Conclusion

In the previous two chapters, we have discussed elaborately the empirical analysis of data collected from four segments i.e. newspaper readers, working journalists, senior academics and journalists of heritage beat and most importantly content analysis of the daily broadsheets. This Conclusion will synthesize the outcome of the findings of the empirical research from these four segments followed by gaps in the present research and recommendations for further research in this field.

The 3rd chapter has dealt with the newspaper readers' perceptions about built heritage stories in the print media. From the overall analysis of the data, the following conclusions have been drawn.

- Media plays an important role in shaping the meaning of the heritage in the minds of the readers. Therefore, responsible writing in the print media can achieve its objectives *vis-à-vis* heritage reporting.

- There is lack of awareness among the people at large about the heritage value of the monuments and sites. Even if some awareness is there, it is high profile heritage specific.

- Lesser known monuments are not presented in the media in general and print media in particular. Due to this apathetic attitude of the media as well as the public authorities, many little known built heritage sites are encroached, vandalised, misused and even demolished.

- Newspaper reporting on heritage is inadequate. Out of the four highest circulated English and Hindi dailies of Delhi, two newspapers i.e. Dainik Jagran in Hindi and Hindustan Times in English have more heritage stories compared to Times of India and Hindustan. Although Times of India has some reporting on heritage issues, Hindustan's reporting is abysmally poor. Most of the

respondents have answered that prioritization of political and crime stories are the reason for this apathetic attitude towards development stories like heritage. Secondly, corporatization of media houses has seriously impaired the editorial autonomy where editors were bound by their corporate masters to do the sensational stories on crime, politics, entertainment etc.

- Lack of editorials on the heritage issues which clearly show editorial apathy towards built heritage. 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.

- More often media attention is largely focused on built heritage without taking into account the intangible aspects of that built heritage with which the local community and/or people of the neighborhood have been intimately attached.

- Media does not have a comprehensive understanding of the management of heritage. Therefore, there are flaws in the reporting on heritage issues by which the media is creating a false public perception about heritage management.

- Regular writings on the built heritage in the form of report, column, feature, editorial etc are lacking. Hence, there should be weekly column or some sort of regular features in the print media on heritage issues.

- Media has an active role to play in terms of highlighting the reuse of heritage buildings which is called adaptive reuse. 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.

- Media act as a pressure on public policies and it plays an important role in raising critical issues on built heritage by which public authorities take concrete measures to address those issues.

Working journalists in general and journalists from heritage beats in particular have been roped in for their opinion on the role of the print media on the heritage issues. The findings of from the structural interviews of working journalists are:

- The issue of the frequency and continuity of heritage related news stories and its salience and impact is a multidimensional one. They are related to nature of newspaper, the autonomy of the editor in deciding the content, personal bias of the editor, sensational aspect of the news etc.

- Heritage management is an important topic like health or urban development as we have so many beautiful historic monuments in India.

- If heritage reporting is made a special beat, then a lot more things would come to the public domain through media reports and discussion.

- There are several issues involved with regard to the built heritage i.e. revenue, urban planning, legal issues, public awareness and social aspects.

- Maximum focus of the stories are fact finding and community centric. They also mainly focus on conservation and encroachment issues. Public authorities take corrective actions due to the impacts of their stories on heritage.

- Regarding the impact of the heritage stories in the newspapers, some of the non-heritage beat journalists have opined that quick temporary action is taken by concerned public authorities which evaporates soon after the publicity fades.

- Rather than projecting heritage-development relationship in conflictual paradigm, many working journalists opined that a sustainable development incorporating heritage preservation within the ambit of development plan is possible. Moreover, many also are of the opinion that globalisation of economy has increased the commercial viability of heritage structure which in turn could have positive effect on local communities if a comprehensive management plan is in place.

- The journalists do follow up stories on heritage issues to improve the condition of the monuments and sites by concerned authorities. But again, it depends on the autonomy of the editors and the news value of the story.

Personal interviews with senior academics and senior journalists of heritage beat have brought about new insights on the role of the print media on the built heritage issues in Delhi. The findings of these interviews are:

- Due to sensationalization and marketability, negative journalism is gaining ground and hence development journalism like heritage is the casualty in that form of journalism.

- Peoples' psyche must be changed to adapt to development journalism. Then can only the media house respect the peoples' choice and change their focus to developmental journalism.

- Frequency of heritage stories and space given to it in the newspapers are very less in the context of Delhi. It is also opined that frequency and space depends on the heritage character of the city. A city like

Delhi which is rich in built heritage should be given more space and frequency in the newspapers whereas that may not be the case where heritage resources are less.

- Conservation, preservation, restoration, encroachment, vandalism, demolition etc. of heritage buildings are the main focus areas for the journalists but the journalists should also focus on the heritage awareness aspects or other heritage related soft news in the print media which they are lacking in the current scenario.

- There are constraints for the journalists in the desk as well as in the field while doing heritage stories. In the desk, there is no editorial or reporting autonomy and in the field there are problems of access and most importantly security issues.

- Journalists of the heritage beat must do their home work very well i.e. consult libraries, archives, talk to the historians, archaeologists and experts before visiting the heritage site to know about its history, architecture, conservation and management aspects. In the field, a journalist must talk to the people regarding the built heritage to understand the building and it surroundings.

- 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.

- As part of the impact of the reporting on the built heritage, the public authorities have taken a lot of corrective measures in the sites.

- The journalists get good feedback through mail where the newspaper readers say that they subscribe a particular newspaper due to its brilliant heritage content. Again some readers say that after

reading about a heritage site in the newspaper he/she himself/herself has visited the heritage site and they are going to take their family for the site visit.

