subsequent investigations found that Rajan had indeed been taken into custody, and perhaps died when in police custody. His body was not found and due to this many charges against the accused in this case had to be dropped. The accused included the then chief of the Crime Branch wing of Kerala Police, DIG Jayaram Padikkal, who was convicted but the conviction was overturned on appeal. K. Karunakaran was the Home Minister during the emergency. He resigned from the post of the Chief Minister of Kerala in 1978 due to adverse judgement in the case.
UNIT-IV

INDEPENDENCE AND THE CHANGES IN THE FIELD OF THE PRESS

Media ownership trends in India

The growing corporatization of the Indian media is manifest in the manner in which large industrial conglomerates are acquiring direct and indirect interest in media groups.

Who owns the mass media in India? That is a rather difficult question to answer. There are many media organizations in the country that are owned and controlled by a wide variety of entities including corporate bodies, societies and trusts, and individuals. Information about such organizations and people is scattered, incomplete, and dated, thereby making it rather difficult to collate such information leave alone analyze it. Nevertheless, a few salient aspects about media ownership stand out from the inadequate information that is available.

- The sheer number of media organizations and outlets often conceals the fact there is dominance over specific markets and market segments by a few players – in other words, the markets are often oligopolistic in character.

- The absence of restrictions on cross-media ownership implies that particular companies or groups or conglomerates dominate markets both vertically (that is, across different media such as print, radio, television and the internet) as well as horizontally (namely, in particular geographical regions).

- Political parties and persons with political affiliation own/control increasing sections of the media in India.

- The promoters and controllers of media groups have traditionally held interests in many other business interests and continue to do so, often using their media outlets to further these. There are a few instances of promoters who have used the profits from their media operations to diversify into other (unrelated) businesses.

- The growing corporatization of the Indian media is manifest in the manner in which large industrial conglomerates are acquiring direct and indirect interest in media groups. There is also a growing convergence between creators/producers of media content and those who distribute/disseminate the content.

These trends can be perceived as instances of consolidation in a sector in which big players have been steeped in debt and strapped for cash over the past few years. The shake-out also signifies growing concentration of ownership in an oligopolistic market that could lead to loss of heterogeneity and plurality. The emergence of cartels and oligarchies could be symptomatic of an increasingly
globalised but homogenized communication landscape, despite the growth of internet technology bringing about a semblance of democratization by allowing for more user-generated content by “prosumers” (producer-consumers). While the growth of the internet has led to a collapse of geo-spatial boundaries and lower levels of gate-keeping in checking information flows, the perceived increase in diversity of opinion has been simultaneously accompanied – paradoxically – by a shrinking in the number of traditional media operations in television and print.

Consolidation

In the last few years there has been a growing consolidation of media organizations across the globe. In the political economy of the media the world over there is clearly an alarming absence of not-for-profit media organizations. Neither subscription- nor advertising revenue-based models of the media have been able to limit this tendency of large sections of the corporate media to align with elite interest groups. In not just economic terms, the media is perceived as an active political collaborator as well seeking to influence voters on the basis of allegiances of owners and editors. This can, and often does, constrain free and fair exchanges of views to facilitate democratic decision-making processes.

The Indian media market differs from those of developed countries in several ways. For one, India is a developing country and all segments of the media industry (including print and radio) are still growing unlike in developed countries. The media market in India remains highly fragmented, due to the large number of languages and the sheer size of the country.

In India’s unique “medias cape”, it is often contended that the proliferation of publications, radio stations, television channels, and internet websites is a sure-fire guarantor for plurality, diversity, and consumer choice. There were over 82,000 publications registered with the Registrar of Newspapers as on 31 March 2011. There are over 250 FM (frequency modulation) radio stations in the country (and the number is likely to cross 1,200 in five years) – curiously, India is the only democracy in the world where news on the radio is still a monopoly of the government. The Ministry of Information & Broadcasting has allowed nearly 800 television channels to uplink or downlink from the country, in including over 300 which claim to be television channels broadcasting “news and current affairs”. There is an unspecified number of websites aimed at Indians.

Despite these impressive numbers of publications, radio stations and television channels, the mass media in India is possibly dominated by less than a hundred large groups or conglomerates, which exercise considerable influence on what is read, heard, and watched. One example will illustrate this contention. Delhi is the only urban area in the world with 16 English daily newspapers; the top three publications, the Times of India, the Hindustan Times, and the Economic Times, would account for over three-fourths of the total market for all English dailies.
India’s established media conglomerates have staunchly refused to accept the need for restrictions over ownership and control, arguing that this would result in devious and dubious forms of censorship and have resurrected the ghosts of the 1975-77 Emergency. The government too has played along. After all, powerful politicians need media barons as much as they need them – a mutually beneficial back-scratching society of sorts. A few randomly-chosen examples would include Shobhana Bhartia of the Hindustan Times group, the late Narendra Mohan of the Dainik Jagran group (which brings out India’s most widely circulated Hindi daily), the Dardas of Lokmat, the Marans of the Sun group, and Chandan Mitra of The Pioneer.

A report prepared by an independent institution recommending imposition of cross-media ownership restrictions recently entered the public domain nearly three years after it was submitted following a rebuke to the government by a panel of lawmakers. The report, running into nearly 200 pages, was prepared by the Administrative Staff College of India (ASCI) at the instance of the Ministry of Information & Broadcasting (I&B). Though this report was submitted in July 2009, it was placed on the Ministry’s website only after Parliament’s Standing Committee on Information Technology sharply criticized the government for not initiating any action on the ASCI report’s recommendations.

**Market dominance**

The Hyderabad-based ASCI report pointed out that there is “ample evidence of market dominance” in specific media markets and argued in favour of an “appropriate” regulatory framework to enforce cross-media ownership restrictions, especially in regional media markets where there is “significant concentration” and market dominance in comparison to national markets (for the Hindi and English media).

The government seems unlikely to accept the recommendations of the report prepared by ASCI, which describes itself as an “autonomous, self-supporting, public-purpose” institution. In fact, a senior official of the I&B Ministry said so to this writer in an off-the-record conversation. The Ministry has, for the time being, tossed the contentious set issues on cross-media ownership on to the court of the Telecom Regulatory Authority of India (TRAI).

The Standing Committee on IT, headed by Congress MP Rao Inderjit Singh, noted that the issue of restrictions on cross-media ownership “merits urgent attention” and needs “to be addressed before it emerges as a threat to our democratic structure”. It urged the Ministry to “formulate” its stand on the issue in coordination with the TRAI “after taking into account” international practices.

The earlier (February 2009) report of the TRAI had stated that it is important that “necessary safeguards be put in place to ensure plurality and diversity are maintained across the three media segments of print, television and radio”. Before the TRAI report was finalized, during the consultation phase, there was strong resistance on the part of media groups to the idea of restrictions on their sector. Many different arguments were proposed, among others that
regulation would stifle growth, that the multiplicity of media and the highly fragmented nature of the Indian market prevents monopolization, and that regulation of the sector amounts to an impingement on the Constitutional right to freedom of speech. Further, some groups, “particularly those associated with print” even argued that it was not under the jurisdiction of the Authority to make recommendations on any matter which did not relate directly to telecommunications. This view was not accepted by the government.

Having taken into account all the arguments of the media groups, the TRAI nevertheless came to the conclusion that certain restrictions are required. It argued for restrictions on vertical integration, that is to say on media companies owning stakes in both broadcast and distribution companies within the same media. The reasoning behind this restriction is that vertical integration can result in anti-competitive behaviour, whereby a distributor can favour his/her own broadcasters’ contents over the content of a competitive broadcaster. In this scenario, large conglomerates would be able to impose their preferred content, a clearly dangerous situation.

**Disputes**

According to the TRAI’s report, vertical integration in the media market is already causing serious problems. There have been numerous disputes brought before the Telecom Dispute Settlement and Appellate Tribunal (TDSAT) between broadcasters and cable operators alleging denial of content by other service providers. New cases are being added regularly, which the TRAI regards as “a clear indication that the current market situation requires corrective measures”.

Further, the report calls attention to the fact that all restrictions on vertical integration are currently placed on companies. However, as we have seen, the large conglomerates of the Indian media are usually groups that own different companies. This allows them to have controlling stakes both in broadcasting and distribution by acquiring licences under their different subsidiary companies, thus totally bypassing current restrictions and defeating the purpose of their existence in the first place. The report, therefore, suggests that restrictions no longer be placed on “companies” but on “entities” or groups, which would include large groups and conglomerates such as BCCL and Dainik Bhaskar.

With regards to cross-media ownership, the report points out that no such restrictions exist in India, in stark contrast with most other countries in the world with a free press, including the United States, the United Kingdom, France, and Canada. It argued that restrictions are necessary and recommend that the Ministry should conduct a detailed market analysis in order to identify which safeguards would be most appropriate in the Indian context.

Debates on media ownership are almost as old as the nation itself. The country’s first Prime Minister Jawahararl Nehru and his Defence Minister V.K. Krishna Menon would castigate the “jute press” in a clear reference to BCCL which was then controlled by the Sahu-Jain group which also controlled New Central Jute Mills. Then came references to the “steel press”. The Tata group,
which has a substantial presence in the steel industry, used to be a part-owner of the company that publishes the once-influential *The Statesman*. Ramnath Goenka, who used to head the *Indian Express* group, made an aborted attempt in the 1960s to control the Indian Iron and Steel Company (IISCO). What was being clearly suggested by politicians was that particular family-owned groups would use their news companies to lobby for their other business interests.

Today, the situation described by Nehru has intensified multifold. In fact, instead of using their media companies to lobby for their non-media business interests, a few large media groups have been able to diversify their business activities, thanks to the profits generated by their media business. In India at present, promoters of media companies have subsidiary business interests in sectors as varied as aviation, hotels, cement, shipping, steel, education, automobiles, textiles, cricket, information technology, and real estate. For example, the Dainik Bhaskar group, which, in 1958, ran a single edition Hindi newspaper from Bhopal, has a market capitalization of Rs 4,454 crore (as on July 30, 2010), owns seven newspapers, two magazines, 17 radio stations, and has a significant presence in the printing, textiles, oils, solvent extraction, hotels, real estate, and power-generation industries.

According to research conducted by Dilip Mandal and R. Anuradha, that has been published in *Media Ethics* (Oxford University Press, 2011), the boards of directors of a number of media companies now include (or have included in the past) representatives of big corporate entities that are advertisers. The board of Jagran Publications has had the managing director (MD) of Pantaloon Retail, Kishore Biyani, McDonald India’s MD Vikram Bakshi, and leather-maker Mirza International’s MD Rashid Mirza; besides the CEO of media consulting firm Lodestar Universal India, Shashidhar Sinha, and the chairman of the real estate firm JLL Meghraj, Anuj Puri. The board of directors of HT Media, publishers of *Hindustan Times* and *Hindustan*, has included the former chairman of Ernst & Young K. N. Memani and the chairman of ITC Ltd Y C Deveshwar. Joint MD of Bharti Enterprise Rajan Bharti and MD of Anika International Anil Vig are a part of the TV Today’s Board of Directors. The board of directors of DB Corp (that publishes *Dainik Bhaskar*) includes the head of Piramal Enterprises Group, Ajay Piramal, the MD of Warburg Pincus, Nitin Malhan, and the executive chairman of advertising firm Ogilvy & Mather, Piyush Pandey. NDTV’s Board of Directors has Pramod Bhasin, President & CEO of the country’s biggest BPO company GenPact as a member of its board of directors.

Media companies tend to have a variety of professionals on their boards, such as investment bankers, venture capitalists, chartered accountants, corporate lawyers, and CEOs of big companies. Professional journalists, ironically, rarely figure. As a result, those at the top of the decision-making hierarchy are those for whom the bottom-line, not the by-line, is most important.
This closeness between the media and corporate India leads to a deplorable confusion of priorities. Instead of media houses relying on advertisers to fund quality journalism, the relationship becomes insidiously reversed. Advertisers and corporate units begin to rely on news outlets to further their interests. In 2003, Bennett Coleman Company Limited (publishers of the *Times of India* and the *Economic Times*, among other publications) started a “paid content” service, which enabled them to charge advertisers for coverage of product launches or celebrity-related events. In the run-up to the 2009 Lok Sabha elections, the more clearly illegal practice of “paid news” emerged and became widespread.

The behind-the-scenes influence of corporate and vested interests was made particularly apparent by the leaking of tapes recording conversations between Niira Radia, a powerful lobbyist with clients such as the Tata group and Reliance Industries, and a variety of business men, politicians, and journalists. They revealed what had long been an open secret: the collusion and uncomfortable closeness among corporate units, politicians and journalists, a world in which the line between politics and business, public relations and news, is increasingly blurred.

That many media companies argue in favour of relaxed legislation with regard to media consolidation is not surprising, when one considers the difficulties of breaking even, let alone making money, in the business. From a business point of view, media consolidation has undeniable advantages. It allows for economies of scale, which enable media companies to absorb the costs of content and distribution over a large volume of revenue. This in turn allows companies to invest in better resources such as talent or technical equipment. In a competitive market, small media companies have a very hard time surviving. Consolidation makes a lot of economic sense and can even, to some extent, translate into improvements in quality.

However, what is unacceptable is media barons using news outlets as tools to further their business interests. Rupert Murdoch, whom we recently watched fall from the heights of his empire due to the *News of the World* phone-hacking scandal in the UK, had spun a whole web of political influence, based mostly on the power wielded by the many newspapers and organs of propaganda (such as the far-right conservative *Fox News*) at his command to influence public opinion. This was also true in Italy where media tycoon Silvio Berlusconi has been that country’s longest-serving Prime Minister after the Second World War.

A few recent developments point towards the growing corporatization of the India media and the growing convergence between producers of media content and those who distribute the content.
On January 3, 2012, the Mukesh Ambani-led Reliance Industries Limited (RIL) – India’s biggest privately-owned corporate entity with a turnover of Rs. 2,58,651 crore in the financial year that ended on March 31, 2011 – announced that it was entering into a complex, multi-layered financial arrangement that involved selling of its interests in the Andhra Pradesh-based Eenadu group founded by Ramoji Rao to the Network 18 group headed by Raghav Bahl and also funding the latter through a rights issue of shares. The deal will make the combined conglomerate India’s biggest media group, according to Bahl -- bigger than media groups such as STAR controlled by Rupert Murdoch, and BCCL controlled by the Jain family.

On May 19, 2012, the Aditya Birla group announced that it had acquired a 27.5% stake in Living Media India Limited, a company headed by Aroon Purie. Living Media acts as a holding company and also owns 57.46% in TV Today Network, the listed company that controls the group’s television channels (Aaj Tak and Headlines Today) and a host of publications (including India Today). On December 21, 2012, Oswal Green Tech, formerly Oswal Chemicals & Fertilizers, acquired a 14.17% shareholding in New Delhi Television in two separate block deals from the investment arms of Merill Lynch and Nomura Capital.

Key concerns

Deals like the three outlined raises several key concerns relating to consolidation within the Indian media industry. With larger television broadcast networks, including Zee, Turner/CNN, Viacom/MTV and Sony, expected to acquire/partner regional networks, the commoditization of news seems almost inevitable but not necessarily desirable. In this country, as in the world over, large media corporations are today clearly playing a bigger role in the political economy that they report on. Though a free media is fundamental to the existence of a liberal democracy, concerns about the accountability and transparency of media companies remain.

For instance, the RIL deal has enabled Network 18, Eenadu, and the merged group to expand its offerings to benefit both its stakeholders and its advertising target audiences. What remains to be seen is whether clear boundaries can be etched between the boardroom and the newsroom. The deal, therefore, raises significant questions about the diminishing levels of media plurality in a multilingual and multicultural country. Most of the reportage on the deal has focused on its business aspects. Questions about the future nature of editorial control remain unanswered. The complicated holding structures and investments made through layers of subsidiary companies make it difficult to discern the real “bosses” and the powers they wield.

The real challenges that lie ahead for the media in India are to ensure that growing concentration of ownership in an oligopolistic market does not lead to loss of heterogeneity and plurality. In the absence of cross-media restrictions and with government policies contributing to further corporatization, especially with respect to the television medium, diversity of news flows could be adversely affected contributing to the continuing privatization and commodification of information instead of making it more of a “public good”.
SOCIAL RESPONSIBILITY OF MEDIA AND INDIAN DEMOCRACY

Democracy in general terms is understood to be a form of government which is subject to popular sovereignty. It is essentially a rule by the people which is in contrast to monarchies or aristocracies. One of the crowing glories of the democratic system is the freedom of expression and the space that is provided to views from different sections of the society. A democratic system can run to its utmost potential when there is wide participation on the part the general mass which is not possible without people getting informed about various issues. Reliable information resources are an important constituent of any democratic society. This is where media steps in.

Mass media in its different forms have influenced human life in the present century. They have primarily provided information and entertainment to people across countries. Print media, being the leader over a considerable period of time has now got competition from Television, which is reshaping many of the social responses. Radio apart from providing news and views has also developed a flair for entertainment, thereby getting a lot of acceptance. There is also the new media with internet being its flag bearer. Internet has indeed made it possible to disseminate information and ideas in real time across the globe. However, among all these developments there is a cause of concern. Is media really fulfilling its social responsibility? Is a booming global mass media posing threats to the democratic way of thinking? In it posing challenges to a country like India where media has a greater role to play rather than merely providing information and entertainment?

Media and Social Responsibility: The Normative Argument

The normative view of the press argues that the conduct of the media has to take into account public interests. The main public interest criterions that the media need to consider include freedom of publication, plurality in media ownership, diversity in information, culture and opinion, support for the democratic political system, support for public order and security of the state, universal reach, quality of information and culture disseminated to the public, respect for human rights and avoiding harm to individuals and the society. The social responsibilities expected from media in the public sphere were deeply grounded with the acceptance of media as the fourth estate, a term coined by Edmund Burke in England. With the formation of the 1947 Commission on the Freedom of the Press the social responsibility of media became a strong debating point. It was formed in the wake of rampant commercialization and sensationalism in the American press and its dangerous trend towards monopolistic practices. The report of the Hutchins Commission, as it was called, was path breaking on its take on social responsibility and the expected journalistic standards on the part of the press. The theory of social responsibility which came out of this commission was backed by certain principles which included media ownership is a public trust and media has certain obligations to society; news media should be fair, objective, relevant and truthful; there should be freedom of the press but there is also a need for self regulation; it should adhere to the professional code of conduct and ethics and government may have a role to play if under certain circumstances public interest is hampered.
Informing the citizens about the developments in the society and helping them to make informed choices, media make democracy to function in its true spirit. It also keeps the elected representatives accountable to those who elected them by highlighting whether they have fulfilled their wishes for which they were elected and whether they have stuck to their oaths of office. Media to operate in an ideal democratic framework needs to be free from governmental and private control. It needs to have complete editorial independence to pursue public interests. There is also the necessity to create platforms for diverse mediums and credible voices for democracy to thrive. It has already been discussed that media has been regarded as the fourth estate in democracy. Democracy provides the space for alternative ideas to debate and arrive at conclusions for the betterment of society. The publicly agreed norms are weighed over that of actions on the part of economic organizations and political institutions. This is close in essence to the concept of public sphere where rational public debate and discourse is given importance. Individuals can freely discuss issues of common concern. Media plays one of the crucial roles behind the formation of public sphere. However, Barnett is of the opinion that in modern times the true sense of public sphere is getting eroded with the media of public debate getting transformed to mediums for expressing particular interests rather than general interests which are universally accepted. This signifies that public sphere which is essential for a vibrant democracy can actually be channelized to serve vested interests rather than public good.

Media and Indian Democracy

The political system in India is close in spirit to the model of liberal democracy. In the constitution of India the power of the legislature, executive and judiciary have been thoroughly demarcated. The party system in operation is a competitive one with flexibility of roles of government and opposition. There is also freedom of the press, of criticism and of assembly. Indian democracy has always attracted attention worldwide and has made scholars to ponder over the secret of its success amidst considerable odds. In India diversity is almost everywhere and it is not a developed nation. The problems of poverty and inequality in distribution of income have been constant irritants. Nevertheless, till today democracy has survived in the country. The role of media in India, the largest democracy of the world is different from merely disseminating information and entertainment. Educating the masses for their social upliftment needs to be in its ambit as well. In a country where there is large scale poverty, unemployment and underdevelopment media has a responsibility towards developmental journalism. It has a role to play behind formation of public opinion which can force the political parties to address the core issues haunting the country’s progress. However, public opinion can be manipulated by vested interests to serve their own goals. Media can conceal facts and project doctored ideas to influence the electorate and thereby the voting outcome. Values like objectivity and truthfulness in presentation of news and ideas can be totally done away with.
In India public service broadcasting was given much importance after independence. It was used as a weapon of social change. AIR (All India Radio) and Doordarshan, the public service broadcasters in the country had the responsibility of providing educational programs apart from information and entertainment. However, it needs to be taken note of that the public service broadcasting system in the country was closely identified with the state. A monopolistic media structure under state control has the threat of becoming the mouthpiece of the ruling elite. The scenario was bound to change with the opening up of Indian economy in a bid to integrate with the global system. It signalled the emergence of a competitive market in the field of media with public service broadcasters getting challenges from private entities. This, however, had the seeds of a new problem of ownership.

Ownership pattern of media across the globe and in India is a cause for concern. There are big corporate houses who own newspapers and television networks. A higher concentration of ownership increases the risk of captured media. Media independence in such a scenario gives way to safeguarding the interest of the owners who may not serve social responsibilities. The space for plurality of ideas is eroded sending ominous signals for democracy. Bogart opines that in many democratic countries media ownership has reached dangerous levels of concentration. He has cited the examples of News Corporation’s (owned by Rupert Murdoch) 37 % share in United Kingdom’s national newspaper circulation and Silvio Berlusconi’s ownership of top three commercial television channels, three pay TV channels and various newspapers and magazine in Italy which act as his political mouthpieces.

Transnational powerful media organizations are in operation in India post liberalisation. These are big multinational corporations who own a chunk of the mass media market ranging from newspapers, television, radio, book publishing to music industry. Five of world’s largest media conglomerates include General Electric, Walt Disney, News Corporation, Time Warner, Viacom and CBS. In India there are big players like the Times Group and ABP who rule the roost in the media arena. In a bid to open up the Indian market 26% foreign direct investment has been allowed in news publication and 74% has been allowed in non news segments by the Government. 100% foreign direct investment is available in the film industry. 100% FDI is also allowed in television software production subject to certain government norms. Cable networks and FM Radio networks have FDI limits of 49% and 20% respectively (FICCI and PwC, 006).Research undertaken by PricewaterhouseCoopers has shown the FDI investment trend across mass media in India. Virgin Media Asia has a holding in HT media’s foray into FM radio.

Financial Times (Pearson Group) has an arrangement with Business Standard; AmericorpVentures, Mauritius has a stake in Nimbus Communications which deal in television and films and Reuters UK has equity sharing with Times Global Broadcasting, the Indian entity. Therefore, across mass media options have opened up for availability of transnational homogeneous content. The growth of media conglomerates and their powerful presence has
raised fears of manipulation of ideas by a powerful few detrimental to the democratic fabric. The corporate giants have also engaged in severe competition among themselves dishing out news and content which is primarily dominated by sensationalization, sleaze and glitz to capture wider markets. The disturbing trend that has emerged in the present media scenario is the use of media in the battle between rival political groups. In fact, this new phenomenon is in operation in India with newspapers and news channels taking sides while presenting facts. The same event can be presented in two contrasting manners in two newspapers or two television channels. Coronel argues that promotion of hate speech in place of constructive debate and creating an atmosphere of suspicion rather than social trust has the danger of making people cynical about the democratic setup leading to its breakdown.

While discussing the dangers associated with the developments in media it needs to be said that media in India has also undertaken roles which have strengthened democracy. The media as a watchdog of the democratic system has unearthed its various shortcomings. Investigative reporting in print and television media has helped in exposing large scale corruptions which have robbed the nation. The Commonwealth Games Scam, the Adarsh Housing Society Scam, Cash for Vote Scam and the Bofors Scam are the highpoints of the Indian media. Across newspapers and television channels voices have been raised when the bureaucracy, judiciary or other public functionary have crossed the laxman rekha. There have also been initiatives to promote community media for the citizens to air their concerns. This is a significant leap towards alternative media usage which is distant from the dominant structure. Here the importance lies more in participatory communication right from the grassroots rather than communication which flows top down. Various television channels have also given the space for ordinary citizens to air their views in the form of citizen journalists thereby promoting democratic participation.

