

## **CHAPTER 2**

### **REVIEW OF LITERATURE**

The present study is undertaken to study the perceptions of media professionals and professionals other than the media regarding the contemporary role of newspapers and the television in democracy. It was found that the media is an emerging issue in the present context. Hence, both conceptual and empirical literature is available. It is therefore presented under two sections.

#### **2.1 Review of Conceptual Literature**

#### **2.2 Review of Empirical Literature**

### **2.1 Review of Conceptual Literature**

The media plays a key role in several countries to bring about democratic progress. In every country around the world, the demand for information in every form seems to be increasing steadily. Citizens over the world are suffused with information and starved of knowledge, not to speak of wisdom. Many thoughtful persons are deeply troubled by the extent and intensity to which our mindsets are being controlled by the media. So, keeping in mind objectives of the study the conceptual reviews are collected and further classified in to following categories:

#### **2.1.1 Role of the media professionals in media.**

#### **2.1.2 Role of media in democratic society.**

### **2.1.1 ROLE OF MEDIA PROFESSIONALS IN MEDIA.**

The media is a potent means to inform, educate and inspire masses for meaningful action in the interest of general good. A media professional is one to use it to carry out above purposes. Newspaper is old and the traditional mode. New and unconventional media, both have

its wide reach to influence and appeal to masses. It depends how well media professionals use it. It may be useful or harmful too. Hence, using the media, the print media as well as the audio-visual media, one needs to have power of discretion and judgement in view of general good. There is lot of responsibility involved in it.

Jagannathan (2005), remarks in an article titled 'Changed Character of Indian Media' about a changing scenario in which status of an editor undergoes a change. He states that, 'Newspaper owners of earlier era were distant figures leaving the editor to deal with the professional part of the paper. Moreover, many of these owners were men of stature in their own right. Many had excellent personal relations with the members of the government dating back in some cases to pre-independence days. On the other side earlier editors also had an independent status and public standing of their own with their own lines of communications with the ruling elite. The situation now is markedly different. The most significant change is the ascendancy of the managerial wing of the newspaper business and the consequential devaluation of the status of the editor'. The author reflects on value attached to and freedom allowed to an editor.

Khindaria (2005), remarks in an article 'There is Profit in Purpose', on the quality of media productions and expresses that, 'The Indian consumer deserves the best, so it is time to compete on quality rather than on price and slick marketing or sales techniques. There is no valid reason to believe that Indian print media readers or television viewers will refuse to pay more for better quality, as they do for other products, simply because the thing is a newspaper rather than a telephone or a good cosmetic. So, What are the remedies? The quality upgradation and products tailored to clearly defined market segments are the only paths for Indian media companies, if they want to survive without government protection. If consumers do not pick up your free

newspaper, nobody will use its pages to advertise. There really is no alternative to innovation'. The author insists on quality production output by the media to influence and instruct masses in a correct manner.

Khindaria also mentions that, 'Television broadcasters are expanding and additional channels, including 24-hour news channels, are being set up almost every year. We already have 13 leading 24-hour news channels, the highest for any country for round the clock news. In recent analysis of what is most popular on those channels places national politics, with nearly 20% at the top and business with 6% at the bottom. Poverty, the most widespread characteristic of life in India, is nowhere on that list. No channel has a single regular program on poverty related issues, except as apart of spot news or occasional background analysis usually deriving from disasters, drought or government neglect. There is little or nothing about what it means to be poor in India and what methods are available to the poor to rise out of poverty. There is a great rush to expansion to a national scale of major media companies. It seems almost reckless, instead of being a thoughtful strategy to penetrate local and regional markets for better service. The experience with expansion of other nations is much more prudent'.

Mustafa (2005), expresses her views in an article titled, 'Requiem for the Independent Newspaper Editor', on a journalists and their dilemmas in the present context. She mentions that, 'Youngsters joining today media profession do not even begin to learn the basics of journalism, let alone develop an awareness of its great ethos and greater power. These few who try to objective, are quickly brought in line if they hurt the editor's or owner's interests. This could be in the form of a city politician, a police officer or a bureaucrat. The young reporter learns that the best way to ride a steady boat is to act as a stenographer and faithfully report what those in power say without

asking questions. This attitude then gets carried into the coverage of the central government, with more and more journalists faithfully reproducing briefings of official spokespersons. However, there are exceptional who value truth and beat the system. She added that irreverence, honesty, a nose for the news, healthy and insatiable curiosity, confidence, an eye for detail, respect for the facts, good writing skills are the good characteristics of journalists’.

Sharma J.(2005), reports in his book '*Ethics and Journalism*' on a journalist role in democracy. He states that, 'Media are playing a vital role in informing the people and influencing their thinking and shaping their attitudes. Journalists have to act with a great sense of responsibility because their writing have a tremendous impact on the society. Journalist is an important unit of any democratic system. He is supposed to gather facts, organize them and disseminate them to the masses. He also explains the significance of the facts and offers opinions on contemporary issues. He should imbibe ideals of -

- (1) never ending search for the truth;
- (2) be able to meet needs of the changing times, instead of waiting to be overtaken by them and
- (3) be able to perform service of some consequence and significance of mankind’.

Krisnamoorthy (2002), has an open website article on 'Redefining the News'. A quote from it explains that, 'In media, part of problem is the elitist antecedents, class biases and urban orientation of news gatherers and processors. But much of the problem has to do with defining of news. A slow brewing social phenomenon rarely excites the newsman or the editor or even the reader. For instance, most newspapers highlight any outbreak of communal violence, but rarely an attempt is made to keep a tab on building tensions between two communities or on the efforts being made to improve community

relations’.

Joseph (2000), focuses on the role of the media and describes that, ‘With regards to role of media and the duties of journalists, two concepts have gained currency in recent years- the adversary role and the complementary or catalytic role. In its adversary role media is an adversary of the establishment, whatever may be the form of government. In such a role newspapers and broadcasting systems are ever critical of government’s actions, policies and programs with a view to keeping the establishment constantly alert and sensitive to popular reaction to its functioning. Journalists, broadcasters and authors act as watchdogs of public interest in relation to the establishment that runs the affairs of the state. The other concept, in which media is expected to be a catalyst, stands on the premise that since communication today is a powerful instrument of social change the media should assist the state in accelerating the pace of growth by all possible means and it is capable of doing so without sacrificing professionalism and without debasing itself to the position of a subservient media.’

He also states that, ‘If one accepts communication as a development input and a catalyst for change and change in the right direction, one would easily accept that today’s media with its magnificent communication power must assume a much wider role than that of a mere adversary. This does not necessarily mean that it will cease to be critical of governmental actions and policies where criticism is necessary, but its primary function would be to get involved in the process of interaction between framers, workers, scientists, teachers, planners and decision-makers on the one hand and the government on the other, and among various sections of society. If developing countries do not utilize this power for achieving a quantum jump in economic growth and other developmental processes, they will be wasting a rich national resource and, thus, miss a great opportunity.

