

## **Ph.D SYNOPSIS**

# **HERITAGE AND MEDIA IN INDIA**

## **Built Heritage of Delhi and Role of Print Media**

**Sailendra Kumar Swain**

In the beginning of the last decade of the 20<sup>th</sup> century, India had initiated wide ranging of economic reforms better known as economic liberalization or globalization which opened up Indian market and brought about massive flow of Foreign Direct Investment (FDI) into India. The same economic policy has been followed by successive governments till date without any substantial change. Liberalization had both positive as well as negative impacts. The positive impact was rapid economic boom that reflected in high growth of Gross Domestic Product (GDP) and per-capita income. Also, due to FDI, there were large scale infrastructural projects that led to rapid industrialization and urbanization. But liberalization had its flip sides also which was witnessed in the shrinking of agricultural land and wanton destruction of built heritage .i.e. archaeological monuments and sites and architecturally important historic buildings. Considering the challenges posed by the rapid industrialization and urbanization upon built heritage, sustainable management of heritage became imperative. And an integral part of heritage management is the public awareness about heritage. Media plays an important role in the achievement of this objective.

The present study deals with the built heritage of Delhi and how media, and more specifically the print media can play a catalyst role not only by making public aware of about their heritage but also by highlighting the risks faced by built heritage in the face of rapid infrastructural projects and urbanization. Public awareness about heritage could create a sense of identity or belongingness and induce for the positive involvement of the local community who are the real custodian of the heritage.

The first chapter of the study is the introduction in which the subject is introduced with the basic definitions of heritage and media with their typologies and delimitations and the built heritage of Delhi. In this chapter, heritage is defined as per the lexicons with the origin and etymology of the word and its basic meaning. It is followed by the definitions given in international conventions, charters and recommendations. Heritage is also defined in the Indian context as revealed from various national legislations, principles, guidelines, rules and regulations and state legislations with special reference to Delhi. It is followed by definitions given by scholars, academicians and experts working in the field of heritage. At the end of this part, taking all definitions into consideration an overall assessment is made on

the definitions and typologies of heritage. The delimitation of the study is the built heritage of Delhi i.e. archaeological and architectural heritage of National Capital Territory of Delhi which comprises of Delhi and its neighbourhood i.e. its satellite urban centres like Gurgram, Ghaziabad, Faridabad, Noida and its immediate countryside. In this chapter, the built heritage of Delhi is given in a greater detail with emphasis on its typologies, numbers, emergence of various cities of Delhi with their structural contents in the course of its history, World Heritage Sites, centrally and state protected monuments, heritage zones, archaeological parks, detailed statistics at present, documentation of Delhi's heritage etc.

This is followed by a brief definition and typology of media with special emphasis on print media. For this study, print media includes two each highly circulated English and Hindi newspapers of the national capital. As per the Indian Readership Survey 2016, The Hindustan Times and The Times of India and Dainik Jagaran and Hindustan are the most highly circulated English and vernacular dailies of Delhi. The study period of the print media is 1 month i.e. November, 2017.

The second chapter is literature review. This chapter also deals with research problems, research questions, objectives, hypothesis and limitations. In this chapter, the existing literature on the subject has been reviewed critically with the appreciation of their seminal academic contributions, and points out textual and contextual gaps, omissions and commissions, if any, and if possible, with some suggestive additions, subtractions or obliterations. However, for the present study, literatures on the subject or secondary sources are very few. Apart from reviewing a couple of monographs written on heritage and media in general and built heritage and print media in particular, some academic contributions from its fringe subjects such as: archaeology and media, museum studies and media and media and popular culture or visual culture is also reviewed. The overall literature review has revealed that media in India could not yet live the potential of disseminating built heritage to the wider masses due to their prioritizing pre-occupation of other stories like politics, crime, entertainment, business and sports. The heritage stories are rarely given centre stage only on special occasions like World Tourism Day, World Heritage Week, annual festivals of the World Heritage Sites and of course in case of demolition or extinction of built heritage. Again, in case of literature on museum and media, mostly it is represented like museum itself as a medium to reach the masses and not through the mass media. Most of the reviewed literatures show that they have deal with the electronic media.

Based on literature review, research problems have been identified. A research problem is a definite or clear expression about an area of concern, a condition to be improved

upon, a difficulty to be eliminated, or a troubling question that exists in scholarly literature, in theory, or within existing practice that points to a need for meaningful understanding and deliberate investigation. The research problems for the present study are:

- 1) The relationship between heritage and media in general and built heritage and print media in particular has not been properly explored.
- 2) There is a wide gap between the theoretical constructs and practical aspects and mostly the researches concentrate on the theoretical issues.
- 3) Dynamic nature of media in terms of circulation and coverage put new challenges for the subject.