Newspapers have educated the masses by informing them of the developments in the field of science and technology. They have also expressed strong views against prejudices which harm the society. Much developmental news has also been aired through the medium of radio. Its comparative low cost and wide acceptance among poorer sections have made it a potent tool for expressing ideas beneficial to the public.

Internet, a relatively newer entrant in the field of mass media, has proved to be more democratic than newspaper and television. Internet has provided the opportunity for citizens who are conversant with the medium to express their views about a number of issues. In many cases groups have been formed by likeminded people who discuss and debate over a number of decisions on the part of the government and seek new ideas for way ahead. The power of the internet can be easily judged from the developments in Egypt in recent times. Social networking sites like Facebook and Twitter were used to garner support against the regime of President Hosni Mubarak (Kuwait Times, 2010). Internet has been used by various public service organizations and N.G.Os to inform people about their objectives and also to make them aware of various initiatives.
on the part of the government as well as non government organisations for social upliftment. In internet the barrier to communication is minimal which helps in the formation of a participative environment. There is also greater empowerment of the users through higher level of interactivity and flexibility in choice of media outlets. The potential of the medium lies in its ability to be more personalized by offering user-created content (Flew, 2009). Nevertheless, there is the threat of advertising revenues influencing media outputs. Those who control considerable wealth have the opportunity to sway public opinion in their favour with the help of mass media. In the 2G scam the Radia Tapes controversy brought in focus the journalist, politician and industrial conglomerate nexus. Developments like these are a threat to democracy and undermine the media fraternity. Advertisements in newspapers, television, radio and at times the internet have become a part of the present election campaigns. Candidates with better funds have the edge over others in being voted to office because they can buy newspaper space and considerable air time.

Conclusion

In Indian democracy media has a responsibility which is deeply associated with the socio economic conditions. The present scenario is not quite encouraging and certain areas need to be addressed. Media organisations, whether in print, audio visual, radio or web have to be more accountable to the general public. It should be monitored that professional integrity and ethical standards are not sacrificed for sensational practices. The freedom of press in the country is a blessing for the people. However, this blessing can go terribly wrong when manipulations set in. The self regulatory mechanism across media organizations need to be strong enough to stop anomalies whenever they occur. Agencies like Press Council of India need to be vigilant to stem the rot. Big media conglomerates are a serious threat. To counter this problem pluralistic media organizations which are financially viable need to be encouraged. Community participation is a goal that the media should strive for in a country like India.

PRESS COMMISSION OF 1947

The Commission on freedom of the press (1942-1947), known as the *Hutchins’ Commission*. After several years of work, the Commission issued a report that set forth a code of social responsibility for the press, requiring these five basic services:

1. a truthful, comprehensive, and intelligent account of the day’s events in a context which gives them meaning;
2. a forum for the exchange of comment and criticism;
3. the projection of a representative picture of the constituent groups in the society;
4. the presentation and clarification of the goals and values of the society;
5. full access to the day’s intelligence.
HUTCHINS COMMISSION (1947) RECOMMENDATIONS:

What the government can do:

1. We recommend that the constitutional guarantees of the freedom of the press be recognized as including radio and motion pictures.

2. We recommend that government facilitate new ventures in the communications industry, that it foster the introduction of new techniques, that it maintain competition among large units through the antitrust laws, but that those laws be sparingly used to break up such units, and that, where concentration is necessary in communications, the government endeavor to see to it that the public gets the benefit of such concentration.

3. As an alternative to the present remedy for libel, we recommend legislation by which the injured party might obtain a retraction or a restatement of the facts by the offender or an opportunity to reply.

4. We recommend the repeal of legislation prohibiting expression in favor of revolutionary changes in our institutions where there is no clear and present danger that violence will result from the expression.

5. We recommend that the government, through the media of mass communication, inform the public of the facts with respect to its policies and of the purposes underlying those policies and that, to the extent that private agencies of mass communication are unable or unwilling to supply such media to the government, the government itself may employ media of its own. We also recommend that, where the private agencies of mass communication are unable or unwilling to supply information about this country to a particular foreign country or countries, the government employ mass communication media of its own to supplement this deficiency.

What the press can do:

1. We recommend that the agencies of mass communication accept the responsibilities of common carriers of information and discussion.

2. We recommend that the agencies of mass communication assume the responsibility of financing new, experimental activities in their fields.

3. We recommend that the members of the press engage in vigorous mutual criticism.

4. We recommend that the press use every means that can be devised to increase the competence, independence, and effectiveness of its staff.

5. We recommend that the radio industry take control of its programs and that it treats advertising as it is treated by the best newspapers.
What the public can do:

1. We recommend that nonprofit institutions help supply the variety, quantity, and quality of press service required by the American people.

2. We recommend the creation of academic-professional centers of advanced study, research, and publication in the field of communications. We recommend further that existing schools of journalism exploit the total resources of their universities to the end that their students may obtain the broadest and most liberal training.

3. We recommend the establishment of a new and independent agency to appraise and report annually upon the performance of the press.
UNIT-V

DEVELOPMENT OF PRESS IN THE POST INDEPENDENT PERIOD

Post Independence Press 1947- Role of Press changed slowly 1947-After partition, 6 radio stations came up in Bombay, Calcutta, Delhi, Trichy, Lucknow and Madras 1951- The Press (Objectionable Matters) Act reminiscent of earlier laws was passed by the Nehru government 1951-52- The first national elections was covered by the regional and national press 1956- The Press Act was allowed to relapse and the first Press Commission was formed

1952-54: The Press Commission made Inquiry into the structure and functioning of Press. One of the many recommendations was for the appointment of a Press Registrar and setting up of Press Council 1964: A committee on broadcasting and information media was set up under the chairmanship of A.K Chanda

1966- Separation radio and television with two independent corporations 1967- Commercial service started called Vividh Bharati 1976- Separation of Radio and Television, TV was called Doordarshan

1977- Janata government appointed a working group 1982- Second Press Commission recommended delinking of the Press from its connections with other industries. One of the major recommendations was to set up a National Development Commission.

Complete censorship was imposed only Press censorship under Emergency on rare occasions as during Gandhiji’s arrest led to countrywide Though some disturbances and the detention of over 60,000 persons papers like the Bengali weekly Jugantar, or the daily Sandhya were banned in the thirties, they were published secretly.Restrictions were imposed on the press during the Quit India Movement of 1942, yet major papers could publish the arrest of national leaders and reports of demonstrations and protests.

In 1975, Mrs. Indira Gandhi clamped an internal emergency. The government during this time suppressed transmission of news by imposing censorship on newspapers, journals, radio, TV, telex, telegrams, news agencies and on foreign correspondents. Even teleprinter services were subjected to pre-censorship. The censorship was total and unparalleled in the history of press in India.

Even advertisements, cartoons and comic strips were subjected to Foreign papers and journals were confiscated if they pre-censorship. carried criticism of the Emergency, some issues of Time and Newsweek were banned outright

More than 34 printing presses that were operating underground were seized and over 7000 people were arrested in connection with the publication and circulation of underground literature Underground literature flourished in Bihar, Tamil Nadu, Maharastra and Gujarat
Few publications overtly opposed the emergency despite stringent measures and regulations: Sadhana (Gujarati), Himmat (edited by Rajmohan Gandhi), Freedom First (owned by M. R. Masani), The Statesman, The Indian Express, Daily Murasoli (Tamil) Tughlak (Tamil) and Radical Humanist. Post-Emergency period too was witness to attempts by the Congress Party to control the press.

1984-Jagannath Mishra mooted the Bihar Press Bill but protests by journalists forced him to withdraw. 1987- Rajiv Gandhi initiated the Anti-VN Gadgil introduced the Defamation Bill also met the same fate. Right to Reply Bill (1994) that was later withdrawn.

Modern Times Daily newspaper circulation is approaching the 60 million mark. According to the latest National Readership Survey, there were 15,67,19,209 copies of newspapers in India in 2004-05.

500 million Indian adults do not read any newspaper among them 248 million literates or neo-literates. Robin Jeffrey’s on the growth of successful newspapers in a dozen Indian languages over the past quarter century has identified the following five factors:

1. Improved technology which enables the production and distribution of a larger number of more attractive newspapers
2. Steadily expanding literacy
3. Expanding purchasing power
4. Aggressive publishing that is driven by profit, power and survival and seeks expansion
5. Political excitement

Freedom of the press is the freedom of communication & expression through vehicles including various electronic media & published materials. While such freedom mostly implies the absence of interference from an overreaching state, its preservation may be sought through constitutional or other protection.

The Indian Press has a long history right from the times of British rule in the country. The British Government enacted a number of legislations to control the press, like the Indian Press Act, 1910, then in 1931-32 the Indian Press (Emergency) Act etc. During the Second World War (1939-45), the executive exercised exhaustive powers under the Defence of India Act & enforced censorship on press. At the same time the publication of all news relating to the Congress activities declared illegal.

In the Post-constitutional Era, there is a change in the outlook. The Constitution of India in Article 19(1) (a) lays down that “All citizens shall have the right, to freedom of speech & expression.” Unlike, the U.S. Constitution, the Indian Constitution does not expressly provide freedom of press. However, it is now well settled that the words “speech & expression” in Article 19(1) (a) includes freedom of press also. The freedom of press means freedom from interference from authority which would have the effect of interference with the content & circulation of newspapers. The Article 19(1) (a) of the Constitution is subject to certain restrictions laid down in Article 19(2) of the Constitution.
Position in U.S.A

Freedom of Press is also recognized by the American Constitution. Initially, the freedom of press was not expressly provided in the American Constitution. The freedom of press was inserted only after the First Amendment of the American Constitution. The Amendment prohibited the U.S. Congress from making laws which infringes the freedom of press. The First Amendment of the U.S. Constitution was influenced by the Virginian Declaration of Rights.

Position in U.K.

The Parliament is sovereign in the United Kingdom. Unlike, the U.S., India & other states the subjects of U.K. does not possess any guaranteed rights. The freedom of press is also well recognized in the U.K. The citizens have full liberty to do anything up to the extent that it does not violate the rule of common law or statute law.

Status of Freedom of Press in India

In Romesh Thapar v/s State of Madras, Patanjali Shastri,CJ, observed that “Freedom of speech & of the press lay at the foundation of all democratic organization, for without free political discussion no public education, so essential for the proper functioning of the process of popular government, is possible.” In this case, entry and circulation of the English journal “Cross Road”, printed and published in Bombay, was banned by the Government of Madras. The same was held to be violative of the freedom of speech and expression, as “without liberty of circulation, publication would be of little value”.

The Hon’ble Supreme Court observed in Union of India v/s Association for Democratic Reforms, “One-sided information, disinformation, misinformation and non information, all equally create an uninformed citizenry which makes democracy a farce. Freedom of speech and expression includes right to impart and receive information which includes freedom to hold opinions”. In Indian Express Newspapers v/s Union of India, it has been held that the press plays a very significant role in the democratic machinery. The courts have duty to uphold the freedom of press and invalidate all laws and administrative actions that abridge that freedom. Freedom of press has three essential elements. They are: 1. freedom of access to all sources of information, 2. Freedom of publication, and 3. Freedom of circulation.

There are many instances when the freedom of press has been suppressed by the legislature. In Sakal Papers v/s Union of India, the Daily Newspapers (Price and Page) Order, 1960, which fixed the number of pages and size which a newspaper could publish at a price, was held to be violative of freedom of press and not a reasonable restriction under the Article 19(2). Similarly, in Bennett Coleman and Co. v/s Union of India, the validity of the Newsprint Control Order, which fixed the maximum number of pages, was struck down by the Court holding it to be violative of provision of Article 19(1)(a) and not to be reasonable restriction under Article 19(2). The Court also rejected the plea of the Government that it would help small newspapers to grow.
Restrictions on Freedom of Press in India

The freedom of press comes within the ambit of freedom of speech & expression. In a democracy, freedom of press is highly essential as it (the press) acts as a watchdog on the three organs of a democracy viz. the legislature, the executive & the judiciary. But, the freedom of press is not absolute in nature. It is subject to certain restrictions which are mentioned in Article 19(2) of the Constitution. The following are the grounds of restrictions laid down in Article 19(2) :-

1) Sovereignty & Integrity of India
2) Security of the State
3) Friendly relations with Foreign States
4) Public Order
5) Decency or Morality
6) Contempt of Court

The grounds of ‘Public Order’ & ‘Friendly relations with Foreign States’ was added by the Constitution (First Amendment) Act, 1951. While the ground of ‘Sovereignty & Integrity of India’ was added by the Constitution (Sixteenth Amendment) Act, 1963.

Sedition

Section 124A of the Indian Penal Code deals with the offence of sedition. It lays down that, “Whoever by words, either spoken or written, or by signs, or by visible representation, or otherwise, brings or attempts to bring into hatred or contempt, or excites or attempts to excite disaffection towards, the Government established by law in India, shall be punished with imprisonment for life, to which fine may be added, or with imprisonment which may extend to three years, to which fine may be added, or with fine”. But Explanation 3 says “Comments expressing disapprobation of the administrative or other action of the Government without exciting or attempting to excite hatred, contempt or disaffection, do not constitute an offence under this section”. In Devi Saran v/s State AIR 1954 Pat 254, the Court has held that Section 124A imposes reasonable restriction on the interest of public order & therefore it is protected under Article 19 (2) of the Constitution.

Current Scenario of Press & Its Achievements

As discussed earlier, press is regarded as one of the pillars of a democracy as it acts as a watchdog of the three organs of democracy. Though, freedom of speech & expression (including of press) is enjoyed by the citizens but there are many instances where the press has to face difficulties as well. In the recent past, in the Tehelka Case, the portal Tehelka.com was forced to shut down completely & its journalists were continuously harassed as the journalists exposed the ‘scam’ in the defence ministry involving Ex-Defence Personnel & Central Government Ministers. There are many instances where journalists were threatened & even assaulted at times.
Despite of these difficulties the press has achieved a lot of success in the recent past. In Jessica Lal’s case, Manu Sharma, son of a Haryana minister, killed Jessica on April 29, 1999, because she refused to serve him liquor in the restaurant where she was working. The case was closed and all the accused were freed due to lack of evidences, but finally, the case was reopened after media and public outcry, which led to Sharma’s conviction. In Priyadarshini Mattoo’s Case, Santosh Kumar, son of an IPS officer raped and killed his colleague, Priyadarshini Mattoo, a law student in 1996, after she refused his proposal. Ailing and aged father of Priyadarshini got judgment in October 2006, after a long run trial. The Delhi High Court rebuked lower courts and authority under investigation for acquittal of accused. The media played a significant role in this case as well. Similarly, in Nitish Katara’s case the media played an important role. In Aarushi Talwar’s murder case, media played an important part by highlighting the loopholes in the case owing to which the police was forced to take some action. Aarushi’s father is the prime suspect in this case. Recently, in Ruchika’s Case, Ruchika Girhotra, a 14-year-old tennis player, was molested by then Haryana police IG S.P.S. Rathore in Panchkula in 1990. Three years later, Ruchika killed herself, which her friend and case witness Aradhana attributes to the harassment of Ruchika and her family by those in power. Nineteen years later, Rathore walks away with six months of rigorous imprisonment and a 1000-rupee fine, reportedly due to his old age and the “prolonged trial”. This led to public outrage & media played a significant role in it. Later on the Government of India asked the Central Bureau of Investigation to re-investigate the case & the police medals awarded to S.P.S. Rathore was also stripped. A case of Abetment of Suicide under Section 306 of the IPC was also filed against S.P.S. Rathore. In 2005 news channel Aaj-Tak carried out Operation Duryodhana which revealed 11 MP’s of the Lok Sakha accepting cash for asking question in the Lok Sabha. Later on an Investigation Committee was set up headed by Senior Congress MP Pawan Kumar Bansal. All the 11 MP’s were found guilty & were sacked from the Lok Sabha.

Press needs to be Responsible

Though, the press has played significant roles for public welfare but at times it act irresponsibly. For instance the electronic media hyped the Abhi-Ash wedding in such a way that other important news were neglected. In Prof. Sabharwal’s case, when Prof. Sabharwal was killed by ABVP activists, there were a number of news channels & newspaper correspondent were present & they had evidence of the murder but the media acted irresponsibly & the police called it an ‘Open & Shut Case’. Recently, when Mumbai was under terror threat in 26/11 the media acted irresponsibly by telecasting live the long sixty hour Operation Black Tornado by the security forces to combat the attack at The Taj Mahal Palace Hotel & Nariman House. It included live feed of air dropping NSG Commandoes on the rooftop of Nariman House. At times news channel covers news such as ‘Bollywood Gossips’ & ‘Page 3’ etc which has reduced them to a mere ‘Entertainment Channel’. There are many important issues which should be covered by the media but unfortunately it does not. In April 2009, Union Home Minister P.Chidambaram was addressing the media at a press conference a
journalist threw show at the minister on protest of acquittal of a Congress leader accused of leading Anti-Sikh riots in 1984. The journalist named Jarnal Singh was a reporter of Dainik Jagran, a local newspaper. Later on he apologized to the Union Home minister for his act. This was one of the most condemnable acts which showed the ugly side of the press.

**Conclusion**

In words of the Father of the Nation Mahatma Gandhi, "The role of journalism should be service. The Press is a great power, but just as an unchained torrent of water submerges the whole countryside and devastates crops, even so an uncontrolled pen serves but to destroy." There are three pillars of a democracy viz. the legislative, the executive & the judiciary. The press acts as the fourth pillar of a democracy. The press has played many significant roles in delivering justice, public welfare etc.

The National Commission to Review the Working of the Constitution (NCRWC) has in its final report submitted to the Government recommended that Article 19(1)(a) which deals with “freedom of speech & expression” must expressly include the freedom of the press and other media, the freedom to hold opinion and to seek, receive and impart information and ideas.

It has been sixty years since India became Republic & commencement of the Constitution there is been a lot of ups & down in our democracy & the press also has come across age. As being a subject of the largest democracy of the world we should remember the words of our former Prime Minister Rajiv Gandhi, “Freedom of Press is an Article of Faith with us, sanctified by our Constitution, validated by four decades of freedom and indispensable to our future as a Nation.”

Thus, we can conclude that the time has come for the press of largest democracy of the world to work with hand-in-hand with judiciary for the welfare of its subjects. The day is not far away when there will be no eclipse of injustice & the sun of justice will shine brightly forever.

**CONSTITUTION AND THE FREEDOM OF PRESS**

According to the estimates of Reporters Without Borders, India ranks 120th worldwide in press freedom index (press freedom index for India is 39.33 for 2007). The Indian Constitution, while not mentioning the word "press", provides for "the right to freedom of speech and expression" (Article 19(1) a). However this right is subject to restrictions under sub clause (2), whereby this freedom can be restricted for reasons of "sovereignty and integrity of India, the security of the State, and friendly relations with foreign States, public order, preserving decency, preserving morality, in relation to contempt of court, defamation, or incitement to an offence". Laws such as the Official Secrets Act and Prevention of Terrorism Act (PoTA) have been used to limit press freedom. Under PoTA, person could be detained for up to six months for being in contact with a terrorist or terrorist group. PoTA was repealed in 2006, but the Official Secrets Act 1923 continues.
For the first half-century of independence, media control by the state was the major constraint on press freedom. Indira Gandhi famously stated in 1975 that All India Radio is "a Government organ, it is going to remain a Government organ..." With the liberalization starting in the 1990s, private control of media has burgeoned, leading to increasing independence and greater scrutiny of government.

Organizations like Tehelka and NDTV have been particularly influential, e.g. in bringing about the resignation of powerful Haryana minister Venod Sharma. In addition, laws like Prasar Bharati act passed in recent years contribute significantly to reducing the control of the press by the government.

Constitutional law

In a landmark judgment of the case Maneka Gandhi v. Union of India, the Supreme Court held that the freedom of speech and expression has no geographical limitation and it carries with it the right of a citizen to gather information and to exchange thought with others not only in India but abroad also.

The constitution of India does not specifically mention the freedom of press. Freedom of press is implied from the Article 19(1)(a) of the Constitution. Thus the press is subject to the restrictions that are providing under the Article 19(2) of the Constitution. Before Independence, there was no constitutional or statutory provision to protect the freedom of press. As observed by the Privy Council in Channing Arnold v. King Emperor: “The freedom of the journalist is an ordinary part of the freedom of the subject and to whatever length, the subject in general may go, so also may the journalist, but apart from statute law his privilege is no other and no higher. The range of his assertions, his criticisms or his comments is as wide as and no wider than that of any other subject”. The Preamble of the Indian Constitution ensures to all its citizens the liberty of expression. Freedom of the press has been included as part of freedom of speech and expression under the Article 19 of the UDHR. The heart of the Article 19 says: “Everyone has the right to freedom of opinion and expression, this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.”

In Romesh Thapar v. State of Madras, Patanjali Shastri, CJ observed: “Freedom of speech and of the press lay at the foundation of all democratic organisations, for without free political discussion no public education, so essential for the proper functioning of the process of popular government, is possible.”

The Supreme Court observed in Union of India v. Assn. for Democratic Reforms: “Onesided information, disinformation, misinformation and non information, all equally create an uninformed citizenry which makes democracy a farce. Freedom of speech and expression includes right to impart and receive information which includes freedom to hold opinions”.

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1. freedom of access to all sources of information,
2. freedom of publication, and
3. freedom of circulation.

In India, the press has not been able to exercise its freedom to express the popular views. In Sakal Papers Ltd. v. Union of India, the Daily Newspapers (Price and Page) Order, 1960, which fixed the number of pages and size which a newspaper could publish at a price was held to be violative of freedom of press and not a reasonable restriction under the Article 19(2). Similarly, in Bennet Coleman and Co. v. Union of India, the validity of the Newsprint Control Order, which fixed the maximum number of pages, was struck down by the Court holding it to be violative of provision of Article 19(1)(a) and not to be reasonable restriction under Article 19(2). The Court struck down the plea of the Government that it would help small newspapers to grow.

In Romesh Thapar v. State of Madras (1950 SCR 594, 607; AIR 1950 SC 124), entry and circulation of the English journal “Cross Road”, printed and published in Bombay, was banned by the Government of Madras. The same was held to be violative of the freedom of speech and expression, as “without liberty of circulation, publication would be of little value”. In Prabha Dutt v. Union of India ((1982) 1 SCC 1; AIR 1982 SC 6.), the Supreme Court directed the Superintendent of Tihar Jail to allow representatives of a few newspapers to interview Ranga and Billa, the death sentence convicts, as they wanted to be interviewed.

There are instances when the freedom of press has been suppressed by the legislature. The authority of the government, in such circumstances, has been under the scanner of judiciary. In the case of Brij Bhushan v. State of Delhi (AIR 1950 SC 129), the validity of censorship previous to the publication of an English Weekly of Delhi, the Organiser was questioned. The court struck down the Section 7 of the East Punjab Safety Act, 1949, which directed the editor and publisher of a newspaper “to submit for scrutiny, in duplicate, before the publication, till the further orders, all communal matters all the matters and news and views about Pakistan, including photographs, and cartoons”, on the ground that it was a restriction on the liberty of the press. Similarly, prohibiting newspaper from publishing its own views or views of correspondents about a topic has been held to be a serious encroachment on the freedom of speech and expression.

**Reasonable restrictions**

The freedom of speech and of the press does not confer an absolute right to express without any responsibility. Lord Denning, in his famous book Road to
Justice, observed that press is the watchdog to see that every trial is conducted fairly, openly and above board, but the watchdog may sometimes break loose and has to be punished for misbehaviour. With the same token Clause (2) of Article 19 of the Indian constitution enables the legislature to impose reasonable restrictions on free speech under following heads:

* I. security of the State,
* II. friendly relations with foreign States,
* III. public order,
* IV. decency and morality,
* V. contempt of court,
* VI. defamation,
* VII. incitement to an offence, and
* VIII. Sovereignty and integrity of India.

Reasonable restrictions on these grounds can be imposed only by a duly enacted law and not by executive action.

Security of the State: Reasonable restrictions can be imposed on the freedom of speech and expression, in the interest of the security of the State. All the utterances intended to endanger the security of the State by crimes of violence intended to overthrow the government, waging of war and rebellion against the government, external aggression or war, etc., may be restrained in the interest of the security of the State. It does not refer to the ordinary breaches of public order which do not involve any danger to the State.

Friendly relations with foreign States: This ground was added by the Constitution (First Amendment) Act of 1951. The State can impose reasonable restrictions on the freedom of speech and expression, if it tends to jeopardise the friendly relations of India with other State.