The question is, "Can they really afford to do so?". Yesterday's backward nations were those which missed out on industrialization and tomorrow's backward nations would be those which might miss out on developing power of communication. To use such a valuable resource only as an adversary to the establishment would be unwise luxury on the part of countries which are struggling to give a slightly better quality of life to their people'.

Razak (2000), reports in the Conference on 'Role of Media in Democracy', the agenda of reporting and describes that, 'Journalists set media's reporting agenda in order to an important "contributing factor" to achieving society's goals and objectives by highlighting good performance, good governance, accountable business practices, authorities of likely mistaken public policies, generating sense of purpose among state policy planners and corporate executives. In promoting democracy, media set a reporting agenda to;

- Alert policy makers to an 'early warning sign of danger' (using experts analysis) so that nobody will be caught by surprise or unprepared to cope with the effects and help society to rise to a higher level of rationality as they reflect on their collective historical experiences.
- Report good performance and support good governance of publicly important matters.
- Highlight any likely problems (policies and implementations) that might be counter productive.
- Uncover the mistakes done and point out solutions (based on expert and in-depth analyses of viewpoints)'.

Nair (1997), describes in his article, 'Ethical Dilemmas and Social Responsibilities in Communication' that 'Mass media have been subjected to varying degrees of criticism for the specific conduct and

practices of journalists. The professional conduct of journalists is largely guided by professional ethical codes, press councils and sets of press responsibilities which are meant to define or codify journalistic activities. Whether mandatory controls on the media to enforce social responsibility or various methods of self regulation would be more acceptable is another question that need answering. The process that media professionals undergo in writing ethical codes helps them to set standards and distinguish virtuous practices that serve the public interest from those that do not. They would then enhance the status of press in society by ensuring that it is truly independent, free and responsible. Ethical questions concerning the glorification of the sensational, the disregard for privacy, the existence of bias and the lack of fairness or balance are in sharp focus'.

The above views imparted during the first decade of the 21<sup>st</sup> century project a picture of growth in the presentation. They refer to issues like professionalism, status, quality conscious attitude, focus expansion motives, quality of reporting affected under political and business motives, duties of journalists, the media's reporting agenda and journalists under public scrutiny and the like. Indicating these developmental aspects, these different views put on the line the media as a potent communication tool that moves through conflicting trends to establish its value and inevitability in the present context of the information age. The media can very well pass on a message that knowledge in the form of awareness through information is real power and one who manages to get information promptly can rule effectively in the present context. In the present age of fast changing trends and attitude one cannot sit closing his eyes like an owl. He has to be vigilant, alert and ever ready to confront challenges, grow and safeguard his interests. This media helps one to do all these through

constant flow of information at one's doorstep either in print or through audio-visual.

### **2.1.2 ROLE OF MEDIA IN DEMOCRATIC SOCIETY**

Justice Anand (2005), in his article 'Freedom of Expression Critical to Democracy' states that, 'The enormous power of the media to inform the public, shape and mould public opinion is well recognized. Its tremendous potential for protection and promotion of human rights hardly needs any emphasis. Media, print or electronic, which reports matters without fear or favour with accuracy and investigates facts objectively without malice or motive with intrepid insight becomes ultimately the source of "history". If the media is looked upon by citizens as a means of information and empowerment. A developed democracy required the media to perform the role of fearless transmitter of news and views. In addition, the media is expected to perform a watchdog like function to scrutinize facts to read the situation correctly. The credibility of the media is dependent on the extent of freedom it enjoys in reporting news without fear or favour, malice or ill will.'

As Justice Anand puts, 'Today, there are some genuine concerns about the way in which some sections of the media function. Liberty of the press can't be confused with its licentiousness. If the media, instead of exercising its power for the protection and good of the people, indulges in sensationalisation or disinformation of news, its forfeits its trust as a trustee holding vital public resource.'

Suppression and manipulation of news is another area through which it loses high moral ground for short-term gains. In such cases it fails to play its true societal role of serving democracy. While commercialism has a legitimate place in the business office of the newspaper, it becomes a danger when it influences an editorial perspectives. Since, media builds up public opinion, and publicity has

potentiality to influence attitudes of public, it has to be a witness to truth and prevent unwitting distortion of its version for any motive. It may even divert the course of investigation. All this would, in the ultimate analysis, be at the cost of the larger interests of society and the rule of law.

While weighing an impact on the right of an accused to a fair trial vis-à-vis the media's right to report and comment, without any doubt, scale will tilt in favour of the right of the accused because the damage that may be caused to the accused would be irreparable while delay in report may not be as severe. The media, both electronic and print, must therefore, exercise self-restraint while such reporting'.

Ramkrishnan (2002), acknowledges in his article titled 'poverty eradication and the Indian media', 'Unless the fourth estate extends a permanent helping hand to the government the policies of the government can not percolate to the grassroots level. The local people, especially the poorest of the poor still depend on word of mouth for everything. If they happen to see something on the newspaper or on the television or listen to something on the radio, they instantly believe it. This credibility adds an element of responsibility'. The author remarkably calls 'the fourth estate' in a democratic society.

Dhuliya (1999), in his article 'Stereotypes and Blurred Images' focuses on democratic aspect of the print media. He states that, 'The agenda of issues and event found in the news media assumes added importance during elections. This media agenda has a powerful effect on audience perceptions, while itself indicating the powerful influences behind its creation. The effect of media is manifested in the form of influencing of opinion by limiting and prioritizing public perceptions of important issues. Individuals are constrained in their power to influence the agenda because of their place in the power of institutions differs and depends upon the way they are placed in the power structure. Setting

the media agenda is in itself an exercise in power relationships within and across social formations. It leads to varied political, economic, social and cultural perspectives of individuals. The media agenda has inherent questions related to power relationships. Whose values are reflected? Whose are suppressed? What values should be on the agenda?

He further adds that 'a source selection process largely determines how stories are framed and the tone they will take. The reliance of news reports on official sources tends to make reporting centered around prominent people, the 'knowns' most of them being people holding power and influence in various walks of life. The 'unknown' millions may get a media coverage only when there is some disaster. This interpretation partially answer why the real issues confronted by common people and country are somehow neglected and superficial issues get prominence'.

Jethwaney (1999), defines the consensus of many studies over years on the media and democracy in his article, 'Do early Opinion Polls Change the Outcome?'. He reports that the 'media in general is expected to perform the following functions in democracy.

- Meaningful agenda setting, identifying the key issues of the day, including the forces that have formed and may resolve them;
- Provides platform for politicians and spokespersons and interest groups to project their ideology;
- Aim at achieving a dialogue across a diverse range of views as well as between holders and mass publics;
- To perform the role of a power auditor to hold those responsible for sharing power to account for how they exercised power.

- Provide citizens with a perspective to learn, choose and become involved rather than merely follow the political process and enable them to make sense of his or her political environment'.

