

Chapter-III

Perception about the Built Heritage of Delhi and Role of Print Media: An Empirical Analysis of Data

In the previous chapter, built heritage of Delhi have been discussed in greater detail. There are a number of agencies who have been working towards the conservation, preservation and management of heritage structures. The public plays a critical role in the preservation of the built in heritage in the National Capital Region. The protection of archaeological and cultural heritage cannot be the sole concern of the public agencies. Local communities and visitors to the site have also important role to play. It is imperative to develop a sense of awareness about the value of a heritage site and a sense of identity and ownership among the local population. Mass Media and New Media such as Whatsapp, Twitter and Facebook have emerged as important platforms for dissemination of information about various aspects of heritage preservation. However, due to the increasing readership of the print media (especially newspapers), the present chapter deals with the perception of public regarding the role newspapers play in disseminating awareness about the built heritage of Delhi.

Profile of the ‘Public’

Public means concerning the people as a whole. Public has a general meaning and a specific meaning in a context. Since the present research deals with the public awareness about heritage in the form of print media, lets us discuss what we mean by ‘public’ in the context of heritage awareness.

i. Visitors to the Site:

Visitors or tourists to the heritage site —both domestic and foreign—need to be aware of heritage value of the site and appropriate behaviour in the site during their visit. Abrasion by touching the monuments, vandalism, graffiti, destruction and taking away of artifacts and antiquities from archaeological sites, intrusion in prohibited areas, photography in prohibited part of the monument and site, littering and loitering, unnecessary arguments with the security personnel at the site are some of the basic ‘don’t do’ things the visitors must be aware of in the site.

ii. Local Community:

Local community is one of the most important stakeholders in the protection of heritage. It plays a key role in cultural resource management of a site. Involvement of local community by public authorities in cultural resource management of the site creates a sense of belongingness in the psyche of the community which will naturally take utmost care of ‘their’ heritage which is an integral part of their identity.

Rationale for Public Awareness

The rationale for such public awareness hinges on two assumptions. The first assumption of such public awareness that the local community in which an archaeological site is located is an important stakeholder in the protecting the heritage value of the site, and without their awareness about the heritage value of the archaeological sites and their sense of ownership and pride about such heritage, the archaeological heritage cannot be protected for the future generation. The second assumption about public awareness is that archaeological sites are national treasures and hence its awareness and perseverance is part of duty of all nationalists. Ancient past

and reconstruction of history on their basis is part of nationalist discourse and hence, its awareness is part of nation building exercise.

Components of Public Awareness

1. Awareness about the Heritage Value of the Built Heritage:

Monuments and archaeological sites have great heritage values. These values are categorised as historical, archaeological, architectural, artistic, aesthetical, social, economic, political, scientific, technological, use, reuse and even identity values. Many a time local community does not know the heritage value of the site and hence they show apathetic attitude towards the monuments and sites in the form of vandalism like scribbling, abrasion by touching, painting, theft and pillage of the site. Awareness of the heritage value by emphasising on its importance will certainly reduce that impact.

2. Accessibility of the Heritage Materials to People to Appreciate its

Value: Guided tourism, site museum, light and sound show, heritage tour and dissemination through print and electronic materials, pamphlets, booklets, leaflets and brochures are very important for the spread of awareness about the heritage. Media plays a critical role in the dissemination of all these aspects.

3. Awareness about the Laws of the Land for the Protection of the Built

Heritage: Directive Principles of the State Policy of the Indian Constitution; Ancient Monuments Preservation Act, 1904; Ancient Monuments and Archaeological Sites and Remains Act, 1958; Ancient Monuments and Archaeological Sites and Remains (Amendment and Validation) Act, 2010; Treasure Trove Act, 1878; Antiquity and Art Treasure Act, 1947 etc. formulated by the central government and also

heritage legislations promulgated by the state governments specify the ways and means to protect the sites, antiquities and treasures. People should be made aware of these laws so that they adhere to these norms.