Public order: This ground was added by the Constitution (First Amendment) Act, 1951 in order to meet the situation arising from the Supreme Court’s decision in Romesh Thapar’s case (AIR 1950 SC 124). The expression ‘public order’ connotes the sense of public peace, safety and tranquillity.

In Kishori Mohan v. State of W. B., the Supreme Court explained the differences between three concepts: law and order, public order, security of State. Anything that disturbs public peace or public tranquillity disturbs public order. But mere criticism of the government does not necessarily disturb public order. A law punishing the utterances deliberately tending to hurt the religious feelings of any class has been held to be valid as it is a reasonable restriction aimed to maintaining the public order.

It is also necessary that there must be a reasonable nexus between the restriction imposed and the achievement of public order. In Superintendent, Central Prison v. Ram Manohar Lohiya (AIR 1960 SC 633), the Court held the Section 3 of U.P. Special Powers Act, 1932, which punished a person if he incited
a single person not to pay or defer the payment of Government dues, as there was no reasonable nexus between the speech and public order. Similarly, the court upheld the validity of the provision empowering a Magistrate to issue directions to protect the public order or tranquillity.

Decency and morality: The word ‘obscenity’ is identical with the word ‘indecency’ of the Indian Constitution. In an English case of R. v. Hicklin, the test was laid down according to which it is seen ‘whether the tendency of the matter charged as obscene tend to deprave and corrupt the minds which are open to such immoral influences’. This test was upheld by the Supreme Court in Ranjit D. Udeshi v. State of Maharashtra (AIR 1965 SC 881). In this case the Court upheld the conviction of a book seller who was prosecuted under Section 292, I.P.C., for selling and keeping the book The Lady Chatterley’s Lover. The standard of morality varies from time to time and from place to place.

Contempt of court: The constitutional right to freedom of speech would not allow a person to contempt the courts. The expression Contempt of Court has been defined Section 2 of the Contempt of Courts Act, 1971. The term contempt of court refers to civil contempt or criminal contempt under the Act. But judges do not have any general immunity from criticism of their judicial conduct, provided that it is made in good faith and is genuine criticism, and not any attempt to impair the administration of justice. In In re Arundhati Roy ((2002) 3 SCC 343), the Supreme Court upheld the view taken by Frankfurter, J. in Pennekamp v. Florida (328 US 331 : 90 L Ed 1295 (1946)) in which Judge of the United States observed: “If men, including judges and journalists, were angels, there would be no problem of contempt of court. Angelic judges would be undisturbed by extraneous influences and angelic journalists would not seek to influence them. The power to punish for contempt, as a means of safeguarding judges in deciding on behalf of the community as impartially as is given to the lot of men to decide, is not a privilege accorded to judges. The power to punish for contempt of court is a safeguard not for judges as persons but for the function which they exercise”. In E.M.S. Namboodripad v. T.N. Nambiar ((1970) 2 SCC 325; AIR 1970 SC 2015), the Supreme Court confirmed the decision of the High Court, holding Mr. Namboodripad guilty of contempt of court. In M.R. Parashar v. Farooq Abdullah ((1984) 2 SCC 343; AIR 1984 SC 615.), contempt proceedings were initiated against the Chief Minister of Jammu and Kashmir. But the Court dismissed the petition for want of proof.

Defamation: The clause (2) of Article 19 prevents any person from making any statement that injures the reputation of another. With the same view, defamation has been criminalised in India by inserting it into Section 499 of the I.P.C.

Incitement to an offence: This ground was also added by the Constitution (First Amendment) Act, 1951. The Constitution also prohibits a person from making any statement that incites people to commit offence.

Sovereignty and integrity of India: This ground was also added subsequently by the Constitution (Sixteenth Amendment) Act, 1963. This is aimed to prohibit anyone from making the statements that challenge the integrity and sovereignty of India.
Sedition

According to the English Law, Sedition embraces all the practices whether by word or writing which are calculated to disturb the tranquillity of the State and lead an ignorant person to subvert the Government. Mere criticism of the government does not amount to sedition, if it was not calculated to undermine the respect for the government in such a way so as to make people cease to obey it and so that only anarchy follows. Section 124A of the Indian Penal Code defines the offence of sedition as follows: “Sedition. Whoever by words, either spoken or written, or by signs, or by visible representation, or otherwise, brings or attempts to bring into hatred or contempt, or excites or attempts to excite disaffection towards, the Government established by law in India, shall be punished with imprisonment for life, to which fine may be added, or with imprisonment which may extend to three years, to which fine may be added, or with fine”. But Explanation 3 says “Comments expressing disapprobation of the administrative or other action of the Government without exciting or attempting to excite hatred, contempt or disaffection, do not constitute an offence under this section”. In Kedar Nath v. State of Bihar (AIR 1952 SC 955), the court upheld the constitutional validity of the Section 124A of I.P.C and also upheld the view taken in Niharendu’s case.

Press Laws and Limitations of the Press

Generally speaking, in India the newspapers and journalists have the right environment to work with freedom and responsibility. Newspapers don’t have unlimited freedom but they enough of it to express their views fearlessly. There is no special law in India for press freedom as in England. The journalists have the freedom of speech and expression as all other Indian citizens have. Article 19(1) of the Indian constitution ensures the freedom of speech and expression. 19(1) A gives the freedom to publish news and views without prior permission. But the matter publishing with this right, must not be defaming any person or institution. Journalists have the duty to fulfill the right to know of the society.

Any newspaper should get it registered before the Registrar of Newspapers, Government of India, before starting publication. Every year they should publish a declaration about its ownership. The name of editor, printer and publisher should be given in each printed copy of the newspaper. If any news is defaming a person, the publisher will be prosecuted. There is a provision to take legal action against the publisher on both civil and criminal grounds.

The newspapers have no right to criticise court verdicts. The in camera proceedings of the court must not be published. The matters which lead to contempt of court must not be published. The press has no right to violate the official secrets act. Anti national approach must be strictly punished. The media must not encourage religious disharmony or communalism. Such irresponsible journalism from the part of the fourth estate will be considered serious.

The Press Council of India extends moral support to the newspapers. It is the statutory body which considers the petitions of the journalists and those against the journals and journalists. There are 28 members in the Indian press council. This body gives the guidelines to the journalists and media institutions. Though in our country there is no pre-censorship of news papers, the guidelines
of the press council help the journalistic field positively. It does not restrict the freedom of the Press. Though newspaper is a means of expression, a journalist has no right to violate the basic rules of privacy, morality and law of the land.

In 1977 the Janata Government repealed many laws which curtailed the press freedom in India. This government gave more freedom to the press. It is not easy to bring in hard and fast rules in the field of journalism. Changing time, social situations and taste of the people will influence the duties of the press. This will change the values of the media. Technological advancement is another thing to be considered.

Basically, journalism is considered as a double-edged sword. It is a weapon which fight against evils and atrocities. It can lead us to the creation of a healthy society. It can expose corruption and anti-social activities wherever they are found. If then the government or the judiciary decide to punish the newspapers, it will have a reverse effect. Then the notion of a free press will become a myth. Here is the importance of some self-imposed ethical codes. Each and every profession has its code of conduct. But in the field of journalism we cannot insist on an ethical code, which is suitable for all situations. It is because the journalists face different circumstances each day. But there must be some moral principles and practices which are acceptable to all. Ethical journalism will surely increase the integrity of the journalist and the newspaper.

The collection of news and reporting must be truthful. The reporter must write only what is true to his knowledge and belief. If he finds any news item incorrect, he should correct it in the next issue of the paper. Baseless criticism must be avoided. We should obey the basic rules of copyright. ‘Obey the rules of the country and consider the welfare of the society’– These are the main directions, given to journalists by the International Federation of Journalists (I.F.J)

Journalists must give voice to the voiceless. The media have a leader-like role in the society. Realising this and ardently stand by this is the main task of today’s media men. They must exercise diligence and care in collecting information and interpreting them. Ours is an age of globalisation. The values of the society and tendencies in the media field are changing at a tremendous pace. Everything is decided according to the need of (or the greed of) the market. The Press also is changing with the speed of the society. Even then some laws and restrictions must be unavoidable.

As a media, the press has certain limitations. Generally the language of newspapers is rather cold and rigid in nature. There is no time or occasion for clearance of doubts. Clarification of any point is not possible at the time of communication. The effectiveness of written matter depends largely on whether it can attract the attention of the people. While preparing news items, it is possible to forget or ignore the real needs of the reader. Feedback of communication in print takes time. There are certain corrective measures to make the print media dependable. Clarity of thought and accuracy in writing is essential. Generalisations and assumptions must be given wherever necessary. Writing with command of knowledge, confidence and with full information is
inevitable. If the writer has the right kind of attitudes and feelings towards one’s self, his subject and receiver, communication becomes easy. He has to project himself to the receiver’s position. Proof reading and pre-testing of the message will ensure correctness and completeness.

Indian Federation of Working Journalists

The largest journalist organization in the non-aligned world is the Indian Federation of Working Journalists, founded in New Delhi on 28 October 1950. Independent India’s first trade union of media persons, the IFWJ has now over 30,000 primary and associate members, working for electronic media, news agencies and 1,260 journals of 17 languages in 35 states and Union Territories. Overseas Indians, employed in other continents, are among its primary members. The IFWJ’s fraternal organizations in the media world are the National Federation of Newspaper Employees (N.F.N.E., Kolkata) and the National Confederation of Newspaper and News Agencies’ Employees Organization (Mumbai).

As the only professional body of working journalists, having its branches in every city, town and publication centre of India, the IFWJ’s regional and territorial units have set up press clubs, press academies, reference libraries, training institutes and study circles. They publish professional journals and engage in activities like media researches, trade union struggles, human right campaigns, environmental protection and anti-war movements. The IFWJ’s state units all over India own immovable property in different cities worth Rs. 15 crores ($ 4.5 millions).

The IFWJ is actively involved in the worldwide journalist movement. It has bilateral relations with over 47 national unions of the world. IFWJ members partake in the activities of International Labour Organization (I.L.O., Geneva) and the UNESCO’s International Programme for Development of Communication (I.P.D.C., Paris). It is affiliated to the Confederation of Asian Journalist Unions, Colombo. IFWJ president is also the chairman of this confederation. In recent years hundreds of IFWJ members have been to several countries in Latin America, Europe, the Afro-Asian region and the United States for conferences and training.

At the instance of the first statutory Press Commission in 1954, the Union and State Governments recognized the IFWJ as the representative body of working journalists for official purposes. A judicial scrutiny of IFWJ membership in 1977 reconfirmed its representative character. The IFWJ nominees are included in various official committees for media and labour matters like the wage boards, Press Council, accreditation committees, press consultative committees and overseas delegations.

The IFWJ is headed by its president, elected in a nationwide direct voting by thousands of its primary members every three years. The President is assisted by a Working Committee which has a Secretary-General four vice-presidents, six secretaries, a treasurer and 17 members of executive, chosen at the plenary session by hundreds of its National Council members.
Persistent agitations by the IFWJ during the past 62 years resulted in several labour gains like the enactment of India’s first-ever parliamentary legislation in 1956: fixing regular hours of work, improving other conditions of service and wage scales and many successful legal battles. Creation of two Press Commissions (1954 and 1980), periodic wage revisions since 1959 and formation of statutory Press Council are other IFWJ achievements. Peace march on Mahatma Gandhi’s birth anniversary day at violence-rocked Amritsar town (Punjab, 1990), solidarity march at Lal Chauk (Srinagar, Kashmir), National Council sessions at Guwahati, Kurukshetra, Cuttack, Ayodhya, Kanya Kumari and Rameswaram are some of the highlights of IFWJ’s recent action programmes.

Presently the IFWJ has, as its 12th President, K. Vikram Rao, formerly of the Times of India, who started his three-year term in 2010. His distinguished predecessors included late M. Chalapathi Rau, editor of Lucknow’s National Herald, late Pothen Joseph, editor of the daily Dawn and Bangalore’s Deccan Herald, late Adhir C. Bannerjee of Calcutta, late T. R. Ramaswami, editor of Madras daily Makkal Kural, and Late Pandit Banarasidas Chaturvedi of U.P.

The Indian Newspaper Society

The Indian Newspaper Society (INS) (formerly Indian and Eastern Newspaper Society) acts as the central organization of the Press of India, an independent body authenticating circulation figures of newspapers and periodicals in India. It is an organization which plays a major role in protecting and promoting the freedom of press in India. The society was founded in the year of 1939. Its headquarters are at Rafi Marg, New Delhi.

INS membership comprises the owners, proprietors and publishers of print media who discusses and suggest various measures to the government regarding the problems related to the newspaper industry. It is a kind of pressure group which works to protect the interest of newspaper industry in particular and print media in general.

Indian newspaper industry today faces problems ranging from rising cost and paucity of newsprint to shrinking revenue from advertisement due to boom in electronic media. The executive committee of INS represents the current 990 members from newspapers, journals, periodicals and magazines.

At present Mr Hormusji N Cama, owner of Bombay Samachar [the oldest Indian and Asian daily still in circulation] is the president of INS [2008-09]. INS is hosting the annual congress of World Association for Newspapers (WAN) at Hyderabad in December 2009.

The Indian Languages Newspapers Association (ILNA)

The Indian Languages Newspapers Association (ILNA) was formed on June 14, 1941, on the eve of the introduction of control on newsprint during the Second World War.
PRESS ACTS

The Freedom of Press and the Freedom of Expression can be regarded as the very basis of a democratic form of government. Every business enterprise is involved in the laws of the nation, the state and the community in which it operates. Newspaper publishers find themselves more hemmed in by legal restrictions than many other businesses do despite the fact that the freedom of press is protected by the Indian constitution. The various Acts, which have to be taken into consideration when dealing with the regulations imposed upon the Print Media, are:

1. Working Journalist Act (1955)

The Working Journalists and other Newspaper Employees (Conditions of Service and Miscellaneous Provisions) Act, 1955. It lays down the minimum standards of service conditions for newspaper employees and journalists. It is a welfare measurement to regulate conditions of service of the people, employee in the newspaper industry, its provision relates mainly to:-

1. Special provision in respect of certain cases of retrenchment.
2. Payment of gratuity.
3. Hours of work.
4. Leave
5. Fixation of revision of rates of wages.
6. Enforcement of the recommendation of the wage fixation machinery i.e. wage board & wage tribunals.
7. Employees P.F.
8. Recovery of money due from the employee.

II. Delivery of Books and Newspapers (Public Libraries) Act, 1954. According to this Act, the publishers of books and newspapers are required to deliver, free of cost, a copy of every published book to the National Library at Calcutta and one copy each to three other public libraries specified by the Central Government.


This enactment provides against the printing and publication of incitement to crime and other objectionable matters.

IV. The Newspaper (Prices and Pages) Act, 1956.

This statute empowers the Central Government to regulate the price of newspapers in relation to the number of pages and size and also to regulate the allocation of space to be allowed for advertising matter.
V. Defence of India Act, 1962.

This Act came into force during the Emergency proclaimed in 1962. This Act aimed at restricting the Freedom of the Press to a large extent keeping in mind the unrest prevailing in India in lieu of the war against China. The Act empowered the Central Government to issue rules with regard to prohibition of publication or communication prejudicial to the civil defence/military operations, prevention of prejudicial reports and prohibition of printing or publishing any matter in any newspaper.

VI. Civil Defence Act, 1968 - It allows the Government to make rules for the prohibition of printing and publication of any book, newspaper or other document prejudicial to the Civil Defence.

PRESS COUNCIL OF INDIA, 1966

Press Council is a mechanism for the Press to regulate itself. The raison d’être of this unique institution is rooted in the concept that in a democratic society the press needs at once to be free and responsible. If the Press is to function effectively as the watchdog of public interest, it must have a secure freedom of expression, unfettered and unhindered by any authority, organized bodies or individuals. But, this claim to press freedom has legitimacy only if it is exercised with a due sense of responsibility. The Press must, therefore, scrupulously adhere to accepted norms of journalistic ethics and maintain high standards of professional conduct.

Where the norms are breached and the freedom is defiled by unprofessional conduct, a way must exist to check and control it. But, control by Government or official authorities may prove destructive of this freedom. Therefore, the best way is to let the peers of the profession, assisted by a few discerning laymen to regulate it through a properly structured representative impartial machinery. Hence, the Press Council.

A need for such a mechanism has been felt for a long time both by the authorities as well as the Press itself all over the world, and a search for it resulted in the setting up of the first Press Council known as the Court of Honour for the Press in Sweden in 1916. The idea gained quick acceptance in other Scandinavian countries, and later in other parts of Europe, Canada, Asia, Australia and New Zealand. Today, the Press Councils or similar other media bodies are in place in more than four dozen nations.

The basic concept of self-regulation in which the Press Councils and similar media bodies world over are founded, was articulated by Mahatma Gandhi, who was an eminent journalist in his own right, thus: "The sole aim of journalist should be service. The newspaper press is a great power, but just as unchained torrent of water submerges the whole country side and devastates crops, even so an uncontrolled pen serves but to destroy. If the control is from without, it proves more poisonous than want of control. It can be profitable only when exercised from within."
Pundit Jawaharlal Nehru while defending Press freedom, warning of the danger its irresponsible exercise entails stressed: "If there is no responsibility and no obligation attached to it, freedom gradually whither away. This is true of a nation’s freedom and it applies as much to the Press as to any other group, organization or individual."

The First Press Commission (1954) came across in some section of the Press, instances of yellow journalism of one type or another, scurrilous writing—often directed against communities or groups, sensationalism, bias in presentation of news and lack of responsibility in comment, indecency and vulgarity and personal attacks on individuals. The Commission, however, pointed out that the well-established newspapers had, on the whole maintained a high standard of journalism. They had avoided "cheap sensationalism and unwarranted intrusion into private lives." But it remarked that "whatever the law relating to the Press may be, there would still be a large quantum of objectionable journalism which, though not falling within the purview of the law, would still require to be checked." It was of the view that the best way of maintaining professional standards of journalism would be to bring into existence a body of people principally connected with the industry whose responsibility it would be to arbitrate on doubtful points and to censure any one guilty of infraction of the code of journalistic ethics.

The Commission recommended the setting up of a Press Council. Among the objectives visualized for the Council were: "to safeguard the freedom of the press", "to ensure on the part of the Press the maintenance of High standards of public taste and to foster due sense of both the rights and responsibilities of citizenship" and "to encourage the growth of sense of responsibility and public service among all those engaged in the profession of journalism." The Commission recommended the establishment of the Council on a statutory basis on the ground that the Council should have legal authority to make inquiries as otherwise each member, as well as the Council as a whole, would be subject to the threat of legal action from those whom it sought to punish by exposure.

The Commission said that the Council should consist of men who would command general confidence and respect of the profession and should have 25 members excluding the Chairman. The Chairman was to be a person who was or had been a Judge of the High Court and was to be nominated by the Chief Justice of India.

The Press Council of India was first constituted on 4th July, 1966 as an autonomous, statutory, quasi-judicial body, with Sri. Justice J.R. Mudholkar, then a judge of the Supreme Court of India, as Chairman. The Press Council Act, 1965, listed the following functions of the Council in furtherance of its objects:

- to help newspapers to maintain their independence;
- to build up a code of conduct for newspapers and journalists in accordance with high professional standards;
to ensure on the part of newspapers and journalists the maintenance of high standards of public taste and foster a due sense of both the rights and responsibilities of citizenship;

to encourage the growth of a sense of responsibility and public service among all those engaged in the profession of journalism;

to keep under review any development likely to restrict the supply and dissemination of news of public interest and importance;

to keep under review such cases of assistance received by any newspaper or news agency in India from foreign sources, as are referred to it by the Central Government.

Provided that nothing in this clause shall preclude the Central Government from dealing with any case of assistance received by a newspaper or news agency in India from foreign sources in any other manner it thinks fit;

to promote the establishment of such common service for the supply and dissemination of news to newspapers as may, from time to time, appear to it to be desirable;

to provide facilities for the proper education and training of persons in the profession of journalism;

to promote a proper functional relationship among all classes of persons engaged in the production or publication of newspapers;

to study developments which may tend towards monopoly or concentration of ownership of newspapers, including a study of the ownership or financial structure of newspapers, and if necessary, to suggest remedies therefor;

to promote technical or other research;

to do such other acts as may be incidental or conducive to the discharge of the above functions.

The Act of 1965 provided that the Council shall consist of a Chairman and 25 other members. Of the 25 members, 3 were to represent the two houses of Parliament, 13 were to be from amongst the working journalists, of which not less than 6 were to be editors who did not own or carry on the business of management of newspapers and the rest were to be the persons having special knowledge or practical experience in respect of education and science, law, literature and culture. By an amendment of the Act in 1970, the membership of the Council was raised by one to provide a seat for persons managing the news agencies.

The Chairman under the Act on 1965 was to be nominated by the Chief Justice of India. Of the three Members of Parliament, two representing Lok Sabha was to be nominated by the Speaker of the Lok Sabha and one representing Rajya Sabha, was to be nominated by the Chairman of the Rajya Sabha. The remaining 22 members were to be selected by a three-man Selection Committee
comprising the Chief Justice of India, Chairman of the Press Council and a nominee of the President of India. The Chairman and the members were to hold office for a period of three years provided that no member could hold office for a period exceeding six years in the aggregate.

When in the early years of the Council’s existence a grievance was aired about the selection of a category of members, Parliament embarked on a search for a meticulous formula which would ensure uncompromising impartiality and fairness in the selection of Chairman and other members. This led to the amendment of the 1965 Act entrusting this work to a Committee comprising the incumbent of the three highest offices which are considered as an embodiment of these attributes, namely, Chairman of Rajya Sabha, Speaker of Lok Sabha and Chief Justice of India. But, the pursuit for still less subjective scheme continued. Even a statistical formula was evolved for equitable presentation of the various representative organizations of the profession.

As has been referred to earlier, composition of the nominating committee was changed by an amendment of the said Act in 1970, according to which the Chairman and the members from the press were to be nominated by a Nominating Committee consisting of the Chairman of the Rajya Sabha, the Chief Justice of India and the Speaker of the Lok Sabha.

The amending Act of 1970 introduced several other provisions in the Act. The manner of selection of persons of special knowledge or practical experience was specified. It provided that of the three persons to be nominated from among such people, one each shall be nominated by the University Grants Commission, the Bar Council of India and the Sahitya Academy. It also provided for raising the membership of the Council to give one seat to the persons managing the news agencies. Out of the six seats for proprietors and managers of newspapers, two each were earmarked for big, medium and small newspapers. No working journalist who owned or carried on the business of management of newspapers could now be nominated in the category of working journalists. Also, it was specified that not more than one person interested in any newspaper or group of newspapers under the same control, could be nominated from the categories of editors, other working journalists, proprietors and managers.

The Nominating Committee was empowered to review any nomination on a representation made to it by any notified association or by any person aggrieved by it or otherwise. The amended Act also barred renomination of a retiring member for more than one term. Where any association failed to submit a panel of names when invited to do so, the Nominating Committee could ask for panels from other associations or persons of the category concerned or nominate members after consultation with such other such individuals or interests concerned as it thought fit.

Under the original Act, the Chairman was nominated by the Chief Justice of India. But, after this amendment, nomination of the Chairman was also left to the Nominating Committee. The Council set up under the Act of 1965 functioned till December 1975. During the Internal Emergency, the Act was repealed and the Council abolished w.e.f. 1/1/1976.
UNIT-VI

RECENT TRENDS

DEVELOPMENT IN THE POST EMERGENCY PERIOD

Indian Media – Great Power and Greater Responsibility

We, Indians are among the truly privileged people enjoying all liberties including freedom of speech and expression guaranteed under the Constitution. The pleasure of being able to write or say what you please, subject to laws of libel and reasonable restrictions imposed to protect the larger public interest, is indeed a rare one even in the post-war world. Not too long ago thousands were jailed in East Europe for merely saying what they believed in, or worse still for speaking the truth. Even today, the citizens of the world’s most populous nation have no right to freedom of speech and expression. Sometimes it is clear that we take our blessings for granted, and do not have adequate appreciation of liberty.