Bagchi and Mukhopadhyay (1997), focus on a role of the media in their article titled, 'Mass Communication and Social Development'. They remark that, 'Our media has a healthy tradition of respecting the pluralistic nature of our societies. It has generally resisted any attempt to iron out the distinctive identities of the different regions in the name of unity or unification. Fourth estate has a very definite and positive role in national building and developing society. Looking back to history, one will see how writers, journalists, poets, criticized and equally sowed the seed of emancipation, integration and nation building. In pre-independent India it is the print media through which education was spread. Women emancipation was another aspect of print media's positive role in pre-independence India.

With advent of communication technology, the Doordarshan, a government media agency became another effective electronic media. It has ample scope in nation building. It had informative, educative and entertainment values. Its most remarkable point is its fastness. Television leaves a better stain on the mind of quasicaptive audience. It has mobility and vastness. All these can well be utilized in spreading national feeling and revival of our value system which inspired our predecessors to fight for independence'.

Singh (1995), reports on a 'Role as an ideal watchdog', what democracy expects from the media implies that;

- 'A free media is capable of putting across various points of view to the discerning readers and viewers. This by itself means that media reportage would often be contrary to the government's point of view.

- Media is capable of articulating viewpoints of the populace.
- Media has to bring about social awareness, project the feelings and problems of masses, and help democracy adhering to its principles.
- Strengthening democratic base of the country and to promote intellectual, mental and moral health of the society at large and prevent its corruptions and commercialization is a responsibility of the media.
- The media have emerged powerful tools, which effectively influence public opinion, and therefore, the importance of media is very high in democratic society'.

The trends that emerge from the conceptual review may be stated like:

- The referred articles reveal that in a democratic nation media plays vital role in its governance of society. Further, media personnel are key players in making and using media for effective governance of a democratic society.
- The reviewed literature focuses on a trend of the role of the media played since independence and also how with changing scenario the priorities of the media are changing.
- The reviewed literature also conveys that in present time newspapers and the television are most influential media particularly to influence attitudes and behavior of people, in today's world of information technology.

## **2.2 Review of Empirical Literature**

Unlike the earlier section that reviews trends in development of newspapers and the television over the last decade, the present section reviews the studies conducted on the media giving out empirical findings. These findings keep a bearing on trends on handling the

media in different parts of the world. The review will help out a comprehensive view on the media and its application.

The empirical review is further classified as follows:

2.2.1 Studies on media

2.2.2 Studies on newspapers

2.2.3 Studies on television

### **2.2.1 STUDIES ON MEDIA**

Gallagher (2005), conducted an international study on 'Who makes the news?' under the Global Media Monitoring Project-2005 (GMMP,2005). It was the third in a series of surveys conducted under the Fiver Year Plans since 1995. The GMMP 05 conducted most extensive international research into Gender in News Media to Date. It covered newspapers, the television and the radio across 76 countries including India. The study reports that nearly 13,000 news stories were scrutinized by volunteers across the world. It revealed major findings as follows:

- 'Women's points of view are rarely heard on topics that dominate news agendas such as politics and economics. Surprisingly, even in stories of gender-based violence that affect women directly and profoundly, it is the male voice that tends to prevail.
- Female as news items subjects are over three times in number as males to be identified in terms of their family status, even when they are experts or spokespersons. Women too more than twice in number as men are portrayed as victims. Even among women, certain categories such as older women are more invisible than others and nearly three quarters of female news subjects are below 50 years of age. Yet women are more likely to appear in

photographs, especially in stories relating to crime, violence or disaster.

- Just ten per cent of all stories focus specifically on women. Except in North America where women are central to news theme are 20 per cent of stories, just one in five. Women are rarely central to stories relating to politics (eight per cent) and economics (three per cent), that make high profile areas of news agenda. Even in topics where percentage of female news subjects is relatively high, such as education, health, childcare and consumer issues, women seldom feature centrally.
- As the GMMP, '05 report puts it, "With so few women central to the news, particularly in stories that dominate the news agenda- news content reflects male priorities and perspectives. The absence of a gender angle in stories in the 'hard' news topics reflects a blinkered approach to the definition of news and newsworthiness.'
- Further, news stories tend to reinforce gender stereotypes, although the percentage of stories in both categories is quite low (six and three per cent respectively). News relating to gender disparity is almost negligent just four per cent of stories highlighting equality-related issues, and most of these concentrate in subject areas like human rights, family relations and women's activism, which are viewed as marginal in the overall news agenda. Stories examining events and issues posing gender equality angle are almost absent from major areas of news coverage, such as politics (three per cent) and economics (a mere one per cent).

To sum up, although 'Who Makes the News?' is a comprehensive report presenting and analyzing the global data thus gathered, women continue to be markedly under-represented on it in

the news, comprising only 21 per cent of all news subjects across the world. It reports that while women constitute over half the world's population, they make up less than a quarter of public feature in news. There has been a marginal improvement in number of women seen and heard in news over the past decade. The corresponding figures revealed by the earlier exercises were 17 per cent in 1995 and 18 per cent in 2000.

There is another study by Menon P.(2005), reported in his book *'Effective Media and Mass Communication'*. The study aims ascertaining the nature of ethnic perceptions in a Sri Lankan society in relation to the media behaviour. A survey was carried out from 400 respondents, i.e. 60 undergraduates from the university of colombo and 300 randomly selected respondents.

- Significant finding of the study is that majority of the journalists of the print as well as the electronic, media are not aware of the numerous laws and guidelines.
- For reporting any matter relating to ethnicity or ethnic issues, journalists generally exercise a degree of self-censorship based more on a self-styled 'moral code' than on any legal requirements. Most journalists do condemn 'hate speech', whatever their personal views on the ethnic divide may be.
- The difference between the press and electronic media seems to reflect that the latter is very much of representative of mainstream interests operated for commercial gain; the former, which is less expensive medium, can be utilized by various groups in society to express their varied viewpoints.
- It also emerged from the findings of the study that electronic media, especially the television, has an immediate and stronger impact, and that more restraint should be exercised when dealing with ethnic issues.

- There is universal acceptance of the fact that permit ethnically sensitive material for publication or broadcast in the interests of upholding freedom of expression. It is a purely an academic question and it has to be practically avoided at any cost.
- The study raised a question, “Is it healthy to have this degree of self-restraint in a democratic society?” It is almost as if polite social niceties are being maintained. With lack of democratic traditions voices and skills are presented to discuss and debate difficult and sensitive issues of national interests.
- The study shows a consensus and concludes that a role of media in resolving conflict depends on many things, such as a structure of a society, ownership, control and structure of editorial staff, tolerance and freedom of speech, and the type of government in power versus conflicting forces versus the media.