4. Dissemination of Information: There are many events and festivals organized by the concerned public and private agencies such as heritage festival like Qutb Festival, Phoolwalon-ki-Sair, Urs at Nizamuddin Auliya's Dargah, Chirag Delhi, Chandni Chowk and other famous Dargahs of the city, Heritage Weeks, Paryatan Parv (to showcase the potential of tourism resources of India) at India Gate in New Delhi, India festivals abroad showing the culture, heritage and tourism of India, Special Exhibitions of antiquities in the museums, heritage walk, etc. done for the public awareness about monuments, sites, antiquities and intangible heritage also.

5. A Management Plan for Sustained Participation of the Local Communities: Media can play a critical role in the development of a management plan for sustained participation of the local communities in promotion of the heritage site. Aga Khan Trust for Culture has successfully shown in its project of Nizamuddin Urban Renewal Initiative how the local community could be a part of the successful sustainable heritage management by connecting the heritage with their livelihood (AKTC, 2015).

Legal Framework for Public Awareness of the Archaeological Sites

'The European Convention on the Protection of the Archaeological Heritage (Revised) – 1992, (Council of Europe, European Treaty Series - No. 143, Valetta, 16.01.1992) undertakes to promote public awareness about archaeological heritage. For example, Article 9 (i) of the convention says, 'Each Party undertakes to conduct educational actions with a view to

rousing and developing an awareness in public opinion of the value of the archaeological heritage for understanding the past and of the threats to this heritage'. Similarly Article 10 of the same convention contains provisions for prevention of the illicit circulation of elements of the archaeological heritage.

Perception of the Readers Regarding the Role of Media in Heritage Awareness: Theoretical Issues

Role of Media in Heritage issues obviously involves analysis of the sender, audience, content and medium. The present work deals with the print medium only and therefore, this is an obvious limitation of the present research given the fact that the electronic media has mushroomed manifold since the days of liberalization in 1991. The present chapter focuses on audience. Since the beginning of the cultural turn in 1980s, the power of audience to negotiate meaning of the message and to resist, subvert and interpret the ideological bias of the content has been given primacy over structural determinism (Hall 1997). Therefore, encoding of the message has given way to decoding. That is not to undermine the impact of encoding, encryption, sender and message. Public information, intercommunication and exchange' of the 'social knowledge' in society now solely depends upon mass media (Hall, 1977, p. 340). The objective of this chapter is to highlight the salience of the reader, viewer and give equal parity to reception, decoding and receiver. While the Introduction section focused on the sender, message, content and content production and packaging, the present chapter deals with the receiver of the message. It is pertinent to mention here that meaning making process varies across media, pages and texts. At the same time, how will decoding be viewed across respondents? How will one take into account the homogeneity versus heterogeneity of the audience? Giving parity to reception obviously undermines the role that

ideology play in the representation of heritage and corresponding role it plays in shaping opinion. Production of hegemonic ideology can best be explained in regard to the professional communicators, like journalists, who are very important to ‘amplify systems of representation that legitimize the social system’. Journalists can be termed as ‘intellectuals’, who according to Gramsci are responsible for ‘production and dissemination of ideas and knowledge’ (Strinati, 1995, p.171). The issue of the role of media in the representation of heritage has been dealt in the last chapter. The present chapter profiles the respondents, and the meaning they attached to media representation of heritage and the impact of reception of such messages on raising awareness of built heritage of Delhi.

Data from the Field: Methods and Finding

1. Demographic Background of the Respondents

A quantitative survey research design was developed using structured questionnaire to elicit responses from the readers. The total sample size of this survey was 100. Purposive sampling method was adopted to select the respondents. The survey was conducted in early part of 2018. A Cross section of readers from students, adults were taken. Table 4.1 gives a age-wise break-up of the respondents. As the table shows, 61 % respondents are from the age group of 18-28. Given the fact India is a young country with more than 50 % of population in the age group of 18-35, the largest chunk of the respondents were from age group of 18-28 and 29-39.

Table 3.1: Age-wise Distribution of Respondents

Age	Frequency	Percent
18-28 years	61	61.0
29-39 years	9	9.0
40-50 years	24	24.0

50+	6	6.0
Total	100	100.0
18-28 years	61	61.0

24 % of the respondents are from the age group of 40-50 while only 6 of the respondents are from the age group of 50 and above.

2. Gender of the Respondents

Table 3.2 represents the gender break-up the respondents. It is important to note that 2 % of the respondents prefer to reveal their transgender identity. 33 % of the respondents are female while 65 of the respondents are male.