Over the past 55 years after independence, the three constitutional organs of state have fallen far short of our hopes and expectations. Legislatures have become battle fields, and no serious public policy is evolved, nor accountability of the executive enforced by our elected representatives. Most legislators are content to be disguised executive, seeking and obtaining state patronage, privilege and pelf. A vicious cycle of unaccounted money power, illegitimate election expenditure, polling irregularities, abuse of public office, corruption and perpetuation of feudal oligarchies is operating, making citizens somewhat helpless. Executive office has become a private estate, and legal plunder has become the norm. Both the elected executive and appointed public servants have become the modern-day monarchs, and the notion of public service is all but forgotten. Honesty and survival in elective public office are increasingly incompatible. The judiciary has become very much a part of the problem. Law’s delay and the breakdown of rule of law have nudged our society into near anarchy. With 25 million cases pending in courts, many of them for several years and decades; a well-developed market has developed for criminals and musclemen to provide rough and ready justice.

In the face of the colossal failure of the three constitutional organs of state, the citizen is reduced to a state of abject helplessness. Cynicism and despair have become all too pervasive; very often in far greater proportion than the situation warrants. Many of our travails are but an inevitable part of the maturing process of an emerging democracy. However, as our democratic evolution coincides with the age of technology, instant communication and rapid transformation, there is a revolution of rising expectations. As reality is well-short of expectation, there is perpetual disappointment and frustration, further worsening the already complicated situation. Thanks to free press, India remained a democracy against all odds. In this complex environment, the one institution which nurtured, sustained and strengthened our democracy is the press. The role of media during freedom struggle and after independence has
been an extraordinary and inspiring saga. Gandhi and his colleagues always relied on the print media to propagate their message, and inspired the educated middle classes to form the bulwark of the freedom struggle. Once the message was spread, and a solid phalanx of middle classes was formed to lead the movement, mobilizing the masses for freedom was relatively easy. After independence, the early excitement and enthusiasm abated, and as institutions of state became moribund and dysfunctional, the media played an extraordinary role, with few parallels in the world. It is this fierce independence, unflinching courage and undiminished idealism exhibited by the press which broadened and deepened our democracy.

The greatest moment for the media was during the epochal period of the 70’s, marked by people’s movement against corruption and mis-governance, increasing state oppression culminating in suppression of liberty in the name of emergency, and the eventual resurgence of freedom with the glorious verdict of 1977 unseating the establishment and restoring the lost freedoms to people. Rarely have the people spoken so unequivocally and courageously, conquering fear and prejudice, breaking traditional barriers and resisting inducements. At a time when the electronic media were completely state controlled, the role print media played in safeguarding democracy and restoring liberty was an outstanding one. There are many less dramatic, but equally potent illustrations of the media’s heroic role in confronting the establishment, humbling the mighty, defending the citizen, and acting as the sentinel of freedom. The quality, courage, catholicity, and concern for human values exhibited by Indian media are second to none.

Post-emergency period saw a breathtaking expansion of the media. The 90’s saw the rapid spread of electronic media, as the march of technology with the advent of satellite television made state control irrelevant. It is ironic that the state, which controlled all facets of electronic media for decades, is now a helpless bystander as the private channels became the authentic sources of news and views. It is also a sign of times that this is not a result of any deliberate policy or soul searching by the state, but a product of communications revolution which could not be blocked by the political class. This, more than any other event presages the future of the media. For about 40 years after independence, the state was the dominant player in generating and propagating news, and in determining the fate of the media by its policies (newsprint), laws (emergency), control (electronic media), and patronage (advertisements). But now all that has changed. The dismantling of the license-permit-quota raj on the one hand, and the communications revolution disregarding national boundaries and state controls on the other, have created breathtaking opportunities for the media. The future role of the media is in their own hands, and is no longer dictated by external agencies.

That even in India, which still is home to the largest number of illiterates and the poor and malnourished on earth, there has been a breathtaking proliferation of mass media is evident. The facts speak for themselves: over 49000 newspapers of all kinds, of which about 20000 are in Hindi, over 13 crore
combined circulation of newspapers put together, over 800 films annually with unbelievable number of audiences, 120 million radio sets with 20% of population regularly listening, 65 million television sets with half the population of India regularly watching the channels, over 35 million households with cable television connections, 21% of the population covered by FM radio, nearly 35 million telephones and rapidly expanding, over 10 million mobile phones, over 5 million personal computers and internet subscribers .... the list is quite impressive. The last decade has seen a remarkable expansion of media and communications network and coverage. With literacy levels increasing rapidly over the past decade and more and more people having disposable incomes after meeting the basic needs, media’s reach and influence are only going to grow over the next decade and more.

Have this expansion and power of media been translated into greater public good? Is our democracy more mature now? Is there more informed public discourse on account of the media? Are media still a part of the solution as perceived for decades, or have they become a part of the problem? Are there signs of self-correction and growing public-spiritedness, or is there more decay and crass consumerism at the cost of rational discourse and public good? These are troubling questions which haunt all lovers of liberty and democracy. Obviously, when we are dealing with a vast country and innumerable newspapers and television channels, there cannot be any sweeping generalizations. There is much that is good and healthy, and there are parts which are perverse and sickening. But we can safely say that the bulk of the media today represents a moral force for the rejuvenation of republic and transformation of democracy. By its very nature, the press is an empowering, ennobling, invigorating and liberating force. In an open and competitive system the media act as moral instruments to hold those in authority in check, and promote public good. Healthy skepticism, irreverence of authority, a capacity for self-deprecation, fierce independence of spirit, moral outrage at egregious discrimination and injustice, and tolerance of heterodoxy and respect for diversity are the hallmarks of our media. These are also the vital ingredients of a democratic society. Happily, given our past, the maturing of our institutions, the power of the media, and the spirit of liberty pervading our people, there is no likelihood of our freedoms, including freedom of speech and expression, ever being extinguished again. There is no external threat to the media in future.

But there are certain danger signals emanating from within. A potent instrument of freedom is increasingly becoming a private tool for profit or perverse pleasure. Let us examine some of the less savory aspects of the media today. First, there is an ever-increasing obsession with power games. Politics, a noble endeavor to promote public good and happiness, has become a fiercely competitive exercise for personal aggrandizement and private gain. There is intense excitement in media’s coverage of politics. Power games are analyzed endlessly, and endless space is devoted not to issues which effect people’s lives, but on who is winning and who is losing, who is rising and who is falling, who is teaming up with whom, and splitting from whom. This approach to politics as a spectator sport, often a bloody, no-holds barred fight to the finish, has severely
undermined our democracy, and retarded its evolution. Politics has now become an alternative to medieval blood sports, appealing to the worst gambling instincts, completely divorced from the lives and well-being of citizens. While the nature of political recruitment and the compulsions of a flawed process of power are largely responsible for this decline, the media have contributed heavily to this unhappy state of affairs. As a result, we have only change of players on our political scene, but the rules of the game remain unchanged. This had bred enormous cynicism about our political process. Second, in many cases the morbid curiosity in the game of power and the natural instinct for political voyeurism has progressed further. The media, instead of playing the role of an impartial and critical umpire, have been sucked into the vortex of partisan politics, and started taking sides. These political preferences are often not based on ideologies and policies, but are an expression of personal bonds and mutual gain. Public interest has taken the back seat and truth has become the casualty. Diametrically opposite conclusions are drawn from similar facts by the same newspaper depending on the players involved.

While invocation of Article 356 in one case is strongly justified in the backdrop of certain facts, such a course is stoutly resisted in another identical case because the players happen to be different! This playing of favourites, and twisting facts and logic to suit convenience, have distorted public discourse and made sections of the media very suspect in the eyes of the people. This undermining of the legitimacy of the media, and increasing suspicion that media groups have their own private agendas, have diminished their credibility and persuasive power, even as their reach and power are growing.

Third, media business is seen increasingly as any other profit-making business. Undoubtedly financial viability is the key to sustainability, and no paper can run for long if there are constant losses. However, while bottom-line has to be kept in mind, treating newspaper as a commodity like any other is a gross perversion of the freedom of expression. There are countless other business where you can peddle consumer products and make a tidy profit. By its very nature, newspaper cannot be a very profitable business. Printing and exhibiting whatever appeals to the lurid tastes and base impulse of the readers and viewers regardless of consequences to the society is nothing short of abdication of the sacred responsibility to promote rational and enlightened public discourse. This commoditization is growing rapidly with corresponding decline in the obligations to the community.

Fourth, even when the intentions are honorable, there is decline in professionalism. The more competent and conscientious journalists are doing an outstanding job. But the bulk of the correspondents are both uninformed and casual about their profession. The rank incompetence and shoddiness have been repelling many discerning citizens. Journalism has become just another job in many cases. Worse still, in many cases, particularly in regional and local newspapers, the potential nuisance value of a correspondent has its own pecuniary rewards! The bonhomie with which powerful politicians, bureaucrats and businessmen deal with pressmen is converted as a source of patronage and
private gain. These unhappy tendencies are blunting the moral sharpness of media, and reducing their efficacy as guardians of public interest. If these tendencies of corruption and degradation are not checked soon, there is a real danger of this vital institution too falling by the wayside.

Fifth, the power of the media is exercised by some of the media flippantly. Reckless hedonism and unchecked narcissism have become quite common in the name of giving the readers what they want. To cite one instance, several newspapers and television channels have treated an ageing star's birthday festivities are far more important than the centenary celebrations of Lok Nayak JP! This pandering to the whims of the glitterati, and treating the general public as a source of amusement and enrichment of the privileged few is both undemocratic in principle and immoral practice. Harmony can be preserved in an iniquitous society only when the privileged exercise restraint and act with deep sense of responsibility. If the media ignore the plight of the poor and underprivileged, and indulge in theatrics and circuses as in Roman amphitheaters, the broad consensus in society for democracy can easily evaporate. Democracy is the art of elevating morally unacceptable status quo to a level of dynamic tension, and resolving potentially violent conflicts by social transformation. If hope and faith in the future are extinguished, and if a modern democracy is merely a cosmetic substitute to a feudal oligarchy, then ordinary people have no longer a stake in the preservation of democratic order. The media will ignore this at their own peril, because democracy and liberty are the basis of a free press.

Sixth, increasingly what is most noisy is regarded as news. Substance is ignored for style, and image is given precedence to reality. Decibel levels and not the weight of the issue, local arguments and not evidence, slogans and not rational logic are dominating our political and social scene. The media, in the mistaken notion that what is most strident is news, are inadvertently encouraging such tendencies. As Mark Twain said, often a hen which only laid an egg cackles as if she has laid an asteroid! If we confuse the egg for an asteroid because of the cackling, it does not speak highly of our judgment and discerning ability. A casual glance at the newspapers reveals this lack of judgment which is the luxury the lazy and incompetent enjoy. A noisy walk out in the legislature on a trumped up issue, feigned emotion for a self-serving cause, and dramatic pronouncements divorced from truth are given far too much visibility impairing rational discourse.

Finally, there is far too much cynicism and despair in our society. The press, instead of offering sensible and practical answers, is adding to these dark emotions and feelings. It cannot be anybody's case that things in India have deteriorated over the past 55 years. We are better off than ever before, and there is overwhelming evidence that things are improving steadily. However, there is increasing gulf between our potential and its fulfillment on the one hand, and expectation and reality on the other. There is moral indignation and justifiable anger an account of this increasing gap. Such anger is the moral force which can accelerate progress and improve the human condition. If, however a sense of
balance is not preserved while condemning what is wrong, there is a danger of throwing the baby with the bath water. The only antidote to the ills of a democracy is more and better democracy. There are no knights in shining armour on white horses who can resolve our dilemmas. The media owe it to the country and themselves to promote a sense of optimism by focusing on a clear destination and showing a direction. Otherwise, there is a danger of media becoming a part of the problem, instead of being the solution.

There is much that is wrong with our society and polity today. There is also much that we can be proud of. There is a lot more we can accomplish. Most of our problems are not intractable – we do not have to rediscover fire or reinvent the wheel. We are fortunate to live in an era of spectacular scientific progress and human advancement. Avoidable suffering can be prevented well than ever before, and human potential can be fulfilled in its fullest measure in today’s world. Many pioneers, thinkers, scholars, activists and practitioners showed the way we can make life more glorious and society more harmonious. The media need to focus on these solutions. Mere description of what is wrong, if overdone, reduces us to being masochists. We need strong willed, optimistic, determined, sensible pursuit of those collective goals which make life worthy. The media, print and electronic, have done a lot to make life tolerable, to keep hope alive, and to sustain human spirit in the face of monumental problems our society has faced over the decades. A reasonable level of prosperity, human dignity, realistic opportunities for vertical mobility and confidence in the fairness and justice of our political and social institutions are well within reach of all of us. Once lives and work in the next few decades will be judged by one single yardstick – have we fulfilled this promise? The media have a pivotal role in this gigantic, exhilarating and eventually rewarding task. The anticipation and excitement with which we wait for the morning newspapers and the pleasure with which we tune in our favorite channel are testimonies to this great potential of the media in our society. There is every reason to hope, and believe that our media will play an even more glorious role in fulfilling our potential as a nation, and promoting human happiness.

Investigative journalism

Investigative journalism is a form of journalism in which reporters deeply investigate a single topic of interest, often involving crime, political corruption, or corporate wrongdoing. An investigative journalist may spend months or years researching and preparing a report. Investigative journalism is a primary source of information. Most investigative journalism is done by newspapers, wire services and freelance journalists. Practitioners sometimes use the terms "watchdog journalism" or "accountability reporting."

An investigative reporter may make use of one or more of these tools, among others, on a single story:
• Analysis of documents, such as lawsuits and other legal documents, tax records, government reports, regulatory reports and corporate financial filings.

• Databases of public records.

• Investigation of technical issues, including scrutiny of government and business practices and their effects

• Research into social and legal issues

• Subscription research sources such as LexisNexis

• Numerous interviews with on-the-record sources as well as, in some instances, interviews with anonymous sources (for example whistleblowers)

• Federal or state Freedom of Information Acts to get documents and data from government agencies.

Professional definitions

University of Missouri journalism professor Steve Weinberg defined investigative journalism as: "Reporting, through one's own initiative and work product, matters of importance to readers, viewers or listeners." In many cases, the subjects of the reporting wish the matters under scrutiny to remain undisclosed. There are currently university departments for teaching investigative journalism. Conferences are conducted presenting peer reviewed research into investigative journalism.

British media theorist Hugo de Burgh (2000) states that: "An investigative journalist is a man or woman whose profession it is to discover the truth and to identify lapses from it in whatever media may be available. The act of doing this generally is called investigative journalism and is distinct from apparently similar work done by police, lawyers, auditors and regulatory bodies in that it is not limited as to target, not legally founded and closely connected to publicity."

Present Journalistic Trends

(i) Sensationalism

People go to bed after seeing the last news bulletin in the television. Then what can be news to them in the morning? This is the serious problem that newspapers face in Kerala today. The search for an answer to this question has led the journalists to resort to sensationalism, one of the most undesirable trends in journalism. Writing, editing and giving pictures are made to cater to the needs of entertainment.

The sensationalism started in the developed countries mainly in the tabloids. But in Kerala, the broadsheet papers are also showing this tendency. Over the past few years in Kerala, the ‘tabloidization’ of major newspapers is
growing at a tremendous pace. They flush with photographs of glamorous personalities and are accompanied by a write-up that is a mish mash of juicy tidbits and gossip from the filmy, fashion and corporate worlds. Fortunately, it has not yet gone beyond the limit of decency. The sensationalism affects not only news but views too. The views are often prejudiced and one sided. Media scholars like Gravin Evans (London School of Journalism) admit the truth.

Because of the T.V. culture, everything is breaking news now-a-days. Cricket or film star related stories gain top priority over inflation, farmer suicide, terrorist attack and other such issues concerning the common man. Wired stories and events are being reported rather than vital ones. The Role of Media as an effective tool to empower the masses against a corrupt system is ignored. Sensationalism is considered as an undeciplinary media approach universally. This will cause atrocities against victims. Peeping to the private life of people is another character of sensationalized media.

The main aim of sensationalisation is circulation boost up. Journalism has degenerated into a profession. In the past it was a service. Communalism, hidden political agenda and adulteration of the news are the main characteristics of today’s sensationalized approach. It is called yellow journalism.

Environmental issues are ignored in our media today. Even when disasters occur as it happened in Bhopal, the papers sensationalized the news with elaborate descriptions of horrible sights. Environmental destruction in the state was huge. But most of the papers were blind to that. Only 2% of the total space is given to environmental news today. “Anti social activities destroy a society. Like anti-environmental activities destroy the environment. Both this are two planes of human existence.

The media making even the environmental issues also sensational. For example, the mainstream journals and newspapers did not give ample space for Medha Patkar’s struggle or the issues of Narmada Bachavo Andolan. But the mass attempt of Medha and her followers to suicide become sensational news item.

Famous media expert Michael Traber explained the sensational approach of media as ‘the satanic era of public lies.’ He was not ready to consider media as a consumer product. To him, ‘mass media is a social product and sensationalism is a crime.’

Our former President, Dr. A.P.J. Abdul Kalam has condemned over sensationalisation of newspapers by saying that almost all our papers are having a negative approach. ‘We are not recognizing our efficiency. Ours is a great country. India is the largest milk producing country in the world. In case of remote sensing satellites we are the first. The production of rice and wheat, we are the second in the world. These types of great achievements are ignored by our media. Most of our newspapers always giving news items about diseases, terrorism and crimes sensationally. It is not desirable.
After 1996, about two thousand farmers committed suicide in Ananthapur district of Andhrapadesh. The mainstream papers did not give this news with enough importance. P. Sainath; the famous correspondent of The Hindu criticized this. These same dailies sensationally describing stories of beauty contests, fashion designing, food festivals, etc., with the help of specialized correspondents.

News is becoming sensational when it is against the conventional values of the society. The print media in Kerala sets apart too much space for Clinton-Monica sex scandal stories. The value of the Keralite society was not taken into account. But even then the major papers of Kerala gave undue importance to that story. It is simply a dirty trick to increase circulation. Some investigative stories are only disguised sensational stories. Fashion, fiction and other superficial stories are getting importance even in our national dailies. Today most of the papers are not reflecting the reality. They are either giving partial views or constructing the news according to their own views. Some media doing this according to their ideological stand. The competition for sensational news led the newspapers to the violation of law of the land and even journalistic ethics.

There are no simplistic solutions to avoid sensationalism. Committed journalists should report the Truth. Only through professionalism, dedication to duty and truth, and ultimately love for the people and the country can improve things.

Genuine feelings get lost in trivial sensational news. Many areas are being neglected. Otherwise, they get coverage only when they become sensational. Though it is an age of specialization in every field, some sectors are neglected in our newspapers. Committed journalists should change this situation. They must write for the people; not merely to please the media owner. They have to show vision, commitment to values and velocity.

(ii) Trivialization of News

It is a common practice of the newspapers to undermine the importance of news items according to their vested interests. By giving trivialized version of an incident or fact the reader is denied a clear picture of it. Major issues must be given due weightage and seriousness. It is a basic principle of media ethics. From writing to display, news items must be treated with becoming importance. But some papers play down them or simplify them with a view to safeguard selfish motives of the media owners or to attune to journalists’ interest. Some newspapers show marked prejudice in favour of some shades of opinion while selecting news and articles for their special editions or material for editorials to the interests of the society. This bias is highly detrimental.

Another cause of trivialization is the impact of television channels. Television is basically a visual media and its main thrust is on entertainment. In the competition with the visual media the papers adopt such a mode, which in effect, trivialize cardinal issues, diluting them with buffoonery. Like sensationalism, trivialization is also a curse to media ethics. It will lead to the reader to a habit of ‘light’ reading and peripheral thinking. Important events such
as weddings and murders are described as trivial and insignificant matters while malignant gossip is projected with minute details. The coverage given by Indian media on the wedding of Liss Harlic and Arun Nayyar is a good example of trivialization.

This kind of trivialization made not out of ignorance. This is done deliberately as part of the process of manipulation widely prevalent in the field. Some reporters use their creative skill to concoct stories. This is most unfortunate because the primary commitment of a good reporter is to stand by truth. Giving importance to silly things is aggrandizement or trivialization in the reverse order. This also is untruthful approach. Today, in the field of journalism specialization increased. Crime, fashion, politics, sports, life-style, etc., are some such specialized areas. Here also the basic principles of ethics are ignored. Sex, violence, crime, etc., are reported as sources of entertainment by most of the papers. The advertisement culture prevailing in the field also encourages trivialization and discourages serious reading as well as thinking.

Market always tends the media to trivialization. Health, Psychology, Sports, Entertainment, Travel, Women, Lifestyle, Fashion etc are given in a simplified and peripheral manner. A beauty context in the city gets more space than an accident.

The advertisements also plays major role in deciding the nature of publications today. Some newspapers screen them strictly. Some others collect advertisements using any hook and crook method. Some others avoid advertisements. There are certain media houses which consider advertisements must not influence the content mix. They obey the editorial principles even in the case of advertisements. Advertisements pictures and texts are also supervised by the editorial team. In such a case, the trivialization of news due to advertisement influence decrease.

Globalization is another culprit which misleads the media to tow the path of confusion and misrepresentation. Regional news is giving readers importance than national or international news. While doing so, the beauty and felicity of a language are mercilessly butchered in order to send the whims and caprices of greedy multinational giants. In Latin America, Spanish and Portuguese get prominence. Almost all regional languages are dead. In Kerala also, the beauty of simple Malayalam language is destroying. English become the medium of education and communication. As a result, English words and phrases are quite common in regional dailies also. Salman Rushdei, in a recent interview declared that he no longer subscribed to newspapers and magazines because they are all available online. Another cause is that, they trivialize news items. Every dead wood periodical in the world faces the danger of a young generation that has fallen out of the habit of paying for ‘Content’ whether it is music, films or journalism. (Outlook weekly, 20th Oct. 2008)
Trivialization is happened due to the rise of news management from outside also. There is a real possibility to manipulate media deliberately. Selective reporting, spiking, double standards.... etc. is very commonly alleged against newspapers, and by their nature and forms of bias not easy to establish or guard against.

Almost all of the tabloid journalists are trivializing news continuously. They are often accused of sacrificing accuracy and the personal privacy of their subjects in order to boost sales. Supermarket tabloids are often focused on entertainment rather than news. A few have “news” stories that are so outrageous that they are widely read for entertainment purposes, not for information. Some tabloids do not purport to maintain common journalistic standards, but may fall far short in practice. Others make no such claims. Some publications deliberately engage in satire. This is also a kind of trivialization.

Some newspapers are known to employ inefficient fake editors to create an impotent editorial board which will dance to the tune of the capitalist media owner, whose interests rest, by and large, on the distortion of truth. In certain papers we see the influence of ‘imported journalism’ and their editors are but showpieces. This intellectual simplification may lead to the destruction of secular democracy and the ruin of free and uninhibited journalism. The community of newspaper readers should be extremely cautious in accepting news appearing in newspapers and should exercise their power of discrimination to the fullest extent before doing so. Only then can we guard against the menace of being duped or misled by the machinations of a powerful of vested interests.

(iii) Commercialization of Newspapers

Thomas Griffith pointed out that the trouble with the newspaper business is that it is becoming more and more just a business. Justice J.N. Ray, the Chairman of Press Council of India also said recently that the media activities in the country is deviating from values and compromising with the market forces.

Generally speaking, media is the mirror of the society. It should reflect the problems and needs of the society. Social commitment is giving path to commercial concerns now-a-days. Globalization and modernization are the straw that break the camel’s back. The primary place of news is loosing. Advertisement and entertainment come to that place.

Selling is appealing to human nature rational or emotional. Today newspapers consider themselves simply as products. Then the main motive become selling the product. The crass commercialism of newspapers makes them repugnant to journalistic ethics. Predatory price wars and trade competition among dailies is a market reality today.

Any civilized society considers, the newspaper as an agency of communication, capable of bringing public interest by educating its readers. The newspaper should teach the citizen to keep the public interest in mind even while pursuing their private interests.[19] But today, journalists and editors are very
few in number; media tycoons and content creators are large and unwieldy. To them, democracy and the role of fourth estate are only in theory. In practice, News is degraded only to content in their view. Profit making is the motive of any business. News business also becoming a profit making activity. The place of news is replaced to news stories for fulfilling the desires of the common public. Many capitalists are now trying to come to the media field. This is because of two reasons - one is profit making using the media; the other is to preserve their all other business ventures using the power of the newspapers. It's a universal phenomenon. We can see such attempts in the small Kerala’s media field also.

According to the world Association of Newspapers, the circulation of newspapers increased 0.46 percentages in the year 2003. The circulation of newspapers has been increasing gradually after 1997. The advertisement revenue is also increasing day by day. But the editorial content of newspapers does not present an optimistic picture. The ‘economics’ of the media is good but the content mix is not so good.