People’s Union for Civil Liberties,(PUCL) and Shanti Abhiyan, both Baroda-based organizations analyzed a role of newspapers during the Gujarat Carnage, for a period February 28 to March 24, 2002. The purpose of analysis was to find out how the local press presented the riots to its readers. They selected newspapers in Gujarati language like newspapers like *the Sandesh* (Baroda Edition), *the Gujarat Samachar* (Baroda Edition) and *the Gujarat Today* and two English dailies namely, *The Times of India* and *The Indian Express*.

- The study reports in its findings that vernacular press of the Gujarati newspapers like *the Sandesh*, Baroda has crossed all limits of responsible journalism and dared to present inflammatory news at its best. It aroused wide sensation among people and exerted adverse effect on their psyche with spreading panic’.
- The major characteristics of *the Sandesh*, in the period under review, has been to feed on prevalent anti-Muslim hatred and prejudices of its Hindu readers and provoke it further by

sensationalizing, twisting, mangling and distorting facts as hot News. An average Hindu reader in Baroda would feel with it that he is getting a value for money with 'real' reportage.

- Further, the analysis suggests that the daily, Gujarat Today has played a responsible and positive role during the violence in the state, for which it deserves to be mentioned and appreciated.
- Regarding the two English daily newspapers in circulation in Baroda, *The Times of India* (Ahmedabad edition) and the local supplement *Baroda Times* and *The Indian Express* (Vadodara), and its local supplement *Vadodara Newslite*, the PUCL analysis reported that both the papers have maintain fair balance at reporting. In both the cases, there appears to have an editorial policy explicitly directed towards non-sectarian and non-inflammatory coverage of post-Godhra events in Baroda.
- The group of PUCL also presented their report on the electronic media that is on local television Channels of Baroda in particular. In the same context of communal violence, they reported that the owners of two television channels namely the Vadodara News Magazine and the News Plus were arrested. The other two channels, the *J TV* and the *Deep TV* were far more inflammatory at reporting.

Pande and Chopra (2001), conducted a survey on 'Pre-Poll Projections through the Media During Election'. It was aimed at studying accuracy of the opinion polls and voters' attitudes towards the opinion polls. The time period selected was the 13th Loksabha Elections held in Oct.1999. The content analysis was done for print media namely *Times of India*, *Hindustan Times*, *The outlook*, *India Today*, *Lokmat Times* and *Central India* and also for the electronic media namely *the Doordarshan*, *Star TV* and *Jain TV*. There were 100 respondents from selected areas of Baroda using non probability purposive sampling technique. The

results of the study revealed that;

- Pre-Poll projections of the Lok Sabha Elections were good indicators of the electorate's polling intentions. They were reliable for accurate predictions of seats that political parties or their alliances would win at the elections.
- Majority of the people feel that opinion polls are important. Opinion polls help to focus our attention on major issues of the day. They serve as a source of information and show the political trends for the election. They also help to identify political parties, contestants.
- On the scale of accuracy, majority believe opinion polls are correct. It means that common people can make good predictions based on them. Public opinion polls help to trace 'mandate' of the people at national as well as state elections.

The study shows that opinion polls do affect voter's mind. However, the respondents expressed, 'they never go by it'.

Mehta and Parlikar (1999), undertook an investigation on news seeking patterns of male and female respondents living in residential colonies of The Maharaja Sayajirao University, Vadodara, Gujarat. It was done with respect to the selected media namely newspapers, the radio and the television. The news seeking patterns of the selected media were studied in relation to the time spent, news language, news areas, kinds of news and news aspects. The data were collected through a questionnaire form 85 respondents residing in four residential colonies of The Maharaja Sayajirao University of Baroda, Vadodara in of Gujarat.

- The findings reveal that there was significant difference in the news-seeking patterns of male respondents with respect to the time spent for seeking news, news areas and news aspects from newspapers in relation to education, work status, occupation,

income and mother-tongue.

- Significant difference existed in the news-seeking patterns of the male respondents with respect to the news aspects on the television in relation to education.
- Highly significant differences existed in the news seeking patterns of the female respondents with respect to the time spent for seeking news, news areas, kinds of news and news aspects from the television in relation to education.

## **2.2.2 STUDIES ON NEWSPAPERS**

Joshi P.(2007), conducted a study on 'Value-Based Journalism'. He examined the perceptions as presented by newspapers journalists around the world. A global survey was conducted using an online convenient random sampling survey technique. The objective was to capture perceptions of journalists from around the world on the commonly raised issue of ethical values in the age of globalization.

Through email, the participants were selected from a number of sources like from English newspapers around the world, the President/Secretary General of several national level and International Journalists' Associations (IAJ) and from various online Directories of Journalists. A total 1,164 e-mails were sent with an attachment of questionnaire to participants residing in more than fifty countries. The questionnaire contained demographic information, a list of sixteen universal values or attributes, (which were extracted from literature and various Associations' websites) and specific questions on Value-based journalism. Out of the 1,164 emails, however, the received responses were only 126 (10.8%) from 36 countries that were of some purpose. The number of responses received from Asia were the highest 55 (43.5%), followed by those from Africa 23 (18.3%), from North-America 19 (15.1%), from Europe 17 (13.5%), and the lowest from Australia just 12 (9.5%). Some 23.8% of the response came

from India and 7.9% from China. Out of the total responses, some 62.7% were tendered by males and 37.3% came from females. Some 54(42.9%) responses were reporters/journalists, 37 (29.3%) responses by Chief Editors/Editors/Sub-editors, and 26 (20.6%) responded by free-lance journalists. About 47.6% of them possess post graduate qualifications and 60.3% of them have more than 10years experiences in journalism.

The inferences that emerge from this global survey is that newspaper journalists seem to be conscious and adhere to a larger extent to the universal set of core values, but such practices differ from continent to continent under various cultural and the legal systems.

- With reference to Indian representatives, the study highlights that female respondents from India reported that the overall value system is degenerating in the third world. In India, 'degeneration in the media is on rise in the wake of boom in television channels'. Further, while a sub-editor from a leading newspaper from Asia states 'Although journalists should adhere to the above values, it is always difficult to follow them, as it differs from newspaper to newspaper. For instance, what about government owned newspapers? Newspapers owned by big companies, can they put their values on paper?'
- Similarly, a male respondent from India states that, 'It is not at all difficult for a journalist to be fair, bold and honest. Only those journalists find it difficult when they seeks favors from others. Those who are not honest themselves can never be honest to their profession. Only dishonest journalists have to face professional hazards in India".
- Furthermore, one freelance journalist from India states, "Sensationalizing is true of the television news channels, rather

than newspapers and magazines. The bigger danger is lack of independent journalism in the biggest print stations, where stories are planted'.

Murthy (2006), studied 'The Reflection of Newspapers on the Developmental Priorities of the People as well as those of the government'. It was aimed to understand definition of development news in the context of country's priorities and the role of newspapers in national development. The method of content analysis it was used to examine the extent of coverage given to developmental news was in terms of frequency, space and direction of coverage. The purview of the study comprised all the news items, editorials and letters to the editor. They were published during the calendar year January, 1995 to December, 1995 in the four sample dailies namely, *The Hindu*, *Indian Express*, *Andhra Jyothi* and *Eenadu*. Continuous Week and Constructed Week methods of sampling were used to obtain a sample of 168 editions, consisting of 42 issues per newspapers. For a total of 18,457 news items, 252 editorials and 693 letters to the editor in these dailies in the content was analyzed. The study assessed the role of newspaper in development by analyzing the contents quantitatively.