Table 3.2. Gender of the Respondents

Gender of the Respondents	Frequency	%
Female	33	33.0
Male	65	65.0
Trans-Gender	2	2.0
Total	100	100.0

3. Educational Background of the Respondents

Most of the reader-respondents are highly educated with 15 % of the respondents are having graduate degree. 58 % of respondents are post graduates. 18 respondents have a doctoral degree while another 3 % respondents have Ph.D degree along with other training exposure outside India. Five per cent of the total respondents hold a post doctoral degree. The educational background of the respondents indicate that the sample size consisted of only educated reading public.

Table 3.3. Educational Background of the Respondents

Education	Frequency	%
Graduation	15	15
Post Graduation	58	58
Ph.D	18	18
Ph.D; Post Graduate Training in Geneva (Switzerland); Taipei (Taiwan) and Kathmadu (Nepal)	3	3
Post-Doctorate	5	5
Not Mentioned	1	1
Total	100	100.0

4. Occupational Background of the Respondents

Analysis of the occupational background of the respondents reveals that 50 % of the respondents are students followed by people who are in service. The latter constitutes 39 % of the total respondents. There are few students who are studying as well as working and they have been made a separate category.

Table 3.4 Occupational Background of the Respondents

Occupation	Frequency	%
Freelancer	1	1.0
Professor	3	3.0
Self Employed	5	5.0
Service	39	39.0
Student	50	50.0
Student; Self Employed	1	1.0
Student; Service	1	1.0
Total	100	100%

Reading Preference

To the question on the language of newspaper that respondents read, many respondents describe themselves to be engaged in bilingual newspaper reading. As many as 45% of the respondents said that they read both English and Hindi newspaper while 42 % respondent say that they read only English Newspaper. On the other only 15 % respondents say that they read Hindi newspapers only.

Table 3.5: Newspaper Preference (language-wise) of the Respondents

Language Preference	Frequency	%
Both Hindi and English	45	45.0
English Only	42	42.0
Hindi only	15	1.0
Total	100	100.0

Regarding specific newspaper preference of the respondents, the survey reveals a bewildering variety of newspaper or only certain pages of a newspaper. Among the English newspaper, *Times of India* is read by 16 % of the respondents while 13 % respondents read only *Hindustan Times*. The third preferred newspaper among the respondent is *The Hindu*. Amongst the Hindi newspaper *Dainik Jagaran* and *Hindustan* are read by 15 % of the respondents.

Table 3.6: Newspaper Read by the Respondents

Newspaper read by the Respondents	Frequency	%
Dainik Jagaran	8	8
Hindustan	7	7
Hindu	11	11
Hindusan;Hindu, Dainik Bhaskar	1	1.0
Hindustan Times	13	13.0
Hindustan Times;Times of India	13	13.0
Hindustan Times;Times of India;Dainik Jagaran;Hindusan	7	7.0
Hindustan Times;Times of India;Dainik Jagaran;Indian Express	7	7.0
Hindustan Times;Times of India;Dainik Jagaran;The Indian Express	1	1.0
Hindustan Times;Times of India;Indian Express and The Hindu (occasionally)	2	2.0
Indian Express	4	4.0
Pioneer	3	3.0
Times of India	16	16.0
Times of India;Dainik Jagaran	6	6.0
Times of India;Indian Express	1	1.0
Times of India; Navbharat	1	1.0
Whichever is lying in front of me only if i am free and bored	1	1.0
Total	100	100.0

1. Intensity of Readers

Table 3.7 Reading Intensity of the Readers

Reading Intensity of the Readers	Frequency	%
Read only selective stories	36	36.0
Read only selective stories; Skim (casual overview of headlines) only	12	12.0
Read thoroughly most of the stories	31	31.0
Read thoroughly most of the stories; Read only selective stories	4	4.0
Read thoroughly most of the stories ;Skim (casual overview of headlines) only	1	1.0
Skim (casual overview of headlines) only	16	16.0
Total	100	100.0

Regarding reading habit of the respondents, 31 % respondents said that they read newspaper thoroughly while 36 % respondents said that they read only few selective stories of their choice.