The corporate giants in the world are trying to establish a hold on India’s ‘media market’. This is not only for profit motive, but also for changing the values of Indian society according to the global scenario. Capital forces have to work irrespective of the boundaries of nations. Indian middle class are very powerful consumers in the view of multinational companies. So they regularly try to control the media field of India and by our government and authorities. This approach is called ‘Neo Liberalism’. The final result of this process is that two or three persons will control the entire media field of the country. It will finally affect the democracy and human rights of our country.

Indian media companies are trying to resist the incursion of the foreign media into the Indian soil. It is not because of the national consideration but out of fear of adversely affecting their own business interest. The foreign companies can give newspapers at lower rates and that may affect the sale of the indigenous journals and telecasts. Also the advertisement revenue will also be divided at the disadvantage of the native media. The present law in India limits foreign share to a maximum of 26%. Besides, the editor of the publication must be an Indian citizen. These two restrictions are effective enough to control the supremacy of the foreign media. “Foreign media owners could not fulfill the needs of India. They only see Indian culture and traditions as a tool for their business. So the foreign ownership to Indian media is dangerous” – famous editor Sir Harold Evans pointed out in his Mammen Mappillai Memorial lecture at New Delhi in 2007.

The competitions among newspapers have dual face. One is for circulation increase and the other is for space marketing i.e., advertisement. The cut-throat competition now overcomes all limits. Gifts, profit-cards, insurance schemes for subscribers, scratch and win offers, games like ‘Thambola’ (a kind of gambling) are using to increase copies. This short cut to circulation hike does not help the reader morally or intellectually. On the other hand it is degrading him only as a consumer of the media brand. This is a common trend in Kerala’s media field, especially among big newspaper houses.
Some big companies now try to woo newspapers by making them shareholders free of cost with ulterior motives. In this way they expect to get undue favour from the media to the extent of manipulation of news. This is a kind of aggressive business tactic, known as ‘private treaty’ system. Fortunately this trend is not widely prevalent in Kerala though it is a stark reality in many other states. Collecting funds and fixed deposits by media houses from the public is a common phenomenon in Kerala. This fund raising is a kind of banking. Here also the media is pledging its credibility for monetary benefits. This is another face of commercialization.

What will happen if we allow the media to function merely as a commercial venture? The final result of this will be the commercialization of the government. Today political activities are a money making activity for many leaders. Political parties, religious institutions etc are also degraded as business organizations. Once upon a time; we consider educational institutions, publishing houses, newspapers and hospitals as service fields of sanctity. But in Keralite reality, all of them are becoming the most profitable business in the society.

Commercialized newspapers, never give importance to the problems of marginalized groups in the society. If a girl got ‘world beauty queen’ prize the whole world will know within seconds. What will happen, when a poor peasant committed suicide in a remote village because of debt? No commercialized newspaper will report this. The transparency of democracy will lose. We will not know what we ought to know. “In India water becoming a product to sell. Rivers are selling for years. These dangers are not new. But we know them only now. In the age of globalisation and commercialisation our media darkened all these things” – M.P. Veerendrakumar Ex. M.P. pointed out this, though he was also the managing director of The Mathrubhumi Daily in Kerala.

Carl Marx said prophetically, the first freedom among press freedom is the freedom of the press not to become a business. After independence, the press became more and more commercialized in India. It projects politicians, religious leaders and literary men as miracle men. The moral and intellectual equanimous stand looses. Commercialized newspapers cause moral degradation with the help of the superficial rhythm of written lines and with the help of lines which are never written.

In this commercialization the importance of the editor become lesser and lesser. In the past, important newspapers are led by the Editors. But today, the editor is only a person who was responsible legally on a printed matter under the PRB act. He is just leading a group of trained professionals. Professionalism is a bye product of enlightened capitalism. Here the editors naturally lost the strength of idealism. The national feeling for integration is loosing from our newspapers. The priority given by big newspapers on developmental issues are not always good for the society.
Another important problem of commercialization is that it ignores the villages. Though the big newspapers, editionise news items newspapers are part of the establishment. They fulfill the interests of groups. But many a time, the large media houses could not know or realize the mind of the rural masses. So in like many other fields, the theory of ‘small is beautiful’ is relevant in the media sector also.

Though the competition is strong, its impact is felt to any considerable extent in Kerala’s media field. Journalists changing their institutions for seeking better job opportunities and financial situations are common phenomena in other parts of the country. But it is not so common in the Kerala’s print sector. This is mainly due to the commercial ‘understanding and cooperation’ of the major newspaper houses. When the newsprint price hike happens, the newspapers resist the move jointly.

The story of newspapers starts from the letters which patiently picked up from the composing box. Then came monotype, lyno type, D.T.P., online and now in cyber space....... A common subscriber considers the newspaper as his able advocate and spokesman in every genuine issue. It is not good to hurt this faith because of commercialization.

(iv) **Over Importance to Advertisements**

The existence of a large scale newspaper is mainly depends on advertisements today. If a daily got more than sufficient advertisements it can easily ignore subscribers and subscription income. Free papers can be produced and distributed. In many countries such papers are a success. The cost of production is meeting only through advertisement revenue. Television news is almost free in every country. So newspaper must be given freely. Such an argument is being strengthened from many corners.

In Kerala, if a newspaper company decides to avoid advertisements fully, a copy of its newspaper will have to be sold at Rs. 18 per copy. Today the price of a newspaper is just Rs. 4.00 on an average. So a refusal to entertain advertisement will not be feasible at all. In short, an advertiser is giving a subsidy to the reader! In other words advertisements help the fourth estate to survive. The number of pages is decided in major dailies according to the volume of advertisements; not according to the news columns. The ‘dummy’ page of a newspaper given to its editor is proportionate to the quantum of advertisements. One of the largest circulating dailies in India confessed openly that ‘readers are not our aim. Readers are only a medium to reach to advertisers’. The circumstances of Kerala is also going in this path.

Advertisements were helping the newspapers in the past also. But then advertising was the advertiser’s necessity. The editor had the right to reject any advertisement. But today immoral advertisements and even the advertisements of liquor are published in our important dailies. This tendency is neither wise nor good. “Since an advertisement is also a publication like an editorial or news story, The printer and publisher of a newspaper may be held liable for an
advertisement, which is illegal, e.g., because it is obscene or defamatory or relates to an article injurious to public health, even though such advertisement had been sent by a third party and the press was not in any way responsible for its authorship."

There is a strange situation that some dailies giving advertisements which are against to their editorial policy. As a large scale business the newspapers need huge amounts for its existence and development. The level of competition is also very high. In this state, some dailies insisted their reporters to collect and canvass advertisements. How can a correspondent write against advertisers? Impossible ‘Free and fearless’ journalism is only a dream in such a situation.

In Kerala, Mathrubhumi the national daily reject crores of advertisement revenue by rejecting the advertisements of Co-Co cola and liquors. It is a very good step in the editorial supremacy. But at the same time this daily is collecting advertisements through its part time reporters and contract correspondents. The competition in the media arena has assumed a dismal nature. The large scale newspapers are trying to establish a monopoly in the field. Victory is a craze in the modern world of competition especially in the business field. Once got the foremost place in this speedy race, most of the media owners trying to exploit the consumer.

The general assumption is that those who give big advertisements are different from those who run newspapers. But in reality, they both think alike. Within the limitations of such a situation what can be done is to evolve a broad approach to news and views and be consistent and true to that approach through out. Those who give big advertisements, ultimately govern the media. “He, who pays the fiddler, decides the tune!” The over importance to advertisements make the media world is controlled by capitalist forces and capitalists.

Ours is a consumeristic society. Common people are swimming with the main stream of the society. In case of advertisements, the media make its readers brand conscious. The magic of advertisements helping the product manufactures to loot from the pockets of millions of readers. Here also the media is forgetting the primary duty of it – to inform accurate things. Media it self is turning as a consumer product today. The reader becomes addicted to the language, style, layout and policies of the newspaper which he likes. The advertisements arise the emotional place of the readers mind; not the intellectual plane. The advertisement business exploits the social values. It is a trap which aims at groups’.

We have already discussed the nature of news and advertisements which appear in the media. Now drawing your attention to the tricks being played to misguide the reader. Sometimes advertisements appear as news itself, without mentioning that. The influence of advertisement department on editorial section is increasing even in Malayalam Dailies today. No one in the media field realizes that the reader is the ultimate decision maker in everything. The unwritten code of conduct in the field is never to mislead the reader by giving paid advertisements as reliable news. The Federation of International Editors of Journals has given this guideline in the year 1981.
The overflow of advertisements decreases the space for news. The reader does not realize this in ordinary situations. The advertisements have also information value. Some newspapers describe advertisements as ‘news that is of use’. But above all the reader is buying the newspaper for news; not for advertisements. A new word is coined by English newspapers as ‘advertorial’ i.e., advertisement plus editorial. This is advertisements displayed as news. This tendency is becoming common in Kerala also.

Another tendency in our media field is that giving the advertisements of certain products which are legally restricted to give advertisement. This advertisers produce and advertise them easily. The advertisement of liquor is banned in our newspapers. But the brand name is commonly advertised as it is that of another product. This type of cheating is common even in the Malayalam dailies and magazines. The basic thing about advertisement is it must be moral and truthful to an extent. This is violating here.

A good newspaper institution could not stand only for advertisement revenue forgetting the social commitment fully. At the same time no media can fully ignore the economic side of it by arguing for commitment to readers. Common people always visualize the media as their spokesmen. So they wish that in a democratic country, the newspapers must fulfill their duty (dharma). There are so many problems to common people. But they are creating the society. The society itself is the market of the newspaper. So the relation between ethics and economics must be complimentary; not contradictory.

**Political and Social Trends of Print Media and Their Influences**

The newspaper industry is not only a commercial organisation but also an important socio-political institution. A newspaper has two sides: One side it is a business like any other business and has to pay for its raw materials and ensure return on its investment, on the other it has socio-political obligations. It reflects and influences community life, socially, politically and economically. It, therefore, enjoys a special position in the body politic of a nation. Socio-economic changes are invariably accompanied by tension and sufferings in various forms in the society. Newspapers have a role in removing these tensions.

Gandhi believed in the spiritualisation of politics. But he was firmly committed to the equality and tolerance of all religions. This was his approach is journalism also. Gandhi derived his politics from religion but in struggling against religious divisions and fanaticism and in emphasizing the relationship between national unity and spirit of tolerance, he took the struggle for secularism forward. He made it clear that state should have nothing to do with religion, which is a personal affair. He gave the state the responsibility of looking after secular affairs like welfare, health, communication, foreign relations, currency, etc.

Media is now ‘manufacturing consents’ for their political motives. Global corporate media is creating opinion in favour of corporate economic – capital powers. In India, also there are some such attempts. The repetition of lies, deviating facts, trivialisation or exaggeration of news, over sensationalisation, etc., are usual practices in our media. These tendencies and trends must be avoided. Now media exaggerate local issues and ignoring global problems. Gandhi takes approaches that ‘think globally and act locally’.
From media, society expects facts. But the reader gets the versions of media owners and journalists. Developmental journalism is ignored today. Socially thinking, developmental journalism is a tool for social justice and development of the society. A developmental journalist can inform the rest of the world about important issues within developing nations. Looking at the strengths and weaknesses of a country may also help to identify ways in which the nations can be helped. When development is used as a propaganda tool, however it become very dangerous. In Kerala, we are seeing such a trend also. Journalists must avoid the temptation to promote a particular political party, politician, social organisation, religion, or a certain business house or businessman. They should not attempt to gain cheap popularity. The pursuit of truth is the only way that a journalist should owe allegiance to. Gandhi as an ethical journalist believed in this.

Irresponsible reporting, politically biased approach and over importance to politics in newspapers are against to Gandhian journalistic philosophy. Each journalist must be a political and social crusader. They must show the people the path of duty while they insisted on securing their rights. Gandhi emphasised it in the objectives of Indian Opinion. “We (the workers of Indian Opinion) write impersonally and no one on the staff of this journal claims any glory over the matter. We therefore think it but rights to take the public into our confidence. The journal (Indian Opinion) is a great instrument of education. It is necessary for every Indian to look upon the journal as belonging to him, not as something mine.”

Mahatma Gandhi’s greatest contribution to Indian politics and society is lies in the unique method which he had prescribed and employed for fighting wrongs. He considered both in life and in journalism, our strength lies not in concealing our weakness but in knowing and combating it. He made us to realize our own strength through Truth and Non-violence. His approach based on these two pillars of Gandhian Philosophy and journalism is capable for remeding the political and social aberrations which we face today.

(i) Be Positive – Politically and Socially

Gandhi has elevated politics to the sublimity of religion, charged the conflicts with a high ethical and humanitarian touch. Gandhi is unique in political history. He was invented an entirely new and humane technique for the liberation struggle of an oppressed people and carried it out with the greatest energy and devotion. The moral influence which he has exercised upon thinking people through the civilized world may be far more durable than would appear likely in our present age, with its exaggeration of brute force. For the work of statesman is permanent only in so far as they arouse and consolidate the moral forces of their people through their personal example and educating influence. For this educating value Gandhi conducted newspapers. As Albert Einstein rightly pointed out he is a beacon to the generations to come.
Gandhi clearly defined the objects of his journal Indian opinion. The objects of the journal (‘Indian Opinion’) were threefold: “first, to make our grievances known to the Government, to the whites here in South Africa and in England and to the people in India, Secondly to tell our people of their own short comings and to exhort them to overcome these and, thirdly – and this is perhaps the principal object to eliminate the distinctions as between Hindus and Mohammedans and also those among Gujaratis, Tamilians and Calcuttawallas prevalent here.” Here we can see the outlook of Gandhi on political and social problems. Gandhi is not only for India a hero of national history whose legendary memory will be enshrined in the millennial epoch. He has not only been the spirit of active life which has breathed into the people of India the proud consciousness of their unity, of their power and the will to their independence.

As a journalist, Gandhi’s sincerity was transparent, his devotion to truth was inexorable. Sacrificing everything himself, he could ask anything of others. Material considerations, worldly cares and ambitions, vanished from his life. The spirit, as manifest in truth and love, possessed him. ‘My creed’ says Gandhi, ‘is service of God and, therefore, of humanity… and service means pure love’. It was an enlightened approach in politics and in journalism and hence new. This great soldier of liberty, great seer of human destiny, martyr of the world’s sorrow, prophet of the world’s hope and sage of mystic wisdom always stands for practical steps in politics and in journalism.

Now technology and working practices changed in the field of journalism. Internet and other media competing with newspapers for giving more and more views and news. Developmental journalism got importance than ever before. Media become one of the major part of creative democracy. The credibility of the media got primary importance. Social commitment decreased than that of the time of Gandhiji. Globalization and internationalism got more and more importance in the field. Social security, human rights, environmental issues etc. become more discussed in media. So approaches in positive direction become needful.

Gandhi was a journalist who had acquired considerable knowledge on various topics. He combined much diversity with a magnanimous touch of unity. He understood the working of the human mind. He was an inventor of a unique kind. His unique ways of protest, struggle, emancipation and empowerment were all positive in nature. This must be relevant today. Gandhiji explored all the dimensions of the human psyche – its capacity to willingly accept suffering, even unto death, not to attain the kingdom of heaven, but a better world here and now, through social and political change.

We saw that Mahatma Gandhi was a multi-faceted personality to an unusual degree. He was a man of peace who did not hesitate to fight for what he believed to be right; a political strategist who shunned conventional politics and held no office; a thinker and a philosopher who was a man of action. He adopted himself to changing situations without compromising or abandoning his basic values. He respected tradition, yet he was an iconoclast. He embodied
spirituality. But his was a spirituality rooted in service to an empowerment of the disadvantaged and underprivileged. He was impatient for cataclysmic change. Yet he shunned violence in any form as an instrument to force the pace of change.

The essence of Gandhi’s political and social philosophy was the empowerment of every individual positively, irrespective of class, caste, colour, creed or community. We now recognized that political liberty must go hand-in-hand with economic progress. The political discourse, these days, is centered on a global war on terror. And indeed, terrorists who target innocent men, women and children deserve no quarter. But today’s enemies are not just individuals, they are also ways of thinking and perceiving the world itself. Countering violence with even more violence provides not durable solution. Gandhi’s greatest lesson to the world was that we must not be act destructively. Gandhi knew that violence only begets violence and spirals on. Non-violence, non-cooperation, non-possession… etc are negative terms conventionally. But Gandhi made them politically positive terms. He was considered as a saint among politicians and a politician among saints. He spiritualised politics. But now we are politicising everything including spirituality. Journalists must be aware of that and take precautions against this over politicisation. In the next sub-article we shall discuss it more clearly.

(ii) Avoid Over Politicisation

Gandhiji was basically a man of politics. If we compartmentalise the actions of his life, political activities got the major portion of his time. But he always avoid over politicisation from journalism. He was a politician who deviated his writings from mere political subjectiveness. So the questions are not whether Mahatma Gandhi’s this journalistic approach is relevant or not. The real issue is whether we have the courage and strength of mind to follow in his footsteps, whether we are prepared to live our lives by what he preached and most importantly practiced.

Even while discussing major political issues, Gandhi used his strong sense of humour. He said, “If I had no sense of humour, I would have committed suicide long ago.” At the same time he reveal his political motives and objectives through his publications. “The chief aim of Hindi Navajivan was to propagate non-violent non-cooperation. It was the translations from Navajivan and Young India.”

Gandhi did not stick to the infallibility of his own views and beliefs. He believed in the free expression of various opinions. He strongly advocated the freedom of expression and in the liberty of the press. “The restoration of free speech, free association and free press is almost the whole Swaraj”, He wrote. Gandhi was a patriotic man. At the same time he was beware of over patriotic approaches both in politics and in journalism which become injustice. “I work for India’s freedom because my swadeshi teaches me that, being born in it and having inherited culture, I am fittest to serve her and she has a prior claim to my service. But my patriotism is not exclusive; it is calculated not only not to hurt any other nation, but to benefit all in the true sense of the word.”
Today, news papers are politicising news items. In that sense, we can call them ‘views papers’. As a result of this over politicization, sometimes even false news items are got printed. The organs of political parties are fully ‘ignoring the opposite view.’ Almost all media are ignoring the political attempts of the poor and the marginalised. Today the distinction between journalism, public relations, advertisements and entertainment is eliminated. This also made the newspapers politically biased. Most of our present newspapers are just like the ‘Pravda’ of the old Soviet Union. They gave only one view and so partial in politically.

Journals and journalists must be angels and apostles of democracy. They must be vigilant to give a balanced view. It is necessary for the sustenance of a healthy democracy. For this, all newspapers must go hand-in-hand with as a united community. There was no time in history when the media was absolutely impartial in functioning. But now politicisation is increasing and search for truth decreasing. Many press laws enforced both by the government and the media owners worsen the situation. Some journalists exaggerates or trivialise political incidents according to their political will. Both these tendencies are harmful to a healthy society and must be avoided.

(iii) Enlighten Politics by the Press

By using the social changing power, the media can enlighten politics. For this, committed journalists should report truth. Trivial sensationalism should be avoided. First of all, we must admit that there are other important areas of life existing outside politics. Then go out and report on exciting things that happen there. There are no simplistic solutions to enlighten politics. Only through professionalism, dedication to duty and truth, and ultimately love for the people and the country can improve things.

Responsibility, creativity and vision will change the present situation. All reporters have a solemn duty to inform, to pass on what they know and see. Right to information is slowly emerging as a basic right of the citizens. Many persons use the law of right to information now. It is one of our basic rights. So the press must adhere to truth and truth alone.

The difficulty in journalism is what is important for whom. The important events for the ordinary people often are not significant enough for the planners and politicians of this country. What is often projected as important is therefore the political advantages of a few, which make people disillusioned and sarcastic. For example, the ISRO espionage case in Kerala. Even now most people don’t know what the truth is. What one can say generally is that, events from all walks of life should get prominence. More objectivity should be brought in, by getting people from diverse spheres of life to express their views on important events and report them objectively. Never twist news and views of people. Never resort to manipulation of news to suit ones interest or to create sensation. Reporters should really take the trouble to investigate and find out the truth. Newspapers should take a stand for and on behalf of people. Instead of crass commercial interests, sensitivity to the marginalised and oppressed should be developed.
Monitoring structures like the Press Council should be more vigilant and take stringent action against unethical approaches. By these committed journalists can enlighten politics especially power politics. They have to fight against corruption and inefficiency. Gandhi gave a broad definition to politics. But now we are giving importance to peripheral political activities in our newspapers. Almost all papers giving importance to conflicts and lip-services. But Gandhi believed in a kind of ‘enlightened politics’ based on constructive activities. He said, “All constructive activity is in a sense part and parcel of the politics of the country.” This kind of a politics must be supported by newspapers. Thus press can enlighten politics. Both must be based on certain principles and ethical codes. Gandhiji again explained that he has sacrificed no principle to gain a political advantage.

Gandhian political, social and journalistic approaches were rooted on the existing social order but it propounded certain new elements suitable to the changing world order. He provides a methodology for solving problems. This novel mode of fight against injustice and evil gradually found favour with people – all over the world.

The first Press Commission (1954) itself gave some guidelines against over politicisation. But even now we are not practising those guidelines. The human liberative values must be preserved. Do not tarnish the privacy of political personalities. In broad sense justice, equality, socialism etc. must be propagated by the media. Then only the press can enlighten politics and so become more fruitful to common people.

**Media and the Society**

Gandhiji had a good vision about the society. He gave great importance to the creation of public opinion. He said, ‘Public opinion alone can keep a society pure and healthy.’ To him one of the main duties of media is opinion creation.

“Society is sustained by several services. The ‘bhangi’ (beauty) constitutes the foundation of all services.” Gandhi again explained this by saying that ‘willing submission to social restraint for the sake of the well-being of the whole society enriches both the individual and the society of which he is a member.’

Gandhi was projecting positive ideas through his writings. He knew that differences of opinion were inevitable in a living society. Media men should stop negative thinking and should have positivity in their attitude, expression and actions to guide people and society into a state or condition. The prevailing atmosphere of fear, anxiety, tension and insecurity the role and responsibility of media men need a spiritual overhauling of their mind set and attitude to spread the message of peace, discipline honesty, simplicity, health and harmony in the society. There are no dearth of values and goodness in present society but they have been veiled by vested interests of powerful people like politicians and administrators. All sections of society including media should take up the responsibility to work in consonance for building a better world by eliminating the negative elements.
Media man should highlight Indian culture, ethos, values and tradition and should discourage the evil spells of foreign culture and lifestyle which have spoiled our younger generation. Media men should take their profession as a sacred mission, as a service to the society in the spirit of freedom fight from all negativity, vested interests and influence of foreign culture to regenerate India to its height of morality and spiritual wisdom. Media men should not despair and lose hope on the face of antagonistic forces and factors obstructing their creative and free expressions but should continue to work for social, cultural, moral and spiritual transformation of society in spite of repeated failures and setbacks. Creative awareness among media persons is inevitable to bring out qualitative change in their thinking, outlook, vision, values and lifestyles.

Gandhiji was very much aware of the injustices against to women and weaker sections in the society. He rouse his voice for equality of women in the society from his South African days. Welfare of Harijans and removal of untouchability was his crusade in India. He fought against communalism. He was against to all kinds of yellow journalism. All these are the duties of media even today.

Today we are observing the advertisement culture everywhere in the society. Gandhi was fully against to all kinds of advertisements. As the famous American publisher says, News is what someone wants to stop you printing, all the rest is advertisement. Gandhi was in the side of news and views. For increasing the circulation, the media is converting the women body into a consumer product. No media is trying to the empowerment of women. So the society also.

The media must strongly advocate for the protection of environment. Environmental education is the duty of the press. In many countries, the green press is engaged in conscientising the public against environmental degradation. In India, in 1973, the media gave wide coverage to the Chipco movement for the protection of environment. In Kerala the press seems to reluctant to take us such issues for fear of hostility are from a small but powerful lobby. Some media persons entertain the wrong notion that environmental protection will stipple developmental activities. Some others exaggerate the environmental issues to sensational dimension. Both these approaches are harmful to the society.