- After reading the built heritage stories in the newspapers, the readers are so concerned about heritage that they write to the reporter to participate in the conservation and preservation of heritage and request the reporter how can they contribute for the preservation of the heritage for posterity.

In the 4th chapter, an elaborate analysis was done on the exact content of the newspapers, the density of the heritage news in Delhi, frequency of their occurrence along with the follow up stories, the salience of the reporting based on the pages in which the heritage news appear, nature of the news in terms of hard or soft, the depth of their contents and the imageries they projected. From the empirical analysis it was found that:

- In content analysis, a bifocal attention has been given i.e. to the structures of the stories along with their location, space, illustrations and the actual content of the story in terms of its themes.

- Media has represented built heritage issues in four broad paradigms i.e. heritage as shared history, heritage as a representation of 'agonizing' history, heritage as tourism and economic development, heritage and community: syncretic and contested relations

- Issue of built heritage encroachment by local communities or disappearance of the protected or unprotected monuments, appear very frequently on the pages of the newspapers.

- Images, pictures, maps and other illustrative visuals speak louder than the texts. Most of the built heritage stories in the print media are accompanied by multiple of colour photos, maps and other illustrations which gives a better reading of heritage stories.

- Apart from a series featuring seven cities of Delhi in the Hindustan Times, no print media gives regular space to heritage stories which are highly, event or incident specific and not awareness specific.

However, one hypothesis made in the introduction chapter that media can promote activism on heritage issues is not replicated in the present analysis of the data. But we have some specific cases, beyond the time frame of the present research, of media promoting activism by the public on heritage issues like, saving the heritage water body Neela Hauz in Vasant Kunj, pressurizing the authorities to dismantle the newly constructed police memorial which was obliterating the skyline of the area belittling the heritage aesthetics of Rashtrapati Bhawan etc.

Overall Gist

The present dissertation is an attempt to reconstruct the role of print media in heritage. The work is based on empirical analysis of the contents of the newspaper, questionnaire based survey of the newsreaders and working journalists. However, the representation of heritage in media is not homogenous nor is the reader a passive consumer of the news. Further, the emergence of new social media have also made information free-flowing and opinion free. In such a situation print or electronic media's capacity to mould, influence or reinforce public opinion has largely diminished.

However, the representation of the heritage begs the question: whose heritage is it? Do all the citizens of the nation state share the same shared level of consciousness? At a time when past is a scarce commodity, people cling to one form of past at the expense of the other. Heritage, if shared by same consciousness, can be a major marker of the identity. Thinking of oneself as a member of a national public - envisaged like a large 'team', 'family' or 'community' but made up of thousands or millions of people

most of whom one would never meet – entailed a particular feat of the imagination, brought about by a sense of belongingness, by a common vision of the past and its resources. Further, inscribing world heritage tag to built heritage also brings in the international dimension to discussion as well. Chapter 4 of the dissertation discusses the issue of representation of built heritage in print media. The media highlights the role of built heritage as further reinforcing the composite culture of India. At the same time media also highlights the contestation and conflict among communities on the nature and ownership of the built heritage. Chapter 4 also highlights the special stories on the seven capitals of Delhi carried by the *Hindustan Times*.

The second dimension of media coverage of heritage issues centres around issue of tourism. Globalisation and World Heritage tag of various sites of Delhi have opened up the issue of tourism potential of the site. Archaeological park, heritage walk, signboard and integrated tourist circuit have been developed by government and other stakeholders to attract tourists to the built heritage sites. Media highlights the adequacies and inadequacies of these new strategies. Sustainable tourism that makes a balance between tourism, neighbourhood concern and preservation of monuments has also come out as major highlights of the media coverage of the built heritage of Delhi.

Media also highlighted the state of lesser known monuments and their importance in reimagining and recreating the past of Delhi. Media effect on reader's perception about the heritage of Delhi constituted an important concern of the present dissertation. This assumes critical concern, especially after the emergence of social media and mushrooming of information. One of the major findings of the present dissertation is that readers' continuous faith in the 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 newspaper and its reception of the reader 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.

Defining built heritage, their documentation and description constituted an important preliminary segment of the present dissertation. Right from the days of Maulvi Zafar Hassan's monumental attempt to document the heritage of Delhi to the more recent documentation of the Delhi has been attempted in preliminary chapters. The objective of the chapter is to develop a comprehensive database of the heritage of the Delhi for future research. A detailed baseline data is attempted for future reference and use.

Further, Chapter 3 of the dissertation also critically analyses the national and international legal framework which regulate the built heritage of Delhi. Right from the Ancient Monument Protection (preservation Act) of 1904 to till the most recent draft bill on Monument Protection -2017 has been critically analysed.

Gap in Research and Future Research

Neither in India nor elsewhere does one find adequate studies of media coverage of heritage issues. The dissertation is a modest attempt to initiate

research on media and heritage in Delhi, India and elsewhere. Even heritage discourse of media seems to be innocuous and ideology neutral, the media stories emit certain meaning which are imbued with ideologies. Be it the ideologies of homogenous national, heterogeneous national or heritage as global heritage product, all these representation have an ideological underpinning and future studies must broaden this study of ideology in media representation further. Another area which requires major attention is the conflict between development and preservation of heritage. It is important to notice that corporate capital has been roped in heritage preservation and how has this led to changes in the nature of heritage complex needs further analysis, especially in the light of increasing corporatisation of media house and management control over content. Framing analysis or discourse analyses can be employed as meaningful methodological tool to look at hidden meaning imbued in media content. Moreover, readership base is narrow in the present study and the content analysis is limited to only four newspapers for a very duration. It is hoped that the future research will take a longer time frame for content analysis and bring into the study the people in the neighbourhood of the heritage as integral component in the analysis of media and heritage.

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