2. Amount of Time Spent on Newspaper Reading

To the question of amount of time spent on newspaper 53 % respondents said that they read their preferred newspaper at least half an hour to one hour daily, while 22 % respondents said that they their preferred newspaper one to two hour daily, while those who spend less than half an hour daily in reading newspaper constitutes 24 % of the total respondents. This implies that there are many respondents who skimmed through the newspaper or read their preferred section very casually.

Table 3.8. Amount of Time Spent on Newspaper Reading

Amount of Time spent on Newspaper reading	Frequency	%
1-2 hours	22	22.0
½-1 hour	53	53.0
Less than ½ an hour	24	24
Not Mentioned	1	1.0
Total	100	100.0

Heritage Related Responses

Respondents were asked about the nature of preferences of different stories in the newspaper and from the responses it becomes clear that respondents read various kinds of stories from the newspaper. When asked about the awareness about the reporting of the heritage stories in the newspaper, 74 % respondents responded in affirmative while 21% respondents expressed the view ignorance about the reporting of the heritage stories in newspaper while 5% respondents said that newspapers may be publishing heritage related stories in their newspaper.

Table 3. 9. Awareness about the Reporting of Heritage Related Stories in the Newspapers

Awareness about the reporting of heritage related stories in newspaper	Frequency	%
Yes	74	74.0
No	21	21
May be	5	5.0
Total	100	100.0

To the question about recalling whether the respondents had read these stories, 70% respondents said that they have read the heritage newspaper published in the newspaper while 11 per cent responded said that they have not read these stories while 19 % respondents said that they have read these stories on heritage but do not remember the details.

Table 3.10 Reading of the Heritage Related Stories in the Newspapers

Have you read heritage stories in the newspapers?	Frequency	%
Yes	70	70.0
No	11	11.0
Yes but dont remember the details	19	19.0
Total	100	100.0

Functional Value of Built Heritage Stories in the Newspapers

88 % respondents said that the built heritage stories play a role in raising awareness about heritage issues while 35 % believe that newstories develop a sense of belonging with the nation by developing a sense of shared past. 22 % respondents expressed the view that the news stories have education value while only 9 % respondents are of view that the new stories act as pressure on public agencies which are in charge of heritage.

Table 3.11 Functional Values of Newspaper Stories on Heritage

Function of Built Heritage Newspaper Stories	Frequency	%
Awareness	88	88
Identity/ sense of belonging	35	35
Sensidsation about tithe value of heritage	22	22
Act as pressure group on the agency	9	9
No serious stories	3	3.0
Total	100	100.0

Recollection of News Stories on Heritage by Respondents

When asked to recollect the news stories the respondents have read over last 30 days (January 2018), it is to be noted that giving of the Red Fort to Dalmia group for maintenance is one of the major issues recollected by most of the respondents. Similarly, the issue of discoloration of Taj Mahal also prominently figured in the newspapers. Breaking down of the Hall of Fame, issue of development of Mehrauli Archaeological park, conservation of Jama Masjid, Ajanta, conservation issues of lesser known monuments are some of the news report which were recollected by the respondents. Restoration of Zafar Mahal (Mehrauli), Haksar Ki Haveli (Sitaram Bazar, Old Delhi), Tomb of Mir Taqi and Hastsal Minar (Uttam Nagar), saving Ghalib's haveli and the tomb of Razia Sultan in old Delhi, encroachment and defacing in Feroz Shah Kotla ruins, encroachment in Tughlaqabad ruins, air pollution affecting stone structure of many monuments were also recollected by respondents. Issue of encroachment and government's zero tolerance also prominently featured in some of the news papers and this news story was recalled by some respondents. It is important to note that some respondents also noted the role of MLAs is raising issue of heritage.