Today the media obits in the creation of a consumer culture in the society. Common people easily become victims of this culture. The power of communication is a great boon given by God to the human race. This must be used only for constructive and creative purposes. Man has the responsibility to use this unique skill of communication for the well-being of all sections of the society. We should keep in mind the great vision of the Rishis ‘Vasudhaiva Kudumbakom’ (The whole universe is a family)

If the media choose a wrong path, concerted corrective action will be inevitable. In America, when the media started giving wrong information, the readers resisted it through a movement called ‘Fair’. They exposed each and
every false news as and when they appear in newspapers which forced the media to give up the practice. The peaceful agitation ensured the accuracy of news. People learned to approach news with a judicious mind. As a result of the influence of this movement, newspaper giants like The New York Times, and the Wall Street journal became highly cautious about their news publication. This is a good example of the power of collective reaction to a media malpractice.

(i) **Women and Social Injustices**

Gandhi had great consideration on the role of women in the society. He was against to all kinds of social injustices against women. He wrote, “From being man’s co-equal, co-sharer and helpmate, she became his subordinate or rather slave, to be used at will for satisfying his wants, with no rights or will of her own. In working for the emancipation of women, Gandhi’s motto was the equality of the sexes. To him both men and women are complementary to each other. “Languages proclaim that woman is half of man and by party of reasoning man is half of woman. They are not two separate entities, but halves of one. The English language goes further and calls woman the better half of man.” Here we can observe Gandhi’s keen observation on language also. This was a good quality for a real journalist.

Gandhiji wrote in Harijan, “Man should learn to give place to women and a country or a community in which women are not honoured cannot be considered as civilized.” Unfortunately, even today women are ignored by men in many fields. The media also is degrading the women in many ways. Gandhi’s views on feminism is realistic. Though Gandhi stood for the equality of the sexes, he was not in favour of equality of occupation, because man and women were equal but not identical. Gandhi undoubtedly played a pivotal role in the changing status of women in early twentieth century India. He was a strong advocate of women’s rights in the 1920’s and 1930’s. Moreover, his successful call to women join the nationalist movement served as a catalyst for the wider participation of women in public affairs”. Gandhi’s position on women’s issues was based on two fundamental concepts: equality between the sexes and differentiation of their social roles. The positions taken by Gandhi on most women’s issues, with the exception of the use of artificial means of birth control, were remarkably similar to those leading women reformers of the period.”

Gandhi’s advocacy of traditional female’s roles for women was therefore in harmony. With his own overall philosophical view, women are equal to men, but different. He believed that women have a special contribution to make to satyagraha. Between 1920 and 1940 Gandhi gradually came to advocate a greatly expanded role for women in public affairs. The participation of women in picketing liquor shops and strikes against sellers of foreign cloth must be appreciated.

According to Gandhi, Women have a special contribution to make to humanity as the embodiment of ahimsa which would be lost by initiating man’s ways. He said: “She can run the race but she will not rise to the heights she is capable of by mimicking man.”
Gandhi opposed the custom of child marriage. It may cause early widowhood. This was the cause of his protest. Gandhi was an ardent supporter of compulsory education for girls as well as boys. In his Basic National Education Scheme elaborated in 1937, Gandhiji proposed free and compulsory education for children of both sexes from ages 7 to 14.

Gandhi's strong advocacy of social reform to liberate women cannot be seen as a revolutionary doctrine aimed at a radical change of the core institutions of Indian society. But there is evidence that he was aware of female subordination deeply ingrained in the very fabric of society. Gandhi believed that the search for truth through non-violent resistance is particularly suited for women. He also believed that satyagraha is a true remedy for the problems of women as well as those of the society as a whole. Emancipation of women was a great contribution of Gandhi to Hinduism. “Gandhi could not even think that a religion which commanded love for others could approve such injustices, towards women.” Gandhi wrote continually on women’s issues in his publications. At the same time he was not a blind feminist. He wrote, “My own opinion is that, just as fundamentally man and women are one, their problem must be one in essence. Gandhi gave practical guidelines for women to live fearlessly in the society. “Parents and husbands should instruct women in the art of becoming fearless. It can best be learnt from a living faith in God. He who has this faith is the most fearless of all.

Gandhi considered women as the incarnation of tolerance. He admits it in his autobiography also. Gandhi purposefully involved women in his satyagraha struggles. Some times Gandhi allowed lady doctors to nurse him during the fast. Gandhi also wrote that, the division of the spheres and culture required are practically the same for both the sexes. Woman will occupy her proud position by the side of man as his mother, maker and silent leader.

In Kerala, women’s magazines could participate in the process of social change. The content analysis of women’s magazines shows that the old magazines were not actuated by profit motive. They fought against sati, dowry system, child marriage and all other atrocities committed against women in those days. Gandhian monuments in the state gave energy to these magazines. Today, the magazines for women are in a race behind fashion, sex, cooking and cinema. They are not even touching the real problems of women. Media in general is also not giving justice to women. Sometimes, women themselves are questioning this approach. It is a ray of hope.

There is another problem of inequality in the media arena regarding the situation of women. Some media are purposefully damaging the image of women. Both in news and in advertisements women are portrait as a consumerist product. Some publications are increasing their circulation by choosing this way. Not only the newspaper establishments, but also the advertisement companies are exploiting the women. They are trivialising the women’s issues and consider them as a commodity. The general public are not even realizing the danger in it. Here lies the importance of Gandhiji’s words.
The name of one of Gandhiji’ publication was ‘Harijan’. That clearly shows that the question of the upliftment of Harijan was upper most in his mind. Gandhi endeavored ceaselessly to identify himself with the lowliest strata of the society and its neglected segments more specially the Harijan who were considered to be the dregs of Indian society. To the Mahatma, the whole world was his family, irrespective of any distinctions of caste, creed, colour or country. Gandhi fought against untouchability because it is detrimental to the good of humanity as a whole. “And in pursuing this universal goal, I discovered years ago that untouchability as it is practiced today among Hindus, as a hindrance not only to the march of Hindus towards their own good, but also a hindrance to the general good of all.”

Therefore, by removing untouchability, Gandhi wanted to establish the brotherhood of man. “And remember too, the magnificent result that we intend, or we expect, to achieve from this removal of untouchability, it is not less than the realization of the brotherhood of man.” This brotherhood was not only of Hindus, not only for the Indians but of the whole world. Today we are propagating universal brotherhood as one of the goals of world media. Gandhi was a great man who believed and stand for universal brotherhood far before. “I for one, shall not be satisfied until, as the result of this movement, we have arrived at a heart-unity amongst all the different races and communities inhabiting this land, and it is for that reason that I have invited the cooperation of all the people living in India and even outside.” Gandhiji said that fight against untouchability was motivated by love as it was meant to realize the universal brotherhood of man.

At the same time, Gandhi was interested in using coercion in removing this social injustice. He asked, “It is a sacred mission. Can one serve a sacred cause by adopting satan’s methods?” Gandhi himself many a time resorted to fasts unto death for this cause, and he was even prepared to sacrifice his life in the process of removing this blata at social evil. R.C. Zaehner pays glittering tribute to Gandhi for this achievement: “His campaign against untouchablity fired the conscience of India. He knew that violence cannot be conquered by violence, but only by its opposite.” One of the greatest religious reformatons of Gandhi was the upliftment of the poor and the forsaken people in India. It was a sacred mission fulfilled with courage and commitment. He himself declared that is was the love of the people which induced him to work against untouchability.

Gandhi considered untouchability as a hytra-headed monster. God never made man that he may consider another man as an untouchable. He said that the removal of untouchability is one of the highest expressions of ahimsa. He also regard untouchability as such a grave sin as to warrant Devine chastisement. “My fight against untouchability is a fight against the impure in humanity,” He said. No other Indian journalist, like Gandhi make his pen as a sword against untouchability so much. He wrote, “Untouchability is a many-headed monster and appears in many shapes and forms, some of them so subtle as not be easily
detected.” In his opinion diversity in the world is neither inequality nor untouchability. He even said, whilst the Bihar calamity [Earthquake disaster of Jan. 1934] damages the body, the calamity brought about by untouchability corrodes the very soul.” “For me (Gandhi) there is a vital connection between the Bihar calamity and the untouchability campaign.”

Gandhi wanted the progress and welfare of the whole society. He called it ‘Sarvodaya or wholistic progress.’ He did not believe in the maximum good of the maximum number. He stood for the emancipation of the last needy poor – Antyodaya. His journalistic experiments were comprehensive enough to cover all the sections of the complex Indian society. But today, most of the journals and newspapers do not uphold the interest of the poor. They seem to have established an unholy the up with the rich and those in position of power. Most of the journalists are come from non-dalit background and are not inclined to help them. Even so, there are a few in the field which have always stood and still stand by the hopeless, helpless poor and the downtrodden. They are working as the torch-bearers of Gandhian ideals which strongly advocate sweeping changes not only in the life but also in the attitude of the dalits and other destitute who constitute a considerable portion of our population.

The enlightenment of dalit communities are not discussed in today’s newspapers. The well circulated dailies are not committed to dalit issues and their enlightenment. Some small magazines and periodicals are helping the dalits in Kerala. Indian newspapers must give more space for the issues of dalits. It is a necessity of our time. Various opinions in the society must be widely discussed in newspaper. It is a matter of media justice also. According to R.D. Parikh, today the mainstream newspapers gave 40% of space for commercial news, 20% for political and social news, 30% for entertainment, 5% for opinion creation and 5% for social reformation. This is not fruitful for the dalit community.[19] Gandhian revolutionary journalistic approach was never considering the ‘selling point’ of news. In Kerala, newspapers like, Sahodaran Ayyappan’s ‘Sahodaran’ led the dalit community to the main stream of the society. In India, Gandhiji’s ‘Harijan’ Dr. B.R.Ambedikar’s ‘Mookanayak’ other dailies like ‘Dalit Voice’, ‘Samata’, ‘Sainik Dal’, ‘Axe’ etc stood strongly for the dalits. The main stream media must gave enough space for the downtrodden brothers in the society. This is their duty. It is necessary for the preservation of the value system of the society. Gandhi prophetically foreseen this and took stand with social justice. It is absolute necessary for peaceful co-existence and harmony in the society.

(iii) Communalism and Media

This is an age which the media gave over-importance to news items on communal issues. The duty of the media is to led men from animal nature to human nature. The newspapers are using violent language to report communal riots. This is harmful to the general society. The hatred increases. Some of the newspapers takes partisan approach in communal problems. The secular newspapers are also becoming tools in the hands of administrators and politicians. In Ayodhya and in Gujarat we saw this. The vote bank politics influence the media also.
In this context an analytic study of Gandhi’s approach in this matter is quite relevant. When riots were raging from Malabar to Nao-Khali Gandhiji came to the scene with absolute equanimity and fearlessly met the misguided mob with love and compassion. On 21st Sept. 1921, Gandhi spoke about Malabar riots at a place near Madhura. He stressed on the self control exercised by both Hindus and Muslims. He said that these communities are the children of the same God and are brothers and sisters. Some newspapers criticized Gandhiji for taking such an attitude. In ‘Young India’ he wrote: “Let us remember that we are all Indians eating Indian grain and salt, and living on the dumb Indian masses.

Gandhiji considered religion as a tool for unification and harmony. To him love is the most potent weapon of religion. Gandhi was proud about Hinduism. But he was not a fanatic Hindu. He was a spiritual secularist. At the same time he was not a non-religious secularist. He followed the inner voice. He advised everyone to follow their inner voice. He practiced it in his speeches and writings. His religious approach was participatory pluralism. Religions must be different. But the path to God will be the same. In 1946, he said at Naokhali, I am a Hindu, I am a Muslim, I am a Christian, I am a Parsi, as you all. Gandhi wanted religions to be there. He never wanted to avoid them. He wanted a Hindu must become a good Hindu, a Muslim to be a good Muslim..... and so on. Fellowship must be created. He wanted for religion for reconciliation, peace, brotherhood, harmony and fellowship. He wrote and advocated for inter-religious approaches. He said that there is no God higher than truth. Gandhi was a relevant answer for journalists today and tomorrow while handling communal issues. “Many persons claiming different faiths make us one and an indivisible nation. All these have an equal claim to be the nationals of India. This was Gandhi’s approach. This approach is academic and practical at the same time. This shows Gandhi’s relevance was eternal. So why we say Gandhi is great, He consider that true religion and true morality are inseparably interrelated. ‘I have broadened my Hinduism by understanding all other religions.’ – Gandhi said. Like him every journalist has the responsibility to give contribution to secularism.

(iv) Against Yellow Journalism

Yellow journalism, also known as ‘yellow press’ is a type of journalism that down plays legitimate news in favour of eye-catching headlines for boosting sale. In short it is biased opinion, masquerading as objective fact. Moreover, the practice of yellow journalism involves sensationalism. It exploits, distorts, or exaggerates the news to create sensations and attract readers. It is a mutated version of journalism that goes against the key principles of reporting as an unbiased and objective tool. Gandhi strongly condemned this practice.

Gandhi was an ardent seeker and advocate of truth. To him everything, including journalism was a search after truth. So there is no place in his experiment in journalism for untruth. The yellow journalism deceives the readers and ensnare them. Exaggerations of news events, scandal – mongering, and sensationalism, and many other unprofessional practices are a common feature of this kind of journalism. Combell Observes : These journals carry multi-column
front page headlines covering a variety of topics, such as sports and scandal, using bold layouts (with large illustrations and perhaps colour) heavy reliance of unnamed sources, and unabashed self promotion.”[19] Today any newspaper which is given to in an unprofessional or unethical practices, such as consistent political bias falls within the definition of Yellow journalism.

According to Frank Luther Mott (1941) one of the main characteristics of yellow journalism is the use of faked interviews, misleading headlines, pseudo science and a parade of false learning from so called experts. All these are untruth in a kind and so unethical, in the opinion of Gandhi. What morally wrong will not be correct in any other way. Gandhi, like Joseph Pulitzer, believed that newspapers were public institutions with a duty to improve society, and he put the publication in the service of social reform. At the same time Gandhi was not against some sort of exaggeration or ornamental writing in reports to increase readability. Gandhi clearly explained it in a letter to T.K. Menon as a reply to his opinion about Mathrubhumi, the National Daily in Malayalam.

As a result of the increasing competition in the field, major newspapers are also showing yellow nature today. This is also a threat to the right of privacy of individuals. It also causes the violation of human rights. The yellow press often report things inaccurately. Eager to write a juicy story, the journalists feed on rumours. This rampant yellow journalism and hypocrisy has driven people to distrust and even hate this category of journalists. When journalists insult common people using derogatory terms and spread lies and rumours, then they should also be prepared to face the same music from people one day or other. Lies and half truths do severe damage to society. Gandhi said, “Experience convinces me that permanent good can never be the outcome of untruth and violence.”

Gandhi take firm stand against yellow journalism because he considered journalism as a great responsibility to society. With great power comes great responsibility. If journalists do not show responsibility and do not question the facts, then soon people will lose their faith on media. Today, people use extremely derogatory language on English TV media in blogs because of media bias. Some times the same has to happen for print media as well.

In India, almost all newspaper published a lie in Nov. 2006 that 70% of Indian women face domestic violence referring it to U.N. In reality, it had not source in U.N, which means it is a lie. Washington Times apologized for picking up that lie. No Indian newspaper or T.V. Channel has apologized yet. The journalists must do some unbiased research so that lies and half-truths can be filtered. Sometimes journalists forget that when they campaign for “extreme laws”, then innocent people get victimised and these victims lose sympathy of the society due to radicalization by media. Then, these people blame the journalists for being extremists and promoters of yellow journalism. Above said, 70% women facing domestic violence is a piece of yellow journalism. Such attempts are untruth. So Gandhi opposed it. He said: “Truth and untruth often co-exist, good and evil are often found together.”
The Changing Face of Indian Media

The electronic media in private hands is also growing by leaps and bounds. It is thus only appropriate that the media personalities assembled here today should deliberate on the changes witnessed over the past 200 years of advent of press in the country and chalk out a course for future that will ensure that even while adapting to the new technology and market forces, it continues to conform to its basic role of being an instrument for public advancement in political and socio-economic field.

Since the Indians enjoyed no fundamental rights in the British India, there was no question of guarantee of freedom of expression. When the Bengal Gazette popularly known as Hicky’s Gazette started in the 18th century as a first newspaper published in the country the colonial rule conferred no privileges or special liabilities apart from those in the general statute. Soon, however, as is evident from the history of Indian journalism, a plethora of laws relating to media were enacted primarily to suit the interest of the foreign rulers.

Coming to post independence, even though the constitution did not make any special mention of the word ‘press’, the intense debates amongst the fathers of our constitution ensured that the press would create a special place for itself even without a specific mention. The need for freedom of speech and expression was well accepted by civil society of India and such freedom was also declared by Supreme Court way back in 1950 when the Constitution of India was just operative and the Supreme Court of India started functioning while deciding the question of pre censorship of newspaper. However, since then long time has elapsed and with passage of time, there has been paradigm shift in the functioning of media. As a result, “accountability” is a word heard more often than ‘freedom’ in he context of today’s media functioning thereby justifying a serious look to the changing face of Media.

Historical Background

The Indian national press was undisputedly the backbone of the freedom struggle for independence from colonial rule. Its historical importance and prestige it enjoyed in the society are linked to the awareness and creation of public opinion. The modern press marked its beginning only after the advent of European Civilization in India. Portuguese were the first Europeans who introduced printing press in India. The Christian missionaries of Bengal deserve the credit in introducing printing press primarily for publishing missionary leaflets etc. Today, over the last 250 years, the press has come to occupy an undisputed position as the fourth and the strongest pillar of modern India.

Though the press in India started as a European institution the native Indians did not take long to realize its potential in sociopolitical communication. The Print Media, and for that matter Media as a whole owes its origin, and growth not to the government but to the individuals who had in them the courage to lead the nation. The trials and tribulation they had to encounter at the hands of foreign powers could not prevent the press from growing and becoming an
instrument for fight against subjugation and to bring wide range of social and economic reforms which speak galore of their resolute determination and inherent strength. The later years of 19th century unfolded a glorious chapter of Indian newspapers which reveals the newspapers consistently reporting on challenges ahead of the nation. Instead of reporting societal events of the Britshers and feudal Indian society, the newspapers focused on news and write-ups on diverse social and political concerns and problems and the country saw the birth of a different kind of journalism, a dedicated journalism which stood for social reforms and public welfare, and creating opinion on issues like education, child marriage, widow marriage and sati.

The press gradually became the most powerful weapon for freedom movement under the leadership of towering personalities like Tilak, Gokhale, Gandhiji and others who stood for progressive journalism and liberal notions and believed in the strength of the press to mould public opinion, to shape the destiny of the nation and safeguard the rights and civil liberties of its citizens. The strong belief of our freedom fighters that ‘pen is mightier than sword’ and the power of their pen can challenge the political establishment directed the Indian journalism with a sense of purpose that never weakened and holds ground till date. As a result, Press had always enjoyed popular support with respect and despite various lamentable aberrations in the functioning of media, even now media in India has strong popular support and the liberty which it enjoys today is founded on such popular support of the civil society.

National political struggle and advocacy of social reforms and emancipation in the years before independence contributed to the creation of the core strength of the press in free India. This included independent functioning, resistance to state oppression and censorship, firm commitment to free speech and expression and its role as the leader and path finder of the society and protector of fundamental rights. Indian democracy has grown from strength to strength and made wide range of reforms for surging India in the sixty years of independence encountering struggles, war and insurgencies. The press has not only mirrored the march of this journey of democracy but gave valuable insights and suggestions at every step.

The media scenario of India in the last 62 years has undergone sea change. The change can be broadly divided into two categories, i.e. the positive achievements of the media and negative trends in the media. But before delving into both of these aspects, it will be appropriate to refer to the major factor which has shaped the growth of this powerful medium of communication. Globalization, the new economic order of the world, has opened the floodgates to a cut–throat competition virtually in every sphere of our activities. The media and communication industries have immensely contributed in facilitating overall globalization. The impact of globalization is not merely an economic phenomenon, dictated by the market dominated corporate capitalism but also very powerful cultural content, shaped by the inseparable intertwining of advertising, television and internet.
We would like to discuss the two perspectives as mentioned earlier in which the analysis of the Changing Face of Indian Media may be considered. First, your kind attention towards the positive developments which have brought complete makeover of the Indian media may be drawn. To begin with, an insight into media’s growth scenario is necessary.

**Positive strides made by the media**

The technological breakthrough in printing has brought in unforeseen structural change in the set up of print media. It has not only helped in better designing and lay out and more attractive presentation with improved colour scheme in printing of the papers but also made it feasible and economically viable to print more multi edition copies faster and at lesser cost with better get up and attractive type, thus, enabling the press to cater to more readers stationed at different locations. The developing telecommunication services and transport facilities have also facilitated news reporting even from remote and forlorn places, and quick transmission and dissemination of news resulted in prompt and wider circulation of the newspapers with better news contents. These developments in technology coupled with the growth in the newspaper readers on account of higher literacy level and higher per capita income have led to an enviable growth in the number of newspapers and their circulation. Daily circulation of some of the national level newspapers is enviable even globally. Formation of linguistic states paved the way for development of language press in various linguistic regions which in turn has made significant contribution in the developmental programmes of the government. Further, the status of language press is now well recognized and considered at par with the English newspapers. As a matter of fact, small newspaper published in local regional language and dialects in remote areas in India are working as conduit between local rural and urban population in other parts of the country unfolding not only rich culture and heritage of the region but also various problems in such area.

Today’s readers of the print media have a wide variety of options to choose from the publications devoted to specialized subjects because of diverse information easily available on account of technological development. With a click of the mouse news and happenings in every part of the globe are before you. The growing presence of women in journalism has opened a new era for enhancement of socio-economic condition of women. The Media boom in India has resulted in need for adequate representation of women in public and private sectors of the media. This in turn has not only provided source of livelihood for women journalists but also ensured adequate and effective representation as women journalists in media. Such journalists have not only established their competence and dedication but have also proved that they have skill to analyze and handle women related issues with better sensitivity. The potentiality of today’s media is required to focus on live issues with intense studies of the problems for quick growth of women empowerment. A note of caution need be made at this stage. Misleading and improper gender biased programming which are often resorted by media turns out to be counter productive. It is heartening to note that today quite a few woman journalists are occupying responsible positions even in managerial cadre and other responsible position in journalism.
The expansion of the newspapers has led to the growth of press-related specific jobs and has boosted the profession of journalism. Even the lower level journalists in some metropolitan and district towns are drawing decent salary not to speak of the editors and persons holding managerial position of some newspapers whose salary package runs into five to six figures.

**Rapid Growth of Journalism Institutes**

Another consequence of Media boom is spurt in establishment of Journalism Institutes. The demand for education in journalism in universities and private Institutions have been catered to, by introduction of degree both at undergraduate and post graduate level and diploma courses and certificates in connected skills and disciplines pertaining to Journalism. With the boom in Mass Communication, new specialized courses have been introduced. More and more bright, talented and educated young men and women are now opting for journalism as their career. With money in the job and the tremendous power that journalists have come to wield, particularly in political, financial and investigative journalism, the profession is attracting large number of students. The prospect of eventually joining the Electronic media is an added attraction. It will be pertinent to mention here that many of the institutes imparting education in various specialties of Mass Communication and journalism lack in adequate infrastructure, qualified faculty members and even proper course contents. Monitoring of functioning of Journalism and Mass Communication Institutes by authorized expert body like medical or engineering council with power to disaffiliate needs serious consideration.

The advertisement revenue has become the main revenue base of the Press. In the case of the metropolitan press, it accounts for about 70% to 80% of its total revenue. Consequently, space in the newspapers is disproportionately occupied by the advertisements. The gap between news and advertisement ratio is fast widening. The general news items are constantly shrinking and advertisements occupying more and more space. The advertisements have also made inroads in the policy and outlook of the newspapers in more senses than one. With the rapid growth of advertisements by way of corporate communication and for luring potential consumers, the revenue earning of a newspaper from such advertisements is very often quite robust As a result, even though the number of pages have increased, the price has decreased. The circulation having gone up considerably, the profits particularly of the metropolitan newspapers, have multiplied many fold.

Investigative journalism in its present avatar as sting operation has opened a new chapter in the history of the Press. It has made the Press to acquire more powerful position and has helped to enhance the image of the Press as an active watchdog of the society. Unfortunately, investigative journalism has often been misused to settle personal score or to tarnish the image of the individuals or to blackmail individuals and men in position. This aspect of media behavior deserves a careful scrutiny for taking appropriate remedial measures. Investigative journalism, however, has helped reporters to assert their place more prominently in the setup against editor’s exclusive position so long being enjoyed. The reportage has become as important as, if not more, than the leading articles.
The Press in today’s media scenario has become instrumental in setting the political, economic, social and cultural agenda of the country. From 1990s India has witnessed an explosion in electronic media, online news services. Media has acquired such great control on the mind of the masses that it now controls and shapes the liking, disliking and interest in different segments of news items to a considerable extent. Compared to the print media, electronic media has grown faster in view of advantage of visual impact enjoyed by it.