- The study finds that the coverage of developmental news is neither significant nor encouraging in the sample reporting. This category did not even exceed 6 percent of the total news coverage with all the dailies put together. The themes under development category received differential coverage in the sample dailies.
- Particularly three themes such as health, agriculture and transport and communication received better coverage in the four newspapers.
- The newspapers did not give much coverage to other themes namely, national integration, literacy and population planning. The

theme of national integration is an important issue in the wake of communal conflicts during 1990s. But not much attention was paid to it.

- The reporters lack an investigative quality and feature in-depth understanding of the developmental issues.

Aman (2005), reports in his study on 'Coverage of Developmental Issues by Regional Newspapers in the three new recently formed states of the India namely, Jharkhand, Chhatisgarh and Uttaranchal. It was aiming at understanding the coverage provided to ten developmental issues like poverty, health, women, education, Panchayat, agriculture, livelihood, corruption, environment and crime. In order to gauge the level of importance given to the issues the study notes about a page on which the report is published. Whether the coverage is urban or rural, the source of the news whether organizations, government, reporter or news agencies and these news items, etc. wherein it is scanned. The regional newspapers are published and circulated of in these states namely, Chattisgarh, Uttaranchal and Jharkhand. For three months, the analysis was conducted. The findings of the study for the above three states on coverage of developmental issues by regional newspapers reveals that;

- In Jharkhand, out of 59,675 local news items (total of news of all papers) only 1671 were related to social issues.
- In Uttaranchal, out of total news items, crime has been given 15% of the coverage space. However, poverty gets a mere 8% the space coverage, health 11%, livelihood 9%, environment 13%, education 14%, and gender issues gets 14% of coverage space.
- In Chattisgarh, just an appalling 2% of the space is given to social issues. Out of this 2% of the space, just 4% space is given to poverty and 24% space is attributed to crime-related issues.

So, study concluded on a note that the newspapers do not seem to have done a good job of covering the developmental issues. It raises question, if an attitude of newspapers towards the problems of the common people have any difference from deteriorating face of power and administration?

Murthy (2005), conducted a study on 'Perceptions of Journalists on the Media and its Accountability. It was aimed at ascertaining the concept of accountability as perceived by journalists under the sample survey.

In the study, quantitative and qualitative methods were used to collect data. In the quantitative research, two research methods were used to collect data in relation to the study. The first was survey method using questionnaire to collect data from the respondents. The other was content analysis to examine how the newspapers have given importance to local issues. A total of 70 journalists responded to the study. All of them were given the questionnaire to ascertain their perceptions. They are working for seven largest circulated dailies in Vishakhapatnam namely, *The Hindu*, *The New Indian Express*, *Deccan Chronicle*, *Eenadu*, *Vaaritha*, *Andhra Jyothi* and *Andhra Bhoomi*.

- The major findings of the study show that the respondents with higher salary expressed satisfaction as "very good and good" with the profession and the nature of their work.
- The respondents with longer duration of service reported that source accountability is the first requirement in the professional conduct. Almost all journalists can investigate people's issues keeping in view the public welfare, if an editor encourages them. However, most of the journalists agreed that in investigative reports they had to face problems from the affected parties.

- The respondents reports that, if they get an opportunity, they would report on people's issues.
- The majority of the respondents informed that the journalists must improve their language skills in projecting about the reality in their reports.
- The majority respondents also reported that the press council is not effective in implementing ethics.
- In all the seven newspapers the study also found that people's issues do figure less than one fourth of the news items.

Desai A.(2002), conducted a readership survey about two leading Gujarati newspapers namely *Gujarat Samachar* and *Sandesh*. The sample included 140 respondents. The survey results reflect on positive and negative aspects of both the dailies.

- The positive aspects of *Gujarat Samachar* daily as indicated by respondents were credibility of news and information; polished language and presentation of news; coverage of local and developmental issues concerning the society; news published without bias.
- The negative aspects of *Gujarat Samachar* daily as reported by respondents were spewing venom and publishing rude language against *the Sandesh*, peeping in to person's private life; plagiarism practiced from English newspapers; lack of clarity in photograph; highlighting news related to rape and robbery; less coverage of local news; less coverage of international and sports events.
- The positive aspects of the *Sandesh* daily as reported by the respondents were detail local news; publication of news item that benefits public; important political news; clarified and color pages.
- The negative aspects of '*Sandesh*' daily as reported by the respondents were spewing venom and publishing rude language

against *the Gujarat Samachar*, no credibility of news and information; publishing rumours and false news; lack of clarity; lack of coverage of social and developmental issues; highlighting news related to rape and robbery.

In all, study concluded that, both the newspapers should focus on their negative aspects for improvement to build good and strong image in society. Both the newspapers should follow opinions of readers as it is important to shape the future policy of any newspapers.

Shah and Shelat (2002), conducted a study on 'The Gender Factor in Journalism – A Study of Women Journalists in the Selected Cities of Gujarat'. The in-depth interview schedule was used to elicit data from the women journalists. The sample of the study comprised 35 women from Baroda and Ahmedabad of Gujarat. The major findings of the study revealed that ;

- For an overwhelming majority of women the choice of print journalism was a conscious decision which they don't regret.
- Hundred percent of women journalists were of the opinion that print journalism is women friendly, offering many advantages and avenues to women.
- A majority of the respondents felt that there was no conflict in performing their role as a woman and their role as journalists.
- A little less than half of the respondents felt that they had to prove themselves harder. More than half of them did not feel the need to prove themselves harder.

Joseph (2000), studied 'The Print Media in India'. It was aimed at understanding domination of educated and upper class/ caste and urbanites males in the print media. It used 'convenience sampling' method despite that data was fairly representative in terms of the geographical coverage of the country. In all,140 responses were

collected from different parts of India i.e. from South, Central, Western and Northern India. For the purpose of the data collection, the media world has been divided into the six categories namely; print media (daily newspapers), print media (periodicals), advertising, public relations, Central government media units and State government media units.

The sociological aspects of media persons have been analyzed in terms of the variables namely age, sex, caste, minority status, educational qualifications, media education, father's education and occupation, mother's education and occupation, media link of the respondent's family and rural link in terms of place of birth, residence, school education, college education and the frequency of visits to rural areas, age of joining media and total experience in media.

In the print media some 45% of the data responses were received from the daily newspapers alone.