Table 3.12. Recollection of News Stories on Heritage by Respondents

Activists fail to save heritage,	1	1.0
Adoption of Red Fort by Dalmia Group.	7	7
Increase in entry fees of Taj Mahal	1	1.0
Breaking down of the Hall of Fame in Pragati Maidan	4	4
Cannot recall	2	2.0
Colour of Taj Mahal turning brown/green	2	2.0
Conservation of Jama Masjid	1	1.0
Conservation of Mehrauli archaeological park	1	1.0

Ajanta world heritage site and murals issues.	1	1.0
Encroachment in Tuglakabad fortified area, Archeological Site Begam Puri	3	3
Govt. will give 93 heritage building to private agencies	1	1.0
Heritage structure to get makeover.	5	5.0
Jana Masjid's dome leakage	1	1.0
Jantar mantar issue	1	1.0
Less Awareness of People, Unidentified Heritages, Deterioration Problems which includes Damage, Disintegration, Graffiti Issues	1	1.0
March 20, 2017. Zero tolerance to encroachment in the vicinity of heritage sites. Times of India, New Delhi.	7	7.0
Mehramnagar sarai near airport	1	1.0
National Trust Article published in TOI on 18th April	1	1.0
Recent news about the deteriorating condition of Taj Mahal	6	6.0
Reconstruction of jama masjid	1	1.0
Red Fort 'adopted' by Dalmia group, TajMahal discoloration, Qutub Minar turns red on Hemophilia Day are among few	3	3
Agakhan trust & Humayun Tomb.	1	1.0
Red Fort Dalmia, Humayun Tomb conservation by AKTC, Taj Mahal discoloration	1	1.0
Red Fort on lease	2	2.0
Restoration of heritage site in Mehrauli	3	3.0

Ruined /less maintained heritages and major functions are highlighted	1	1.0
Saving Ghalib's haveli and the tomb of Razia Sultan in old Delhi, encroachment and defacing in Feroz Shah Kotla ruins, encroachment in Tughlaqabad ruins, air pollution affecting stone structure of many monuments	1	1.0
Take over of Lal Qila by Dalmia Group and Taj Mahal discoloration, impact of pollution on Delhi monuments	4	4.0
Restoration of Zafar Mahal (Mehrauli), Haksar Ki Haveli (Sitaram Bazar, Old Delhi), Tomb of Mir Taqi and Hastsal Minar (Uttam Nagar).	3	3.0
The development issues around a heritage site in Delhi. And recently about the leasing out of red fort and use of the heritage by private party for 5 years, might bring out some issues afterwards.	1	1.0
Mughal era chaupal in Kalka ghari village in New Delhi. It was mentioned in article that condition of <i>chaupal</i> and it's gateway is in pretty bad condition. Local community wrote to the municipality and area MP and MLA for restoration of that <i>chaupal</i> building, but no action was taken on that issue.	1	1.0
Excavation finding in Purana Quila.	2	2.0
Hall of Nations	1	1.0

Newspaper Source of News Stories on Heritage

The previous section deals with wide varied heritage monuments and issues such as conservations status, maintenance of heritage monuments, archaeological park, issue of encroachments, conservation of lesser known monuments which were reported by newspapers and recalled by the respondents. Times of India and Hindustan Times are the two important news papers which are read by 42 % respondents while The Hindu's news stories waere read by 9 % respondents. Many of the respondents have read heritage related news stories from multiple news paper suggesting that respondents read multiple newspaper. Among Hindi newspaper and its readership Dainik Jagaran's stories on heritage were read by 8% respondents.

Table 3.13: Preferred Newspaper of the Respondents on Heritage Issues

Newspaper	Frequency	%
DNA	1	1.0
Dainik Jagaran	8	8.0
Hindustan	3	3.0
Hindustan Times	21	21.0
Hindustan Times;Dainik Jagaran	1	1.0
Hindustan Times;Dainik Jagaran;Hindustan	1	1.0
Hindustan Times;Hindustan	3	3.0
Hindustan Times;Indian Express	1	1.0
Hindustan Times;Navbhart Times	1	1.0
Hindustan Times;Times of India	5	5.0
Hindustan Times;Times of India;Dainik Jagaran	1	1.0

Hindustan Times;Times of India;Hindustan	1	1.0
Hindustan Times;Times of India;The Hindu	2	2.0
Indian Express	3	3.0
Pioneer	3	3.0
The Hindu	9	9.0
Times of India	21	21.0
Times of India;Dainik Jagaran;Dainik Bhaskar	4	4.0

Adequacies of Newspaper Reporting on Heritage Issues

Newspaper reporting played an an important role in raising awareness among the public about important issues. Newspaper reporting acted as a pressure group on policymakers and public agencies involved in it. Newspapers also play a critical role in the representation of realities of the time, including that of heritage. What meaning does the reader attach to the stories? Does the reader feel that the stories reported by newspaper are adequate? Did the newspaper report enhance respondent's awareness about the heritage? To the question of adequacies of the newspaper reporting in the recall period, 67 % respondents feel that newspaper reporting was inadequate while 21 % respondents answered the question in affirmative.