On the basis of research problems, research questions have been formulated. Research questions are answerable inquiry into a specific subject. For the present study, research questions are:

- 1) Is the job of print media only public awareness or much more than that vis-à-vis built heritage?
- 2) Are built heritage issues given due weightage and space in the print media of Delhi?
- 3) Can the print media play a catalyst role on built heritage issues?

Taking into consideration the reviewed literature, research problems and research questions, objectives of study have been prepared. The following are the objectives of the study:

1. To find out how print media helps in generating interest in public psyche and disseminating awareness among them towards built heritage of Delhi
2. To find out how print media sensitizes the public and mobilize the public opinion on built heritage issues, such as: demolition, destruction, addition, alteration, defacement, encroachment, occupation, misuse of heritage sites and buildings
3. To explore the role of print media in encouraging the civil society and the community at large for a participative approach towards built heritage, especially towards its protection, conservation, preservation and maintenance
4. To find out the shortcomings of the print media, while dealing with the built heritage issues and suggest better approaches to eradicate those shortcomings

Objectives of the study are followed by hypothesis. Hypothesis is a supposition or proposed explanation made on the basis of limited evidence as a starting point for further investigations. The hypotheses of the present study are:

- 1) Although print media or newspapers now occasionally taking up heritage stories, largely they remain apathetic towards built heritage in terms of frequency, space and weightage.
- 2) Print media can play a catalyst role not only by sensitizing the public about the built heritage issues but also encouraging activism, thereby pressurizing and persuading the stakeholders to dissuade from any wrongdoings towards the built heritage.

There are limitations of the present study. The limitations are:

- 1) Limitations in taking selective print media for specific duration for content analysis as the data would be huge to handle
- 2) Limitations in sample size in survey and interview due to spatio-temporal and financial constraints

The third chapter of the study is the research methodology in which details of research methods have been discussed theoretically. The methodology of the study includes

1. Descriptive and analytical study methods where secondary data has been collected through survey of literature
2. For primary data, survey method through questionnaire and content analysis have been done
3. Content analysis of daily broadsheets i.e. two newspapers each from English and Hindi for one month's publication have been taken
4. Hence, the study is based on both qualitative and quantitative method

The fourth chapter is the data analysis. Data analysis include content analysis, which is 'a detailed study and analysis of various types of communication (as newspapers, radio programs, and propaganda films) through a classification, tabulation and evaluation of the key symbols and themes in order to ascertain their meanings and probable effects'. It is a research technique for making replicable and valid inferences from texts to the context of their use. The components of content analysis are: theory and conceptualization, unit of analysis, sampling, coding, pilot study, final coding, data analysis and reporting. Major part of content analysis of newspapers include frequency, space, page, location of the story in the

broadsheet, writer, story types like hard or soft, presentation style like in-depth or superficial, source of the story, nature of the story—informative, analytical, provocative, judgmental etc.

Preliminary findings of content analysis show that contrary to 1990s, print media is now becoming more sensitive and assertive in taking up heritage stories. It is also revealed that print media played an important role to persuade the local community for social and judicial activism on heritage issues. But, at spatio-temporal level, the role played by print media is abysmally inadequate as media has taken a fraction of highly sensitized built heritage issues for awareness and activism. As per the records Archaeological Survey of India and other private and government agencies including Comptroller and Auditor General of India (CAG), there are many built heritage sites and monuments encroached upon, occupied, taken over, vandalized, deteriorated and destroyed, but no media coverage was done to make aware the public about the same and save those heritage structures. Hence, preliminary suggestion of the study is that print media should widen their coverage of the heritage stories not only to the high profile ones but also lesser known built heritage as well.

This chapter also deals with the journalists' perspectives which is based on the survey of working journalists through personal interview. A survey is a data collection tool used to gather information about individuals to draw conclusions. In this chapter, four journalists from four newspapers were surveyed through structured questionnaires. In the questionnaire, emphasis was given to the approach and attitude of journalists towards heritage issues in general and built heritage in particular, in-house and outside challenges of reporting or writing for the newspapers, their sources etc. This is followed by readers' responses based on the survey of newspaper readers through scheduled questionnaires. Here, the sample size is 200, proportionately derived from various segments like college students, academicians, business class, housewives etc.

The fifth chapter is conclusions that deals with:

- 1) Major findings of selective daily English and Hindi print media of Delhi
- 2) Major findings of interview of working journalists
- 3) Major findings of survey of readers of print media

On the basis of the above findings, the hypotheses are tested, suggestions made and overall conclusion drawn.