- The major findings of the study seem to confirm usual belief that the media is dominated by males. However, in spite of career related responsibilities associated with the media as career and the prejudices and against women education and stereo-typed role models for women as a mother and housewife still prevail through their presence in media.
- It appears that they have marked preference for print media vis-à-vis other media particularly government media units. Further, as expected the media is dominated by educated people.
- But contrary to the common belief that the media related jobs are highly specialized, a large number of respondents, including those in government media units did not receive any media related education or training.
- While 20% of the persons refused to reveal their caste, it can be safely concluded that the schedule caste (SC) or schedule tribes (STs) and minorities have a fair representation at all levels. It

shows that except for minorities almost half of the respondents have their fathers working in government or semi-government organizations.

- While educational status of the father is not a significant variable for any of the three groups considered (women, SC/STs and minorities); the educational status of mother can be considered as an influence on the decision of their daughter to join media.

The study concluded that media indeed is dominated by urbanites. As reflected by their rural links in terms of their place of birth, education particularly school education and frequency of visits to rural areas. Only 21% of the respondents reported that they visited rural areas and about two-third of them paid either occasional or regular visitors.

Pandey (1999), conducted a study on 'The Press and Social Change'. It was intended to enumerate the role of the press and its impact on the people of Varanasi Division with regard to policies, schemes which were initiated by Mrs. Gandhi during her regime between the period of 1980-84. Further, this study highlights the Twenty point programs, the Integrated rural development program and other welfare programs and their effects on the people. It also conducted critical analysis of developmental plans and schemes towards social change.

The methodology employed for the study was analytical descriptive technique coupled with the content analyses of the press on developmental schemes in the Varanasi Division. A direct interview method has also been adopted. Five districts under the Varanasi Division namely, Varanasi, Jaunpur, Ghazipur, Mirzapur, Ballia were selected for the proposed study. In each district, 200 people were interviewed to assess the impact of the Varanasi Division press as regard to social change. The Hindi dailies namely *Aaj*, *Dainik Jagran*, *Swatantra Bharat*, *Janwatta*, *Gandiv* and the English Daily *Northern*

*India Patrika* were selected for the content analysis. The news and features published in these dailies between the period 1980-84 were put to analysis to find out the impact.

- The study reports that the newspapers selected for the study highlighted various developmental schemes and programs which were initiated and implemented during the regime of the Late Prime Minister Mrs. Indira Gandhi between the period 1980-84. Mainly the 20-point program and the Integrated Rural development program were covered for news by all the newspapers selected for the study.
- The press in the Varanasi Division played a positive role with regard to coverage of various development programs for the society.
- The press in the Varanasi Division remained mostly critical about these developmental programs. Therefore, the press highlighted the negative aspects of the program.
- The negative coverage by the newspapers decreased progressively, that was the case even with that gave out maximum negative coverage. So, with advancement of years, the press was convinced about the progress of the schemes.
- It is evident from the study that different newspapers selected for the purpose adopt positive approach with regard to coverage of various development programs for the society. However, they also highlighted simultaneously the demerits of the various development schemes.

On the basis of the above findings, it can be reported that press in social change in the Varanasi Division has been remarkably good. It has created awareness among people as regards to these welfare programs. In all, from the analysis of the responses of the people interviewed, it is revealed that the press in the Varanasi Division guided

considerable public opinion in favour of the different aspects of the 20-point program and Integrated Rural Development Program. These programs reportedly raised the living standard of weaker sections of the people in the region through more employment, agricultural and industrial production, better health, environment, education and communication.

Bathla (1998) conducted a study on 'Women, Democracy and the Media' cultural and political representations in the Indian press. It was aimed at studying media-centric approach and analysis of the coverage on women's news or issues and the women's movement in the media within broader socio-cultural and political scenario in the Indian society. *The Hindustan Times* was selected chosen as a representative newspaper to study the coverage of women's news or issues and movement for the present study. They were studied for four different years 1981, 1985, 1989 and 1993. Through systematic sampling, every fifth issue of the daily was selected and analyzed throughout those four years. The total number of newspaper analyzed was 292, i.e. 73 issues each year.

Twenty-one journalists, twelve women and nine men from different newspapers in Delhi and 15 women activist from women's organizations were selected for the purpose. They were interviewed. The content analysis was used to investigate the coverage of women's news/issues in the press. In semi-structured interviews, open-ended questions focusing on various dimensions were deliberated upon to elicit information from journalists and women activists. Interviews with journalists aimed at knowing the kind of news or issues preferred by the media, attitude of the media towards social and developmental issues and the women's movement or groups or activists, position and role of women journalists in the media industry and patterns of interaction between journalists and activists.

The interviews with women activists focused on general information about the organization, structure, ideology, activities, funding sources etcetera, opinions of activists on the coverage of women's news/issues in the press, role of women journalists, patterns of interaction between activists and journalists, agenda building role of women activists, alternative media and activists relationship with policy-makers and attitude of policy-makers towards women's issues.

- The major findings of the study reveal that women's issues are predominantly event oriented in the press coverage.
- Further, major percentage of news stories focus on violence/crime. The violence/crime stories with certain themes like punishment, suicide, bride-burning etcetera were in greater number than others like female infanticide, domestic violence, police atrocities.
- The stories are presented in a normal feature of social order and, hence, the significance of actual problematic is diluted. However, news stories on their own lacked hidden realities and initiate debate on various issues, readers need to be informed about the conditions which negatively affect women's lives both as human beings and citizens to generate a wider understanding and consensus on their needs.
- Issue-oriented items like articles and editorials can serve such purpose. But, it was observed that such categories formed a very low percentage of the data.
- Further, in a four-year period only some eight editorials were published on women's issues. Many issues on the agenda of women activists like property rights, personal laws, health, development policies, fundamentalism and its impact on women, gendered economic policies, population policies, unequal wages, day care, political participation, reservation etcetera. They were missing or received minimal in coverage.



- Even 'common' issues like feticide/infanticide, dowry harassment, oppression within the private institutions, denial of fundamental articles or editorials were treated as insignificant as issues of serious concern in the public sphere of media. It is despite the fact that women's groups function in close geographic and class proximity with media. It means most women's groups are based in Delhi and most women activists has from middle-classes.
- Nearly silence was observed at recognizing existence of women's groups. The omission of many issues on their agenda in the media coverage clearly indicated that media ignored the movement and contributed more towards the maintenance of the existing social order. The people remain almost ignorant about the movement particularly women who hailed from urban middle classes can be potential supporters of the women's movement.
- In view of the media's restricted attention mainly to event-oriented stories, various missing themes from it and its conscious silence over women's movement, it may be concluded that media by and large does not set an agenda for women. Correspondingly, women's groups too do not make a regular source of information for the media. In other words, journalists keep limited contacts with women activists mainly to obtain for reactions and comments on issues which they find are important.
- It was also observed by journalists that it is by and large women activists approached the media to report about events or their activities. It was further found that even when journalists needed comments from women's groups, women are mostly approached telephonically women infact find it difficult to discuss controversial issues on the telephone. None of the journalists on the study complained that women's groups or women activists were not accessible. Further, marginalization of women's issues is a result of lack of general interest in the women's problems and individual

preferences of journalists. Male journalists mostly pay importance to women's issues under the preoccupation of patriarchal values and female journalists on the other hand avoid them for reasons like depriving them of upward mobility and fulfillment of their individual aspirations.