Table 3.14. Adequacies of Newspaper Reporting on Heritage Issues

Adequacies of Newspaper reporting	Frequency	%
No	67	67
Yes	21	21
Yes, but more attention and focus should be given to the built heritage articles.	3	3
Do n't know	9	9
Total	100	100.0

Reasons for Inadequate Reporting on Heritage Issues

Print Media today competes today with numerous other media for retaining its readership base. Further, the growing corporatization of print media has seriously impaired the editorial autonomy. The newspapers now focused more on sensational and entertainment rather educative value of the news. Competition for early coverage also hampered in depth investigation, which requires more time. To the question of the reason for inadequate reporting of the heritage issues in newspaper, 30 % respondents believed that competition for breaking news primarily accounts for inadequate reporting of heritage related news story. 21 % respondents believed that both competition for breaking news and priority of the newspapers for reporting political and crime stories are primary reasons for not focusing adequately on heritage issues while 39 % respondents said that news-space was largely occupied by political news. Five per cent respondents expressed the view that newspapers have apathetic attitude towards heritage issues. However it is important to notice here that 2 % respondents said that newspaper publish what readers want to read and since, readers' reading preference is not towards heritage issues, therefore there is little space in the newspaper pages on heritage issues.

Table 3.15. Reasons for Inadequate Reporting in Newspapers on Heritage Issues

Reasons for Inadequate Reporting	Frequency	%
Apathetic attitude towards heritage.	5	4.0
Competition for breaking news	30	30
Competition for breaking news; Prioritization of political and crime stories	21	21.0
Readers care less for heritage issues	2	2.0
Prioritization of political and crime stories	39	39.0
Total	100	100.0

Editorials on Heritage Issues

Trivialization of heritage issues in newspaper is also reflected in the editorial columns of various newspapers. Respondents recalled only two stories, which were written in editorial columns. This lack of valence of heritage in newspapers is further reinforced by editorial apathy to the issues of heritage. As has been discussed in the last chapter there are reporting of heritage issues in newspaper very often but they are often part of news stories. Thoughtful and insightful editorial which dwell on the long term issue of heritage policies, programmes, legislation and gaps in the execution have largely escaped the attention of the editors.

Table 3.16. Editorial Column on Heritage Issues

Editorial Columns on heritage	Frequency	%
No	94	94.0
Yes	2	2.0
No response	4	4
Total	100	100.0

Participation in Heritage Walk after Reading Newspapers

Newspapers as mass media play a critical role in the dissemination of information. City page of various newspapers very often provide information about the happenings of the cities. The newspaper also reports events such as heritage walk, tour of the archaeological walk. The respondents were asked about their participation in any heritage walk after reading from the newspaper. 82 % respondents responded in negative while 18 % respondents told that they participated in heritage walk and tour of archaeological park after reading about such event from the newspapers.

Table 3.17. Participation in Heritage Walk, Tour of Archaeological Park after Reading about the Event from Newspapers

Response Regarding Participation in Heritage Walk after Reading from Newspapers	Frequency	%
No	82	82.0
Yes	18	18.0
Total	100	100.0

How could media play a more meaningful role in heritage issues?