The Indian press is going through transformation because of changes occurring in today’s polity of the country on account of rapid socio economic strides. Liberalization, globalization, and competition from the electronic media are impelling the print media to adapt new technologies, with more professional outlook and sensitivity to the market forces. Today, the structure of India’s print media maintains a product line which is amazingly diverse array of languages, management set up, topics and news contents.

The rapid challenges being faced today and to be faced in near future need dynamism and quick adaptation for the growth and effective survival of print media. The newspapers today are compelled to delicately balance the twin challenges namely how best they can adapt to and gain from digital distribution and advertising revenue; and how to meet the role of fourth estate. Unfortunately, media is failing to play its role as fourth estate effectively. What is witnessed in today’s media scenario is that instead of making newspaper rich in news contents and addressing serious issues for better governance of the country and improve socio economic disparities, the media driven by market forces and in unending urge to make more profits, is indulging in trivialization and sensationalisation and tainted corporate communication. It is interesting to note that media is cleverly attempting to keep under wrap such deplorable design, by covertly under playing trivialization of news contents and biased news and views sub serving interests of advertisers and corporate houses in order to remain gainfully floated with market forces. Such clever manipulation has been aptly described as ‘feeding the readers spinach with the ice-cream.’

The changes in technology and marketplace are shaping the growth and development of Print India. In India, almost all newspapers are accessible through the Internet and provide up-to-date news and information not only relating to India but other parts of the globe as well. Today’s readers are not satisfied with traditional news contents but some thing more giving insight to what is happening all around. Unfortunately, in their anxiety to get more or more readers and particularly more and more advertisers and corporate sector as client, the print media is by and large turning to be a commercial enterprise and the newspaper as a commodity.

Journalism in today’s media scenario appears more as a profession than a mission. The print media is consciously oblivious to its role as Fourth Estate. To say the least, this trend is not only unfortunate but deserves to be condemned by civil society in no uncertain term.
Negative Trends

Corporatization of Media

In the early history of print media in our country, the newspapers were largely owned by middle class or upper middle class intellectuals. Such owners did not publish newspapers primarily for making profits like a businessman. The publication was made in the spirit of ushering in social reforms and gaining independence of the country. The circulation of the newspapers was also quite moderate in those days. But the news contents and articles published in such newspapers did not suffer from trivialism or sensationalism as in today. Slowly the print media in India has undergone corporatization.

Today’s media particularly big national level newspapers are mostly owned by the corporate houses. These newspapers barring a few are running the newspapers with an aim to derive more and more profits like commercial enterprises. More and more revenue from corporate houses and commercial ventures being targeted, news contents and articles have orientation suiting corporate houses and business community. These newspapers very often covertly lobby the pursuits of big corporate houses from which large revenue is obtained for advertisements. The problems, concerns and the interests of the weaker segment of the society are inappropriately projected and serious national issues are not addressed properly. The Centre for Media Studies in its study of media scenario of 2004 very appropriately indicated that “the overall reach of all mass media in the country individually and even collectively is not expanding although individually the media is registering growth. The un-reached sections being at the bottom of economic pyramid are not the target of mass media both for reach as well as for concerns.”

Monopoly Trends

The emergence of big media houses and corporatization of media is heading fast towards monopoly in the media. This is a matter of concern. The small and medium newspapers particularly regional newspapers with low circulation and operating in remote rural areas are facing acute financial crisis and their survival is at stake because of rapid spreading of wings by big newspapers covering large number of cities and districts. The elimination of the rivals at any cost, through competition and acquisition is the age old device. In the interest of body polity of Indian democracy consisting of different segments in the society, sources of information should also contain voices and concerns of all segments of body polity. To achieve this, ownership of media should essentially belong to such persons or institutions who would be concerned in the voices of all segments of the society. The other news or the other side of the news and views will not be available and dissemination of only the specified information will be subtly ensured if media suffers from monopoly and corporatization. Such monopoly in media is inherently not good for Indian democracy.
Malpractices and Corruption

Media, like other institutions has also succumbed to the vice of malpractices and corruption. In media, such malpractices operate in both explicit and implicit forms. Yellow journalism and blackmailing were the known forms of corruption in journalism. But in today's media functioning, subtle and implicit form of corruption is creating greater mischief. The distortion, disinformation and 'paid news syndrome' aimed to serve certain interests and suppression of news and concerns of other interests have become a usual feature in media. The promotion of certain politicians and political groups, business magnets, commercial and industrial interests, products and services, and entertainment programmes through induced news and favourable articles and in the process, maligning rivals through interviews, articles, reports, so-called surveys and reviews have ushered in an era of tainted communication. It is a said commentary on today's media functioning that media entrusted with sacred duty to inform civil society and the administration correctly and dispassionately has indulged in large scale misinformation and tainted communication only to augment greater profit. Journalists are often softened on account of wooing them by liberally giving various favours in the shape of foreign trips, costly presents and other monetary benefits. As a result, their pen becomes friendly to givers while reporting or advocating their causes and concerns even though such journalists know well that such causes and concerns advocated by them are not beneficial to the society at large.

Paid News Syndrome

In the last Parliamentary election media in general and print media in particular has indulged in nefarious monetary deals with some politicians and candidates by agreeing to publish only their views not as advertisements but as news items and not to publish the view points of other candidates and even publish news items against rival candidates as desired by the other party in exchange of specified amount of money. This paid news syndrome was so rampant that voices of concern were raised by members of various journalists' unions and also members of civil society and eminent media personalities. Shortly after election, the Andhra Pradesh Union of Working Journalists in association of others held a seminar in this very Jubilee Hall to express their concern about this malpractice. Similar seminars were organised in other parts of the country. A committee has been set up by the Press Council of India to collect inputs from various parts of the country and make in-depth study of the malady of paid news syndrome in election and to make its recommendation to the Press Council. Newspapers enjoy freedom of speech and expression as the watchdog of the nation and as a representative voice of the people with a solemn duly to inform the people and the government correctly and dispassionately. They do not enjoy freedom of speech and expression to misinform and give distorted news and project views of a particular party or group in the guise of news for monetary consideration.
Trial by Media and incorrect reporting of court cases

Of late, trial by media of sub judice matters and incorrect reporting of court proceedings have become a disturbing phenomenon. Being perturbed by this growing menace, at the initiation of the Hon'ble Chief Justice of India, the Supreme Curt Legal Services Authority in association with Press Council of India, Editors’ Guild of India and Indian Law Institute organised a national level seminar in Delhi to discuss this malady and to evolve remedial measures which were followed by regional conferences held in Cochin, Bhubaneswar, Mumbai and Guwahati. A training programme for reporters of court proceedings was also arranged.

Devaluation of the Office of Editor

Earlier, the editor used to control the contents of the newspaper, including the advertisements. Today, the office of editor has been marginalised and the editor has very little or no say about the contents of the newspaper. It is the manager or director incharge of advertisement who decides what space is to be left for contents to be published other than advertisements or write-ups desired by the advertisers and corporate sector. It, therefore, does not require imagination to comprehend that real contents in the newspaper will be consumer and material oriented thereby blatantly ignoring appropriate news need to be focused and serious issues to be addressed for public awareness and good governance.

The representatives of media in seminars or round table concerning media functioning often assert boldly that the news contents are aimed to cater the felt need of the readers which they perceive as their duty and first priority. Such assertion, to say the least, is not only incorrect but a random statement without any basis. I am not aware of any authentic survey on readers as to what kind of content they want. To my mind, it is convenient way of assuming by erring newspapers that what contents they give to the readers suiting their revenue augmenting drive, are the contents desired by the readers. Even if it is assumed that trivialisation and sensationalisation of news and tainted corporate communication resorted by such newspapers were tolerated by the readers without protest, such practice can not be held to be proper journalistic practice consistent with well accepted media ethics. The media being most powerful mass communicator and watch dog of the nation and also a fourth pillar in democracy has a solemn duty to educate and inform people properly and correctly with appropriate news contents and not to slowly inert the urge of the readers for good and rich news contents,articles and write ups.

Before we conclude, it would be appropriate to refer to the excerpts of speech delivered by revered Dr. A.P.J. Abdul Kalam, Former President of India on the occasion of National Press Day, 2006 during an International Conference. In the words of Dr. APJ Abdul Kalam, “It is very important for the media to be partner in national mission. They should highlight the positive aspects and provide solutions to difficult aspects through nationwide consultations”.

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By highlighting the needs and aspirations of the grass root level of the society the media can truly contribute to the creation of a vibrant and developing India where every citizen would be equal. With orientation for Bahujana Hitaya and Bahujana Sukhaya, [welfare of many and happiness of many] the media must relentlessly strive to remove the paradox of vulgar affluence of a few and abject poverty of many in today’s polity so that the nation marches forward in real sense. We should keep in mind that in the forward leap of a nation, those who are left behind will pull back others. Inclusive economic order is well accepted goal.

The press in India has always been at the forefront of national life. Even though there has been a considerable erosion of ethics over the decades since independence, the basic values adhered to by the Indian Media over the ages, still continue to inspire. The media has always risen to the situation whenever there is a crisis. We must remember that in this new era of journalism rich with booming information and mind boggling entertainment and in the context of global invasion and competition, the need of the hour is sober introspection be the journalists and not losing the focus on the paramount duty of media to be the fourth estate without making any compromise with vested interest. In a multi religious, multilingual and multi ethnic denominations comprising the polity of India, the social fabric is quite delicate. Journalists must be very sensitive to this delicate and fragile social structure and should refrain from doing any act which may even remotely disturb the equilibrium of the society. The media of today to be the torch that shows the way and not the fire that destroys, although both give light.

The New York Times

The New York Times (NYT) is an American daily newspaper founded and continuously published in New York City since 1851. The New York Times has won 108 Pulitzer Prizes, more than any other news organization. Its website is the most popular American newspaper website, receiving more than 30 million unique visitors per month.

The print version of the paper remains the largest local metropolitan newspaper in the United States; it is the third largest newspaper overall, behind The Wall Street Journal and USA Today, though its weekday circulation has fallen since 1990 (as have other newspapers' circulations) to fewer than one million copies daily. Nicknamed "the Old Gray Lady", and long regarded within the industry as a national "newspaper of record", The New York Times is owned by The New York Times Company, which also publishes 18 other newspapers including the International Herald Tribune and The Boston Globe. The company's chairman is Arthur Ochs Sulzberger Jr., whose family has controlled the paper since 1896.

The paper's motto, printed in the upper left-hand corner of the front page, is "All the News That's Fit to print." The New York Times website (NYTimes.com) has the motto "All the News That's Fit to Click," It is organized into sections:
News, Opinions, Business, Arts, Science, Sports, Style, Home, and Features. *The New York Times* stayed with the eight-column format for several years after most papers switched to six columns, and it was one of the last newspapers to adopt color photography.

**NEWS AGENCIES**

The basic function of a news agency is to collect news and distribute reports of current events to newspapers, magazines and other subscribers. News agencies set up their offices, communication networks and appoint correspondents in important cities around the world. The agencies’ coverage should be fast, complete and accurate as well as fair, objective and unbiased. A news agency is defined as ‘an organization that gathers and distributes news to a range of media and non media clients on a local, regional, national and international scale’.

**INTERNATIONAL NEWS AGENCIES**

Newspapers all over the world depend to a large extent on news agencies for general news coverage. Even big papers do not have their own countrywide news network. For international news their dependence is even greater.

The basic function of a news agency is to purvey news and provide news reports of current events to newspapers and others who subscribe to its service. The UNESCO definition of a news agency is ‘an undertaking of which the principal objective, whatever its legal form, is to gather news and news material of which the sole purpose is to express or present facts and to distribute this to a group of news enterprises and in exceptional circumstances to private individuals with a view to providing them with as complete and impartial a news service as possible against payment and under conditions compatible with business laws and usage.’ No modern state cart survives without an adequate set-up of information and its judicious dissemination. A news agency in a democratic society should provide complete, impartial, objective, accurate, countrywide and competitive news service free from slant, pressure of interference from any source or quarter.

**Reuters**

Reuters is an international news agency headquartered in London, United Kingdom and a division of Reuters. Until 2008 the Reuters news agency formed part of an independent company, Reuters Group plc, which was also a provider of financial market data. Since the acquisition of Reuters Group by The Thomson Corporation in 2008, the Reuters news agency has been a part of Thomson Reuters, forming part of its Markets Division.

The Reuter agency was established in 1851 by Paul Julius Reuter in Britain at the London Royal Exchange. Paul Reuter worked at a book-publishing firm in Berlin and was involved in distributing radical pamphlets at the beginning of the Revolutions in 1848. These publications brought much attention to Reuter.
He later developed a prototype news service in 1849 in which he used electric telegraphy and carrier pigeons. The Reuter's Telegram Company was later launched. The company initially covered commercial news, serving banks, brokerage houses and business firms.

The first newspaper client to subscribe was the London Morning Advertiser in 1858. Newspaper subscriptions subsequently expanded. Over the years Reuters' agency has built a reputation in Europe and the rest of the world as the first to report news scoops from abroad. Reuters' was the first to report Abraham Lincoln’s assassination among other major stories. Almost every major news outlet in the world currently subscribes to Reuters. Reuters operates in more than 200 cities in 94 countries in about 20 languages.

The last surviving member of the Reuters family founders, Marguerite, Baroness de Reuter, died at age 96 on 25 January 2009, after having suffered a series of strokes.

**AP (Associated Press)**

The **Associated Press** is an American news agency (1845). The AP is a cooperative owned by its contributing newspapers, radio and television stations in the United States, which both contribute stories to the AP and use material written by its staff journalists. 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 of 2005, the news collected by the AP is published and republished by more than 1,700 newspapers, in addition to more than 5,001 television and radio broadcasters. The photograph library of the AP consists of over 10 million images. The Associated Press operates 243 news bureaus, and it serves at least 120 countries, with an international staff located all over the world.

Associated Press also operates The Associated Press Radio Network, which provides newscasts twice hourly for broadcast and satellite radio and television stations. The AP Radio also offers news and public affairs features, feeds of news sound bites, and long form coverage of major events.

As part of their cooperative agreement with The Associated Press, most member news organizations grant automatic permission for the AP to distribute their local news reports. For example, on page two of every edition of The Washington Post, the newspaper's masthead includes the statement, "The Associated Press is entitled exclusively to use for re-publication of all news dispatches credited to it or not otherwise credited in this paper and all local news of spontaneous origin published herein."

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 essential meaning and news information.
Cutbacks at longtime U.S. rival United Press International, most significantly in 1993, left the AP as the primary nationally oriented news service based in the United States, although UPI still produces and distributes news stories and photos daily. Other English-language news services, such as Reuters and the English-language service of Press are based outside the United States. More recently launched internet news services, such as All Headline News (AHN) are becoming competitive to the traditional wire services like the AP.

**UPI (United Press International)**

*United Press International (UPI)* is a once-major international news agency, whose newswires, photo, news film and audio services provided news material to thousands of newspapers, magazines and radio and television stations for most of the twentieth century. Since 1982, it has become much smaller, with a different customer base and product focus.

Formally named "United Press Associations" for incorporation and legal purposes, but publicly known and identified as United Press or UP, it was created by the 1907 uniting of three smaller news syndicates by the Midwest newspaper publisher E. W. Scripps. In 1958 it became United Press International after absorbing the International News Service (INS). As either UP or UPI, the agency was among the largest newswire services in the world, competing domestically for about 90 years with the Associated Press and internationally with AP, Reuters and Agence France-Presse.

**AFP (Agence France-Presse)**

*Agence France-Presse (AFP)* is a French news agency, the oldest one in the world, and one of the three largest with Associated Press and Reuters. It is also the largest French news agency. Currently, its CEO is Emmanuel Hoog and its news director Philippe Masson net. AFP is headquartered in Paris, with regional offices in Nicosia, Montevideo, Hong Kong, and Washington, D.C., and bureaus in 150 countries. It transmits news in French, English, Arabic, Spanish, German, and Portuguese. The agency was founded in 1835 by a Parisian translator and advertising agent, Charles-Louis Havas as Agence Havas.

**Xinhua**

Xinhua News Agency (hereinafter referred to as Xinhua) is the state news agency of the People's Republic of China, and the largest news and information gathering and release center in China.

Xinhua's head office is located in China's capital Beijing. Except for in Taiwan Province, it has 32 branches in all provinces, autonomous regions, municipalities under direct administration of the central government and the Hong Kong SAR and the Macao SAR, as well as sub-branches or reporter stations in 50-plus major cities. It also has branches in more than 100 countries and regions, and 5 regional offices that can directly release news items. Its Asia-Pacific Regional Office is headquartered in Hong Kong, Latin-American Regional
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office is based in the Mexican City, African Regional Office is headquartered in Nairobi, Middle East Regional Office is based in Cairo, and Paris Regional Office caters for the French-speaking customers. Its news gathering and processing system consists of three parts, namely, the head office, domestic branches and overseas branches. In addition to the Editor-in-Chief’s Office, it has the Domestic News Editorial Department, the International News Editorial Department, the Domestic News for Overseas Service Department, the Sports News Editorial Department, the News Photography Editorial Department, the Reference News Editorial Department, the News and Information Center, and the Network Center.

Xinhua has basically modernized its communications technology. It has a satellite communications and transmission network, and has introduced 10 computerized information processing systems covering text editing, photo processing, news communications, economic information and data indexing.

Xinhua has a complete news coverage and release system featuring multiple channels, functions, tiers and means. At home, it releases daily via special circuits various types of news items totaling 400,000 characters to newspapers, radio stations and TV stations at the county, prefecture and provincial levels, as well as to evening newspapers and specialized newspapers. Overseas, it releases around the clock news items totaling more than 400,000 words in 7 languages, i.e. Chinese, English, French, Spanish, Russian, Arabian and Portuguese. It also releases economic information totaling 400,000 words daily to Chinese and foreign clients. Moreover, it provides nearly 100 news photo plates a day. According to customers' special needs, it also offers special reports and news features to more than 130 countries.

Xinhua currently publishes nearly 40 types of newspapers and magazines, such as the Xinhua Daily Telegraph, the News Bulletin of the Xinhua News Agency (in English, French, Spanish, Arabian and Russian), the Reference News (daily), the Economic Information Daily, the China Securities (daily), the Shanghai Securities (daily), Sports Express (published on Tuesdays), Outlook (weekly), the China Comment (fortnightly), the Globe (monthly), the Chinese Reporters (monthly), the Photography World (monthly), the Great Rural World (monthly), Securities Investment Weekly (published on Tuesdays), the China Photo (quarterly), the China Yearbook (in Chinese and English versions). The Reference News is the daily with the largest circulation in China. The China Comment is the magazine with the largest circulation in China. The Xinhua Publishing House attached to Xinhua publishes annually over 400 kinds of books focusing on current affairs and politics.

**INDIAN NEWS AGENCIES**

News agencies in India can be referred to as the banks of news. They are the major source of supply and circulation of information within and among countries. News agencies in India are organizations of journalists established in different zones of the nation to provide news reports to organizations in the news trade. Houses providing newspapers, magazines, and radio and television
Broadcasters use the news agencies as the larger sources for news. News agencies in India may also be referred to as a wire service, newswire or news service.

There are many news agencies in India that collect news and give them accordingly to the other news houses to finally reach out to the mass. Lately, many news agencies provide specialized services. They collect and disseminate news in the restricted areas of business, stock exchange, tourist information, weather reports, and scientific news and so on. The rapid development for the need of visual news gave birth to special type of news agencies that supply photos, television programmes and documentary films. However, majority of Indian news agencies deal with print news that is circulated in various broadcasting houses.

The Press Trust of India Limited is India`s largest news agency that provides subscription services and offers national news, international, business and sports news in India and abroad. Asia News Agency (P) Ltd is a diplomatic news consulting service in India, covering news on Indian polity, Indian economy, Indian security, foreign policy, editorial news, Bollywood, government issues, sports, weather and other national and international issues. Press Information Bureau is the pivotal agency of the Government to disseminate information to the print and electronic media on the various government policies, programmes, initiatives and achievements. Press Trust of India is India`s largest news agency; it is a non-profit sharing cooperative owned by the country`s newspapers.

Central News Agency Limited is another news agency working in India that offers subscription services, door delivery for newspapers and magazines and also wholesale distribution and exporting of Indian magazines, newspapers, books, audio and video cassettes and CD-ROMs. Express Media Service is particularly a Hindi news agency offering regional, special news, sports, state news, business and international news in 12 Indian languages.

Indo-Asian News Service or the IANS is not only India`s only news agency with a growing international reach but is also a brilliant content, knowledge and publishing outsource for Indian publications and institutions all around the world. They are the one-stop content provider on news and information from India, South Asia and the vast Indian subcontinent.KBK is India`s pioneering and leading daily News Graphics agency that provides comprehensive coverage of news through graphics. Kashmir Media service is a full-fledged news agency working on Kashmir ensuring instant coverage of every day events in Indian held Kashmir. National News Service is a news agency for agribusiness that provides daily trading prices and news for 1500 agri-commodities, Indian trade journalism and providing content to all national dailies and significant TV news channels.

The news agencies in India work with various departments to exploit each and every news arenas for all kinds of target audiences. Although, majority of hard news is harnessed in the news agencies, however, interesting features are also dealt with. The news agencies in India are known for their authenticity and detailed research. Many more news agencies are working in India in vernacular presses that cater to the regional audience with bountiful local issues of interest.
PTI (Press Trust of India)

Based in Delhi, Press Trust of India or PTI is the largest news agency in India. This organization is a nonprofit cooperative among more than 450 Indian newspapers and has employed a group of staff counting about 2,000 writers spread across 150 offices nationwide. Press Trust of India took over the Indian operations of the Associated Press and Reuters immediately after the independence of India on August 15, 1947. It provides news coverage and information of the region in both English and Hindi.

Press Trust of India exchanges information with several other news agencies in both India and abroad. The bodies with which Press Trust of India works are the several news agencies based outside India, such as Agence France-Presse, Associated Press, The New York Times Company and Bloomberg. Major Indian subscribers of PTI include the All India Radio, Times of India, the Hindustan Times, the Indian Express and Doordarshan. PTI has a wide global presence with offices in Dubai, Bangkok, Colombo, Beijing, Islamabad, Moscow, Kuala Lumpur, New York and Washington D.C. Press Trust of India is the exclusive news agency in South Asia which operates its own communication satellite, an INSAT, to broadcast news and information.

UNI (United news of India)

United news of India or UNI is one of the largest and most popular news agencies working dedicatedly in India and also across the Asia. This news agency has earned fame since its functioning in India.

United News of India or UNI was launched in March, 1961, and has grown into one of the largest news agencies in Asia. During these years, the agency have acquired a reputation for fast and accurate coverage of all major news events in India and abroad in all areas, including politics, business, economics, entertainment, sports, stock markets and so on. The service also provides subscribers with a rich choice in features, interviews and human-interest stories.

United News of India, serve more than 1000 subscribers in more than 100 locations in India and abroad. The subscriptions include newspapers, radio and television networks, web sites, government offices and private and public sector corporations. The communication network stretches over 90,000 Km approximately in India and the other Gulf states. United News of India has bureau in all the major cities and towns of India, including all the state capitals. There are more than 325 staff journalists around the country and more than 250 stringers of United News of India, who cover news events from remote corners. United News of India also have correspondents in major world cities such as Washington, Dubai, London, Colombo, Islamabad, Kathmandu, Dhaka, Singapore, Sydney and Vancouver, bringing stories of interest to the subscribers.

United News of India has entered into collaboration agreements with several foreign news agencies, including Reuters and DPA, whose stories are distributed to media organizations in India. They also have news exchange
agreements with Xinhua of China, UNB of Bangladesh, Gulf News Agency of Bahrain, WAM of the United Arab Emirates, KUNA of Kuwait News Agency, ONA of Oman and QNA of Qatar.

United News of India is currently a major modernization programme as part of which most of the premier bureaus are already linked through a computerized network. United News of India is continuously expanding and extending their network. They are also in the process of implementing a project to deliver news, pictures and graphics to the subscribers through the Internet, using News ML, the international standard for news transmission.