- Even women journalists tend to become insensitive to issues like rape, dowry, deaths, feticide, suicides etcetera. Since an attitude may be attributed to both professional socialization and internalization of patriarchal percepts within a particular social order. Discrimination against women journalists is not too obvious in the media industry, but it exists in a subtle way.

In all, the study provided evidence that media would not play a role of facilitator between women's groups and the political system in view of the former's direct and easy access to the political system.

Mehta (1998) carried out a study in Hisar, considering the 'Importance of local newspapers'. The major objective of the study was to find out the nature and extent of coverage on different subject matters. Out of 22 newspapers published in the Hindi language in Hisar, five papers have maximum circulation. They are *Nabhchoor*, *Teesari Aankh*, *Pragati Vaibhav*, *Pathak Paksh* and *Aakash Aarohi*. They were selected for analysis for a period of one week. Various dimensions of the content were analyzed through rank co-relation in view of the extent of coverage of news, features and advertisements.

- The major findings reveal that on analysis of the content in the five papers together, the maximum space was covered by news, followed by advertisements and then features.
- The news occupied the maximum space in '*Nabhchoor*' and '*Aakash arohi*'. Papers like '*Teeserin Aankh*' and '*Pathak Paksh*' provided highest space to advertisements whereas feature articles covered maximum space in '*Pragati Vaibhav*'.

- The results also reveal that '*Nabhchoor*' was ahead of all the papers in giving coverage to political news. In '*Teesri Aankh*' maximum coverage was in favour of crime news.
- Another paper, '*Pragati Vaibhav*' gave more of political and business news, whereas business and crime news happened to be the most favorite news in '*Aakash Aarohi*'. On category-wise news distribution of all five papers, it was revealed that political news was the most favourite news item. It was followed by miscellaneous, educational / service and crime related news. The least covered categories were sports and weather.

Patraik and Bedi (1997), conducted a study of the 'Press Coverage of Crime in New Delhi'. The objective of the study was to find out the nature and type of crime stories that the press preferred to project and the trend and patterns of crime coverage by the press. For the purpose of study, four English newspapers of the Delhi edition were selected namely, *The Times of India*, *The Hindustan Times*, *The Pioneer* and *The Tribune*. The study period was randomly selected to estimate the press response in general and to identify similarities and differences in number, frequency and percentage of coverage by the sample dailies. It was conducted during the period of 1 November to 30 November, 1996. Over 120 issues were taken for the study. The content of the four newspapers was analyzed and 386 crime stories were identified. The study concluded that;

- Crime stories pertaining to murder were the highest in number and those related to cases of suicide were the lowest.
- All newspapers allowed significant projection to stories of murder, bomb blast and rape stories on the front page.
- The study reveals that all four newspapers preferred sensational approach to make the story more interesting. When senior bureaucrat, politician or any other person respected in a society

was involved in crimes like molestation, murder, rape, bribe, cheating etcetera the treatment of crime news would tend to be less sensational or neutral.

In all the study highlights that there is a need for the press to provide a high degree of balanced inquiry, balanced reporting and balanced information with ample alternatives or solutions to problems that may arise.

Agarwal (1995), conducted a study on 'Sociology of Journalistic Profession'. The study aims at understanding the structural and processual dimensions of journalism and journalists.

As samples of the study 200 Jaipur based journalists from big and medium dailies and weeklies were interviewed. A structured questionnaire was supplemented by their interviews and on-the-spot non-participants observation too was used to collect the required data.

The findings of the study revealed that;

- Majority of the journalists were young and held junior and middle level status in their respective organizations. There was predominance of the Brahmins and high castes in a profession of journalists. It was followed by a substantial percentage of journalists belonging to socially backward castes. Predominance of males and Hindus in the profession reflects continuity of the patriarchal dominant society with a majority of Hindu population.
- The educational level of the respondents selected for the study was positively associated and inversely proportional to salary, prestige and special privileges. There is directly proportional relationship between job satisfaction with reference to power, prestige and special privileges and level of hierarchy of professional status.

- The para journalists or the professionals specialized in cartooning, photo-journalism and free-lance writing complained about lesser job satisfaction as compared to the regular ones. This problem was felt more acute in the view of freedom of expression.
- The level of job satisfaction among journalists indicates a gradual decline vis-à-vis nature of job, prestige, freedom of expression, recognition, salary and power. The maximum job satisfaction was reported from the nature of work itself. Similarly the least job satisfaction was observed in relation to power enjoyed by these professionals through their profession.
- The study divulges positive association between respondents' agreement with the management policies and freedom of expression, power, prestige, high recognition and special privileges.
- It also demonstrated association between role freedom and nature of work, freedom of expression, salary, power, prestige, recognition and special privileges. The respondents reported about a higher degree of interference from within the organization that is from their employers or senior journalists as compared to interference from outside the organization. In general higher is the status of a journalist, greater would be the level of his job satisfaction.
- The study reveals a kind of high solidarity among reporters or correspondents at all levels. A relative levels or solidarity was found to be maximum with colleagues or co-workers and it was minimum with seniors. Nevertheless, these professionals showed an equally high solidarity level, and cohesion in their group functioning.
- Their interaction and social contacts remain maximum with friends and colleagues at the same level than to any other

category of relationships. The study presents that journalists make a group of progressive minded individuals that favor a social change.

- Majority of journalists show a favourable attitude toward inter-caste, inter-regional and inter-religious marriages. They also eradicating stand for abolition of dowry system and inter-caste social distance.
- On an issue of uplifting the status of women at parity with men, most of them showed an affirmative and progressive approach. Similarly, most of the respondents responded with voice of favour for a uniform civil code.
- On the Ram Janambhoomi- Babri Mosque issue, the present study expressed a secular outlook. Compared hailing to journalists from rural and semi-urban backgrounds, city-based journalists displayed more secular outlook. They want to preserve status quo in larger interest of the Indian nation.

The review of the studies conducted on newspapers with case studies accepted from segments of the communication market reflect on salient features on progressive trend of print media. Despite discouraging and interfering impediment on personal or organizational level to hamper its move to progress progressive outlook on the part of media professionals like reporters and editors may provide a strong backbone to the print media industry and good newspaper may survive longer to add credibility to the media functioning.

### **2.2.3 STUDIES ON TELEVISION**

The television proves a potent media against the traditional print media particularly its audio-visual effect. It has a wide spread effect on people and so its influence needs to be reviewed. In this view, a review of the studies conducted on the television may provide a useful insight to help

to develop a meaningful view. Several studies were conducted on the subject, some of which are briefed below:

Parihar and Joshi (2004), carried out a research study to investigate 'The Role played by the Television in Democracy'. By using purposive sampling technique, the respondents of the study comprised of 90 postgraduate students from the five selected departments of The Maharaja Sayajirao University, Vadodara, Gujarat. The study throws light on the fact that television is playing less favourable role towards democracy.