The people working in this field and area should create more awareness and knowledge about our heritage buildings not only for the ones which are famous but mostly for the ones which are neglected and in a pitiful state. They should be more vocal about this issue. Most people have no knowledge how hard and what all works go in maintaining these buildings. The people involved should take the help of media and print media to educate people about these issues. Print and electronic media do act as pressure groups. there should be a weekly column in all newspapers

dedicated to heritage. So far the Hindu has a very active arts and culture section and other newspaper should emulate the Hindu. National Disaster Mitigation Authority has issued guidelines on Cultural heritage and their Precincts in Delhi and media should publish news stories on this educating education public about it. An additional column can be added in the editorial section where on daily basis heritage information is provided. (like Speaking Tree). Adaptive reuse of buildings has a major role to play in the sustainable development. When adaptive reuse involves historic buildings, environmental benefits are more significant, as these buildings offer so much to the environment, landscape, identity and amenity to the communities to which they belong. One of the main environmental benefits of reusing buildings is the retention of the original building's embodied energy. By reusing buildings, their embodied energy is retained, making the project much more environmentally sustainable than entirely new construction. When done well, adaptive reuse can restore and maintain the heritage significance of a building and help to ensure its survival, rather than falling into disrepair through neglect or being rendered unrecognizable. Heritage buildings that are sympathetically recycled can continue to be used and appreciated. In all these issues, respondents expressed the view that media has an active role to play.

Summary of the Responses of the Newspaper Readers

As analyzed in this chapter, readers view that media plays an important role in shaping the meaning of the heritage in the minds of the readers. At the same time, the representation of heritage in the newspapers and its reception of the readers vary across readers. Some readers view that media act as a pressure on public policies; others believe that media does not have a comprehensive understanding of the management of heritage. More often

media attention is largely focused on heritage monument without taking into account the intangible heritage with which the people of the neighborhood has been intimately attached. The valence of reporting on reading public is equally contingent on the reader who decodes the meaning in his own way. Predisposition to heritage issues, interest of the reading public in the monument and its conservation and his/her phenomenological encounter with the living heritage and monuments also play a major role in molding the mind of the public. The next chapter deals with the issues of representation and the meaning that such messaging emits in media coverage.

Summary of the Responses of Working Journalists

To measure the journalists' perspectives on the presentation of heritage stories in the print media, four journalists—two each from English and Hindi dailies were selected. They were given structured questionnaires for their views on various aspects of the built heritage issues as represented by the print media in Delhi. Due to time constraint and apathetic attitude of the working journalists, larger sample could not be taken. The summary of the answers given by these journalists are given below.

While answering the first question 'Do you think heritage could be specialized beat in journalism?', except one, all others answered in affirmative. All the respondents have emphasized that India is a country of diverse history and culture and hence a specialized heritage beat could give justice to its rich heritage. Justifying to make heritage a special beat of journalism, Bibhuti Barik of the The Indian Express responded that there are several issues involved in heritage i.e. revenue, urban planning, legal aspects, awareness and social aspects. Therefore, if we make heritage a

special beat of journalism, then a lot more things would come to the public domain through media reports and discussion. One respondent has answered that heritage is a narrow field and could be covered under culture, music or performing art, forgetting that culture, music and performing art are part of the heritage. Here, one aberration in responses is due to the fact that the concerned respondent has done some heritage story along with his exclusive 'business' beat.

To the question, 'what are the major focus areas of your writing on heritage issues of Delhi?', the respondents have answered that major focus area is the conservation followed by encroachment. Answering the question, 'what are the challenges faced by you while covering built heritage stories in Delhi?', the respondents have answered that there are problems of tracing and access to the monument and site; the public authorities are non-cooperative; there are risks at the site and local community is hostile. To the next question, how to overcome those challenges, one of the respondents answered that we 'need to aware people about history and heritage and its importance to preserve them' while another said that ASI staff should be serious about heritage and historical monuments.

Regarding the impact of heritage stories in the newspapers, one of the respondents has said that quick temporary action is taken by concerned officials which evaporate soon after the publicity fades. Another respondent has answered that public authorities take corrective actions due to its impacts. Also, another impact is that the concerned journalist has been appreciated by the readers through letter to the editor and even through readers' letter to the reporter by email. Two of the journalist have said that built heritage stories they cover are fact finding by nature and one journalist answered that his approach is community centric also. While asking about

follow up stories, some respondents have answered that they do follow up reporting of heritage stories to improve the condition of the monuments by concerned authorities.

Regarding the frequency and space provided in the newspapers for the built heritage stories, most of the respondents have answered that heritage stories should be reported more frequently and more space should be provided to these stories in the broadsheets.