The wire service of United News of India is available in three languages, namely English, Hindi and Urdu. United News of India launched UNIVARTA in Hindi in 1982 and pioneered a wire service in Urdu in 1992. In 1981, they became the first Indian news agency to serve subscribers abroad and thereby earn foreign exchange for the country by selling its wire service directly to newspapers in the Gulf States and in Singapore through satellite channels.

United News of India has always adopted an innovative approach. United News of India has been the first news agency in the country to launch a Financial Service, a Stock Exchange service and also a National Photo service. United News of India also have other additional services like Unidarshan (Television News Clips and Features), Uniscan (News Display on Television sets for Hotels, top Government officials and corporate clients), Unidirect (for top executives in the government, corporate and other sectors) and UNI Graphics (Computer-designed Graphics in ready-to-use form).

The news offered by United News of India is not only of human interest but also aims at developmental proceedings in the long run of the nation.

**IANS (Indo-Asian News Service)**

Indo-Asian News Service, popularly known as IANS is a primary news and information resource in India and also South Asia on a larger scale. This media group is headquartered at New Delhi. IANS has a growing international reach and is a reliable content provider as well.

Indo-Asian News Service has made a benchmark in the domain of knowledge resource and publishing outsource for clients in India and also overseas. IANS is the brand name of IANS India Pvt. Ltd., which is an independent and integrated media company with no affiliation with any major business house, political or ideological group. The media functions by professionals with long years of experience and with a collective vision of carving a niche in quality of content and product in a media scenario that is getting more and more crowded with new names inflowing the print, electronic and web space.

Indo-Asian News Service (IANS), formerly known as India Abroad News Service, was instituted in 1986 to act as an information bridge between India and North America and chronicle their growing ethnic, business and cultural links. It
was this two-way information flow, gradually spanning other regions of the world, which has been at the conceptual heart of the present day IANS. With time, it has evolved as the preferred content provider to ethnic Indian and South Asia-focused publications and websites around the globe.

News Service provided by Indo-Asian News Service has carved a niche for itself not only in India, South Asia and the large Indian Diaspora spread across the world. This agency is globally accredited for its news and features that are of interest. However, its function of reporting in India covers the area of geopolitics, economy, culture, society and national aspirations. IANS has broken the barrier of often clichéd and stereotyped reporting, with objective and unbiased news, views and analyses that portray the country, and the region, in a global perspective. Over the years IANS reporters have provided abundance of hard-hitting stories and conducted many sensational interviews. The daily output of high quality, diverse and reliable content of Indo-Asian News Service is presently increasingly sought out for subscription by media organizations, both inside and outside the country.

The service of Indo-Asian News Service offers a cost-effective support system to international media organizations, think tanks, institutions, overseas missions and multinational companies. News features and views from the subcontinent reach subscribers immediately through the Internet and serve as a powerful information and interpretational backup for all those based in India or dealing in various ways with India and South Asia. While IANS is mainly known as a wire service, one of the main reasons of its growth has been in an area of activity not usually associated with a news agency, i.e. contract or custom publishing. Indo-Asian News Service not only provides content to newspapers outside India but has connected contemporary technology and its expertise in the area to create and present content as well, including newspapers, periodicals and magazines that are outsourced to it at a fraction of the cost.

The publishing division of Indo-Asian News Service currently produces newspapers, periodicals and journals for clients residing in the US, Canada, Britain and the Gulf, besides India, not just in English but also in other Indian and foreign languages. The wing of Indo-Asian News Service Solutions provides all solutions needed for the development of an Internet strategy. This division blends design, technology and marketing expertise to create a Web presence that delivers the results the client is looking to achieve. The website designers of IANS collaborate with the technology group to create a personalized website that is graphically superior and functionally advanced.

Indo-Asian News Service Mobile is another innovative wing to meet the emerging requirements of the new media. It is one of the first news agencies to harness cellular technology to launch Content2Mobile operations on both news and information domains. This service is available in English, Hindi and also other languages. In 1995 launched its Hindi service. Presently, almost all the leading newspaper houses are the subscribers of IANS. The list of its subscriber further encompasses popular websites and other news outlets in Hindi. In 1998 IANS created a new ground with the launch of an Arabic Service for the Gulf and the Middle East.
The team of Indo-Asian News Service includes competent journalists and eminent contributors, who are some of the best in India, producing a steady output of news, features, situationers, analyses and commentaries. The subjects covered by these journalists include politics, strategic affairs, foreign policy, science, corporate affairs, health, environment, energy, aviation, technology, the arts, entertainment, literature, social trends, human interest, religion and sports. In many ways, Indo-Asian News Service is a trailblazer in the field it is working.

**Hindusthan Samachar**

Hindusthan Samachar is India's only multilingual news agency. Its contribution to the media sector has been a matter pride. This is the only news agency in the co-operative sector dedicated to providing news in the Indian languages. In order to give a vent to the voice of millions of Indians, the Hindusthan Samachar was formed on 1st Dec, 1948, Shivram Shankar Apte from Vadodara(Gujarat) became head of the news agency. Rajarshee Purushottamdas Tondon, Acharya Vinoba Bhave and other prominent figures who were in the forefront in the development of Hindi in the last century bestowed their blessings on Hindusthan Samachar.

**Samachar Bharati**

Samachar Bharati is the second language news agency in the country. It was registered in 1966 and it commenced operation in 1967. In 1970, four state governments (Bihar, Gujarat, Karnataka and Rajasthan) purchased more than 50% of the shares. The administrative headquarters was located in New Delhi. Though the agency's main service was in Hindi, it also provided services in other language. The agency was wound up in 1988.

In 1975, during the Emergency era, all the four news agencies, PTI, UNI, Hindustan Samachar and Samachar Bharati, were merged into one news agency called Samachar. It became the lone major news gathering service in the country. Immediately after the Emergency, the new Janata Government restored freedom to the four news agencies. They again became independent agencies functioning without government interference.

**Print and Modern Thought**

The scientific revolution that would later challenge the entrenched "truths" espoused by the Church was also largely a consequence of print technology. The scientific principle of repeatability--the impartial verification of experimental results--grew out of the rapid and broad dissemination of scientific insights and discoveries that print allowed. The production of scientific knowledge accelerated markedly. The easy exchange of ideas gave rise to a scientific community that functioned without geographical constraints. This made it possible to systematize methodologies and to add sophistication to the development of rational thought. As readily available books helped expand the collective body of knowledge, indexes and cross-referencing emerged as ways of managing volumes of information and of making creative associations between seemingly unrelated ideas.
Innovations in the accessibility of knowledge and the structure of human thought that attended the rise of print in Europe also influenced art, literature, philosophy and politics. The explosive innovation that characterized the Renaissance was amplified, if not in part generated by, the printing press. The rigidly fixed class structure which determined one's status from birth based on family property ownership began to yield to the rise of an intellectual middle class. The possibility of changing one's status infused the less privileged with ambition and a hunger for education.

Print technology facilitated a communications revolution that reached deep into human modes of thought and social interaction. Print, along with spoken language, writing and electronic media, is thought of as one of the markers of key historical shifts in communication that have attended social and intellectual transformation. Oral culture is passed from one generation to the next through the full sensory and emotional atmosphere of interpersonal interaction. Writing facilitates interpretation and reflection since memorization is no longer required for the communication and processing of ideas. Recorded history could persist and be added to through the centuries. Written manuscripts sparked a variation on the oral tradition of communal story-telling--it became common for one person to read out loud to the group.

Print, on the other hand, encouraged the pursuit of personal privacy. Less expensive and more portable books lent themselves to solitary and silent reading. This orientation to privacy was part of an emphasis on individual rights and freedoms that print helped to develop. Print injected Western culture with the principles of standardization, verifiability and communication that comes from one source and is disseminated to many geographically dispersed receivers. As illustrated by dramatic reform in religious thought and scientific inquiry, print innovations helped bring about sharp challenges to institutional control. Print facilitated a focus on fixed, verifiable truth, and on the human ability and right to choose one's own intellectual and religious path.

**Print in the U.S.**

Religious, intellectual and political freedom served as rallying cries for the Europeans who were drawn to the American colonies. Stephen Daye, a locksmith whose son Matthew was a printer's apprentice, brought the continent's first press to Cambridge, Massachusetts in 1638. The Dayes printed a broadside and an almanac in their first year. In 1640 they produced 1700 copies of the first book printed in the colonies, the Bay Psalm Book. The printing press quickly became central to political and religious expression in the New World. Writers and printers like Benjamin Franklin were heroes of the time. Print was at the heart of the dissemination and defense of visionary ideas that shaped the American Revolution.

Until the 19th century Gutenberg's print technology had not changed dramatically. In the early 1800's the development of continuous rolls of paper, a steam-powered press and a way to use iron instead of wood for building presses
all added to the efficiency of printing. These technological advances made it possible for newspaperman Benjamin Day to drop the price of his New York Sun to a penny a copy in 1833. Some historians point to this "penny press" as the first true mass medium--in Day's words; his paper was designed to "lay before the public, at a price well within the means of everyone, all the news of the day."

Advances in Print Technology

A number of dramatic technological innovations have since added a great deal of character and dimension to the place of print in culture. Linotype, a method of creating movable type by machine instead of by hand, was introduced in 1884 and marked a significant leap in production speed. The typewriter made the production and "look" of standardized print much more widely accessible. The process of setting type continued to go through radical transformations with the development of photo-mechanical composition, cathode ray tubes and laser technologies. The Xerox machine made a means of disseminating print documents available to everyone. Word processing transformed editing and contributed dramatic new flexibility to the writing process. Computer printing has already moved through several stages of innovation, from the first daisy-wheel and dot matrix "impact" printers to common use of the non-impact printers: ink-jet, laser and thermal-transfer.

Both the Internet and interactive multimedia are providing ways of employing the printed word that add new possibilities to print's role in culture. The printed word is now used for real-time social interaction and for individualized navigation through interactive documents. It is difficult to gauge the social and cultural impact of new media without historical distance, but these innovations will most likely prove to signal another major transformation in the use, influence and character of human communication.

Changes in the editorialising of newspapers

For years now we've had an odd situation where everyone has known that the future for regional papers would be quite different from the past, but nobody has been able to hazard a guess about what that future would look like. Oblivion? Adaptation? Online? That speculation is still going on. Even trying to predict what the internet will be like in two years' time seems like a crystal ball job. Not long ago MySpace was the Big Thing, now we have Twitter, and even Facebook is looking a bit long in the tooth. What's next? The main characteristic of internet services seems to be their short lives. It's hard to reconcile that with newspapers who may have been publishing without a break for 200 years!

Sure the one thing we have learned, even if we didn't really want it to be true, is that people no longer need or want Newspapers because that is no longer where they get their news. In fact they are bombarded with news every day from dozens of sources, whether they want it or not. What they go to their regional newspaper for is (a) very local news about their own postcode, which is not available from the national sources, (b) analysis and background to news stories, which is usually missing from other sources which specialize in breaking news
rather than explaining it, and (c) lifestyle and entertainment material with which
they can while away the time on the train home or slumped in front of the TV. In
other words, they want cheap magazines. We believe that existing 'newspapers
will survive if they can grasp this change - some already have in fact.

We know its bad news for 'proper' journalists and people who really care
about the great history of our regional titles, but that's really that. A newspaper
with no readers is basically a bit of smudged newsprint, and as always the people
who pay will decide what they want.

Changes in Printing Techniques

Application of printing machine and equipment is growing at a rapid pace
in the industrial set up of the economy. Most of the industries employ printing
techniques and processes for effective communication. There were revolutionary
changes in the early 90’s in the printing industry as it became a service industry
and now is very much flourishing. The popular printing techniques are Letter
Press Printing, one of the oldest techniques, Offset Printing and recently
introduced Digital Printing, which is getting a boom in the printing industry.

Some of the most used printing machines are label printing machine, flexo
printing machine, CD printing machine, etc. The appearance of digital
communication has brought us the Internet that has changed the facet of
printing world and also laid a colossal impact on production process in
publishing industry. Such changes have appeared to be a real boon to the
printing industry.

Printing machines and equip men are going more advanced, versatile,
refined, fleet, handy & cost effective owing to technological evolution. Printing
industry has been driven to the vertex because of constant technological
improvement in the technology, speed, quality and cost of print. Growing
execution of variable- data printing and printing on various surfaces have
boosted technological advances and strengthened printing industry.

Offset printing

Offset Printing Machine has been widely put to various applications. It is
by far the most dominant form of commercial printing technique, widely in use
because of its unparalleled quality with respect to voluminous production and
paper costs. These machines have a high set up cost but the printing process is
comparatively cheaper. Offset printing is also known as a lithographic printing,
provides vivid and sharper images and high volume commercial printing that
stands out offset printers from others though digital printing crept into the
printing world. Flexography is still extant and used in label, envelop & ticket
printing but offset printing technology remains unbeatable.

Offset printing machines are the workhorse of the printing that works on
the common principle of water & ink that is separately used. Texts & images are
placed on the plates which are moistened first by water then by ink as a result
ink sticks to the image area and water to non image area, thus image or text is moved to the roller, and then comes to the printing media such as paper, canvas, cloth or wood. The chief advantage of offset printing equipment is constant & sharp image quality. The technique can be used and efficient for both hefty and small volume jobs.

Offset printing is a commonly used printing technique in which the inked image is transferred (or "offset") from a plate to a rubber blanket, then to the printing surface. When used in combination with the lithographic process, which is based on the repulsion of oil and water, the offset technique employs a flat (planographic) image carrier on which the image to be printed obtains ink from ink rollers, while the non-printing area attracts a water-based film (called "fountain solution"), keeping the non-printing areas ink-free. Development of the offset press came in two versions: in 1875 by Robert Barclay of England for printing on tin, and in 1903 by Ira Washington Rubel of the United States for printing on paper.

History

Lithography was initially created to be a low cost method of reproducing artwork. This printing process was limited to use on flat, porous surfaces because the printing plates were produced from limestone. In fact, the word 'lithograph' historically means "an image from stone." Tin cans were popular packaging materials in the 19th century, but transfer technologies were required before the lithographic process could be used to print on the tin.

The first rotary offset lithographic printing press was created in England and patented in 1875 by Robert Barclay. This development combined mid-19th century transfer printing technologies and Richard March Hoe's 1843 rotary printing press—a press that used a metal cylinder instead of a flat stone. The offset cylinder was covered with specially treated cardboard that transferred the printed image from the stone to the surface of the metal. Later, the cardboard covering of the offset cylinder was changed to rubber, which is still the most commonly used material.

As the 19th century closed and photography captured favor, many lithographic firms went out of business. Photoengraving, a process that used halftone technology instead of illustration, became the leading aesthetic of the era. Many printers, including Ira Washington Rubel of New Jersey, were using the low-cost lithograph process to produce copies of photographs and books. Rubel discovered in 1901—by forgetting to load a sheet—that when printing from the rubber roller, instead of the metal, the printed page was clearer and sharper. After further refinement, the Potter Press printing Company in New York produced a press in 1903. By 1907 the Rubel offset press was in use in San Francisco.

The Harris Automatic Press Company also created a similar press around the same time. Charles and Albert Harris modeled their press “on a rotary letter press machine.”
Offset printing today

Offset lithography is one of the most common ways of creating printed matter. A few of its common applications include: newspapers, magazines, brochures, stationery, and books. Compared to other printing methods, offset printing is best suited for cost-effectively producing large volumes of high quality prints in an economically sound manner that requires little maintenance. Many modern offset presses use computer to plate systems as opposed to the older computer to film work flows, which further increases their quality.

Advantages

Advantages of offset printing compared to other printing methods include:

- Consistent high image quality. Offset printing produces sharp and clean images and type more easily than letterpress printing because the rubber blanket conforms to the texture of the printing surface.
- Quick and easy production of printing plates.
- Longer printing plate life than on direct litho presses because there is no direct contact between the plate and the printing surface. Properly developed plates running in conjunction with optimized inks and fountain solution may exceed run lengths of a million impressions.
- Cost. Offset printing is the cheapest method for producing high quality prints in commercial printing quantities.
- A further advantage of offset printing is the possibility of adjusting the amount of ink on the fountain roller with screw keys. Most commonly, a metal blade controls the amount of ink transferred from the ink trough to the fountain roller. By adjusting the screws, the gap between the blade and the fountain roller is altered, leading to the amount of ink applied to the roller to be increased or decreased in certain areas. Consequently the density of the colour in the respective area of the image is modified. On older machines the screws are adjusted manually, but on modern machines the screw keys are operated electronically by the printer controlling the machine, enabling a much more precise result.

Disadvantages

Disadvantages of offset printing compared to other printing methods include:

- Slightly inferior image quality compared to rotogravure or photogravure printing.
- Propensity for anodized aluminum printing plates to become sensitive (due to chemical oxidation) and print in non-image/background areas when developed plates are not cared for properly.
- Time and cost associated with producing plates and printing press setup. As a result, very small quantity printing jobs are now moving to digital offset machines.

**Desktop publishing (DTP)**

Desktop publishing is a term coined after the development of a specific type of software. It's about using that software to combine and rearrange text and images and creating digital files. Before the invention of desktop publishing software the tasks involved in desktop publishing were done manually, by a variety of people and involved both graphic design and prepress tasks which sometimes leads to confusion about what desktop publishing is and how it is done.

*Desktop publishing is the use of the computer and software to create visual displays of ideas and information. Desktop publishing documents may be for desktop or commercial printing or electronic distribution including PDF, slide shows, email newsletters, epub, and the Web.*

Things to Do With Desktop Publishing

Desktop publishing is or can be:

- designing print communications such as brochures, fliers, ads, and posters
- designing print communications such as catalogs, directories, and annual reports
- designing logos, business cards, and letterhead
- designing and publishing newsletters, magazines, and newspapers
- designing books and booklets
- converting print communications to formats including Web and smart devices such as tablets and phones
- creating resumes and business forms (including invoices, inventory sheets, memos, and labels)
- Self-publishing (books, newsletters, eBooks, etc.)
- designing and publishing blogs and Web sites
- designing slides shows, presentations, and printing handouts
- creating and printing greeting cards, banners, postcards, candy wrappers, and iron-on transfers
- making digital scrapbooks and print or digital photo albums
• creating decorative labels, envelopes, trading cards, calendars, and charts

• designing packaging for retail merchandise from wrappers for bars of soap to software boxes

• designing store signs, highway signs, and billboards

• taking work designed by others and putting into the correct format for digital or offset printing or for publishing online

How Desktop Publishing Has Changed

The main difference between desktop publishing today and how it was defined in the 80s and 90s? Before, it was for print almost exclusively. Today, desktop publishing includes much more than just print publications. It’s publishing as PDF or an eBook. It’s publishing to blogs and designing Web sites. It’s designing content for multiple platforms including smart phones and tablets.

Properly speaking, desktop publishing is the technical assembly of digital files in the proper format for printing or for electronic distribution. In practical use, much of the “graphic design” process is also accomplished using desktop publishing and graphics software and Web design software and is sometimes included in the definition of desktop publishing.

Comparison between desktop publishing and graphic design and Web design:

• What is Desktop Publishing - It is the process of using the computer and specific types of software to combine text and graphics to produce documents such as newsletters, brochures, books, Web pages, etc. (print and Web design)

• What is Graphic Design - It is the process and art of combining text and graphics and communicating an effective message in the design of logos, graphics, brochures, newsletters, posters, signs, and any other type of visual communication. (print and Web design)

• What is Web Design - It is a spin-off of graphic design and desktop publishing that focuses exclusively on visual communications (to include text, graphics, sound, animation, and video) for display on Web sites and (increasingly) mobile devices. (Web design only)

Someone doing print design may or may not also do Web design. Some Web designers have never done any type of print design. Desktop is a tool for graphic designers and non-designers (that is, anyone) to create visual communications.

Digitalization

Digital Printing Machines have gained popularity for short to medium run jobs requiring high quality, clarity and finer printing. These printers deliver
vibrant image quality and allow up to 8 color printing. These affordable and high performance machines are revolutionizing the printing industry by providing cost-effective and fine printing solutions. Digital printing equipment ensures fast turnaround time because of on-demand services. The techniques allows print on demand for publishing books and is ideally suited to publish small print run of posters and books.

Digital media is a form of electronic media where data are stored in digital (as opposed to analog) form. It can refer to the technical aspect of storage and transmission (e.g. hard disk drives or computer networking) of information or to the "end product", such as digital video, augmented reality, digital signage, or art. Florida’s digital media industry association, Digital Media Alliance Florida, defines digital media as "the creative convergence of digital arts, science, technology and business for human expression, communication, social interaction and education". There is a rich history of non-binary digital media, computers, and their rise to prominence over the last couple decades.

From the 1980s onward, media technologies have gone through a phase of digitization. CDs and digital music media replaced records and tapes in the 1980s and 1990s, and movies are increasingly being produced and distributed digitally. Newspaper production has become computer based and the news is distributed not only on paper, but also digitally on the web. Satellite television is completely digitized in many countries, cable networks are partly digitized, and in several countries terrestrial networks for television are being digitized. Furthermore, various models for digital radio are being tried out. And new digital media services, based on platforms like the web or the mobile phone, have become important in many parts of the world. Digitization is the process of coding signals as numbers. When signals are digital, computer technology can be and is involved in all stages of production, as well as in distribution and media use. One single computer can be used to create and consume variants of all media. An important aspect of digitization is that the boundaries between different media have been brought into question and a presupposition has developed that we are in an era of media convergence.

The media that we use are increasingly digital. Our everyday lives have changed not only by the spreading of computer based communication like e-mail and Internet telephone, but also through other digital media like for example computer games, mobile phones, MP3- players and maybe in the future through other forms of ubiquitous computing. Digitalization as a change of the media gets concrete, why we have to discuss the interdependence of media technological, communicative and cultural change. This interrelation is, however, within media sociology and media and communication studies rather rarely the subject of empirical research or theoretical development.
Syllabus

HY3C06 HISTORY OF JOURNALISM

Course: 2 - Contemporary Indian Journalism

No. of credits: 4

No. of contact hours per week: 6

Aim of the Course: To enable the student to understand the major aspects of the development of the journalism in Kerala which has been crucial in shaping the personality of Kerala.

UNIT I - Beginning of Modern Journalism in Kerala

• Introduction of Printing

• Early journals of Kerala - Basel Evangelical Missionaries - Rajya Samacharam - Paschimodhayam - Herman Gundert.

• First Magazine - Jnana Nikshepam from Kottayam - CMS Missionaries - Benjamin Bailey - Objectives of the early Journalism.

• Development in the 19th Century - Western Star, the First English Newspaper Malabar Spectator and West Coast Express.


• Malayala Manorama and Kandathil Varughese Mappila.

• The Press and the Development of language and literature.

UNIT II - Nationalist Movement and the Press in Kerala

• Development of English Education - Nationalist Movement.


• Library Movement and the press

• Women Magazines

• Press and National Agitation - Lokamanyan - Swarat - Mathrubhumi - Al-Ameen - Bhaje Bharatham, etc.

• Press Regulation in Thiruvithamkur - 1926.

• K.G. Sankar and Malayala Rajyam - Express and Navajeevan from, Thrissur.

UNIT III - Kerala Press Today

• Press and day today life in Kerala - Role in the spread of literacy.

• Establishment of Press Academy.

• Increasing circulation - competition

• Important journals, weeklies and news papers.

• Editorialising

• Advertisements

• Press during the period of emergency.

UNIT IV - Independence and the changes in the field of the Press

• Changes in the outlook of the press.

• Political Changes and the changes of ownership of press.

• Press commission of 1947.

• Report of the Commission

UNIT V - Development of Press in the Post-Independent Period


• Press Acts - Working Journals Act of 1955 - Delivery of Books and Newspaper Act, etc.

• Indian Language Newspaper Association.

• Press council of India - 1966 - Aims and objectives.

• Nehruvian Era and the strengthening of the freedom of Press.
• Major News Establishments

UNIT VI Recent Trends

• Development in the Post Emergency Period - investigative journalism - social journals - exposive journalism - role of periodicals - Full-time news channels - commercialisation - sensationalisation - networking - Media sensitivity issues - communal violence, terrorism, etc.

• Newspaper Magnates - corporate bodies - New York Times.

• News Agencies - International Agencies - Reuters, AP, UPI, AFP, Shinghua - Indian News Agencies - PTI, UNI, Hindustan Samachar, Samachar Bharathi, etc.

• Changes in the Editionalising of Newspapers.

• Changes in Printing Techniques - offset - DTP - Digitalisation

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