Summary of the Responses of Senior Academics and Senior Journalists of Heritage Beat

In the third segment, an effort was made to take the views of senior academics and senior journalists of heritage beat regarding the built heritage of Delhi and the role of the newspapers. One senior journalist and academic who is now the Director General of the Indian Institute of Mass Communication was interviewed personally for the present study. Also, to know the first hand account on the built heritage issues from the field, a senior journalist of heritage beat from the Times of India, Ms. Richi Verma was interviewed personally. Both the interviews and their responses are summarized below.

Both the respondents have viewed differently whether the commercialization of print media is an obstacle for development journalism. While K. G. Suresh has answered in the affirmative citing various compulsions on the part of the media house, Richi Verma has answered it negatively saying that everything has its own space. Both the respondents have viewed that heritage should be a beat in the field of journalism as Delhi is very rich in built heritage sites.

There is also a consensus regarding the frequency and space given to heritage stories in the print media stressing that heritage stories should be given more space and frequency should also be increased. It is also opined by K.G.Suresh that now space is incident or event specific i.e. if there is any encroachment or demolition of heritage structures, the newspapers giving it due space, whereas actually they should give more space to the heritage stories for spread of awareness about the value of heritage in terms of its location, history, architecture etc. Richi Verma, on the other hand has given a conditional affirmation for the same saying that space should be commensurate with the heritage character of the city. That means, a city like Delhi is very rich in heritage resources and hence print media should give more space and the cities which has less number of heritage structures should be given less space.

While answering the question regarding the issues or focus areas for a journalist of heritage beat both the respondents have opined that conservation, preservation, restoration, encroachment, vandalism, demolition etc. of heritage buildings are the main focus areas but the journalists should also focus on the heritage awareness aspects in the print media which they are lacking in the current scenario.

Regarding the constraints of journalists who cover heritage stories, both the respondents accepted the fact that there are constraints in the media house (editorial level) as well as in the field (access level) also. If those constraints are lifted, the journalists could be able to produce better heritage stories.

Richi Verma has given brilliant practical guidelines for the heritage beat journalists to follow while covering built heritage stories. She says, before

the site visit, journalists must do the homework and study the related literature in the archives and libraries; they must talk to experts, students; historians, archaeologists; then in the site, they must understand the heritage building, its surrounding and the local community; feel for the story and look at their own perspective; then only can journalist develop it properly. It is not only the prominent built heritage sites that should be highlighted by the media; media should give equal priority to the lesser and least known monuments and sites in every nook and corner of the city along with the well known ones. For that a journalists must visit the sites, talk to the people, understand it, feel it and see not only as a journalist but as a citizen of the country. After interacting with the people a journalist can understand why there is encroachment because there is a problem of space, govt. does not care for the heritage. If ASI or govt care, then people may care for it.

The same journalist also discussed about the impact of the media on built heritage of Delhi citing one small example. There is a tomb in a small hillock in the Mehrauli-Gurgaon road. Nobody was visiting there due to lack of road. After the Times of India raised this issue in a story, ASI took note of this and constructed a road. This is the impact factor of the print media on built heritage. These type of issues need to be focused for people to connect with the heritage buildings of their area. The print media also highlight about the heritage building which are falling apart and conservation problems also. Security issues were also raised by Richi Verma while covering heritage stories in the field due to hostile community and many times police escort is also needed to cover a heritage story.

Regarding the feedback received by the journalists of heritage beat, she has expressed satisfaction as she has received a lot of emails for her published stories in the print media. The newspaper readers also informed the journalist that due to her heritage stories, they are informed about the

location and value of the heritage structures and visiting the sites along with their families. Even, there are requests by the readers to participate in the conservation, preservation and maintenance of the heritage structures, if they can at all due to their concern for their heritage. There are also feedbacks where newspaper readers say that they subscribe a particular newspaper due to its heritage contents.

Through mail, readers give good feedbacks regarding awareness about the site and subsequent visit to the site based on the reports of print media. Print media has spread awareness in the school children and schools are now framing their curriculum including built heritage in the curriculum. On the basis of news reports, students visit the site and see the conservation works there. Initially, nobody knew about Mehrauli Archaeological Park but after print media highlighted about it, now more people are visiting that park and is considered as the best destination after Lodhi gardens.