- The findings of the study reveal that a little more than half of the respondents held less favourable opinion about the role of television in democracy. Little less than fifty percent of the respondents expressed that television is playing more favourable role in democracy.
- The respondents reported that they liked the programs telecast which threw light on democratic values, which developed a sense of responsibility as a good citizen, discussions on current affairs so that one's understanding regarding the role of television towards democracy becomes clearer.
- As far as a function of mass communication is concerned, the respondents had more favourable opinion towards the role of television in relation to a link function of mass communication.

So, it is needed for television planners and producers to focus their attention on other functions of mass communication i.e. surveillance, interpretation, transmission of values and entertainment. The study concluded on a note that such television programs should be made which may strengthen a role of television in democracy.

Holkar and Pahad (2004), conducted an exploratory research study on 'The Opinions of Citizens of Baroda city regarding the Role played by the Two Selected Media During The Communal Riots of 2002 in Gujarat. The sample for the study comprised of hundred and eight respondents out of which fifty respondents were Hindu and fifty respondents were Muslims. The data were collected through an open ended questionnaire for quantitative analysis and in-depth interviews for qualitative analysis.

- The findings reflect on a role that media played during the riots. It revealed that majority of the Hindu and Muslim respondents had the graphic symbolism of the violent incidents that took place during the riots. And credit for such are upholder memory goes to the media and its effective reporting.
- All the respondents expressed that the media was responsible for provoking the people of the two communities to take revenge against each other.
- High majority of the respondents, about eighty percent of them opined that there were major inadequacies and lapses in the Gujarati media.
- Further, the respondents were of the opinion that media was blazed in covering events during communal riots. Irrespective of their religion all the respondents expressed that media was entirely responsible for creating the worst conditions for the minority community.
- Also that media was a major aggravating and causative factor to worsen situations.
- High percentage respondents both Hindus and Muslims expressed that the language used in the Gujarati media (Gujarati Newspapers) was derogatory, offensive and biased. All hundred percent respondents expressed that the media played a provocative role during the Gujarat riots.

- The competition amongst various media from newspapers to the television remains very un-healthy.

Kumar and Chopra (2002), conducted a study to determine 'The Audience's Perceptions of Agenda Setting in Television News'. Using the survey method, total 120 selected respondents were reviewed selected through purposive, convenience sampling method. The major results of the study reveal that;

- Most significantly it was found that more than two third of the audience of television news perceives some form of bias and /or prejudice in the agenda that is set and the agenda setting process.
- The most ascribed is political influence and interference in the editorial process. As a result, television news get more and more sensationalized in pursuit of higher total rating point (TRP).
- Whereas some put forth that television news agenda was shaped in accordance with media's own agenda.
- The study sought to review adequacy of coverage of issues on television news in both qualitative and quantitative terms. The study found that the audience was almost evenly divided with over half the audience held the feeling that important issues were not granted due attention for reporting while other minor issues received 'grossly over reported' from news planners.
- Just over half of the audience feels that the coverage of really important issues is generally inadequate. On the other hand, matters like films and glamour industry, cricket, all sorts of scandals, calamities and mishaps and domestic politics are given over reporting, while news on everyday happenings, issues of social importance, environmental issues, business news received considerably inadequate coverage.

- The study found that the audience was similarly divided on an issue of the impact of television news coverage on the events. Just over half of them subscribed to the view that television news coverage of an event had significant impact on an event itself or its outcome.
- Another interesting finding concerned about the audience that gave out perceptions on quality of the news on the Doordarshan vis-à-vis the news on private national channels.
- The study further found that an high percentage of the audience believed that the Doordarshan was pro establishment. Hence, it was found lacking in credibility. In comparison to the news on private national channels, some cases were perceived as anti-establishment.
- A significant majority of the audience found that the news on private channels would be sensationalized but still they were found more credible than the news on the Doordarshan network channels.

Desai M.(2002), conducted a study on 'Intra and Inter-Cultural Diversities in the Era of Globalization: Transnational Television in India'. It was an audience reception study of 400 Gujarati and Marathi speaking households. Individual respondents in 20 to 50 years age group were interviewed using respective language tools. Apart from profile, media habits and transnational television viewing behavior, validated scales of individualism and consumerism formed integral part of the interview schedule. The study was aimed at empirically examine theoretical formulation of cultural-media imperialism.

The study was based on two assumptions i.e. language is the most recognizable part of culture and linguistic communities in India represent intra-cultural groups for comparison. Secondly, in the

transnational television, essentially of foreign-origin, English language channels represent values of individualism and consumerism as they project Western world view. It goes contrary to a collective and responsibility value orientations of the Eastern cultures.

The location of the study was Mumbai, the commercial capital of India. The study covered fifty geographical localities including 171 housing colonies, Chawls, flats or slums from five administrative wards of the Mumbai city. In all 1037 Gujarati and 1015 Marathi individuals resided in 400 households were covered under the study. Data collection confirmed the fact that act of viewing television is associated with lot of guilt. More often, initially the viewers under-reported volume of television watched by them. Besides the data was collected using tools made in a respective language, yet about one fifth of the viewers preferred to answer in English. The reason was they were not comfortable to respond/write in their mother tongue. Majority of them were Gujaratis. This also reflect on India's colonial past they enforced the English language for most Indians. The major findings of the study of these two sub-cultures has concluded that ;

- The premise of transnational television exert sweeping impact on the local culture and language preferences of audiences is completely base-less.
- In spite of socio-economic profile differences of the communities, no significant difference was found between value-scores of individualism and consumerism.
- Gujaratis are more "cosmopolitan" community with better socio-economic status. They are found to be closer to their cultural-community affiliations. They perceive negative influence of satellite channels on family and show high concern about the programming content of transnational television. In comparison to them, Marathis are found to be having stronger affinity with their

mother tongue in the form of medium of instruction at school. About media usage and home language they were more positive about influence of private television channels on personal self.

- Television viewing is a group activity that takes place usually in late-evenings and night over the family routines like dinner, conversations, studies or even cooking. Indianized channels or channels of Indian origin are found to be most popular than any other channels.
- In spite of the fear of media imperialism the actual consumption of the English language television was still limited. But longer years of transnational television exposure showed increase in English television viewership. English television viewing also had much to do with socialization of viewer at school, at home or in other non-television media usage.
- Indian language television channels or many other channels of the Indian-origin continue to be most popular as compared to transnational channels. In spite of fears of media imperialism actual consumption of transnational television was limited.
- Viewers in 20 to 30 years of age group, mostly students usually have English language background. They have studied through the English medium or converse at home in English at home or use the media for exposure in English. They watched transnational television more frequently compared to others. They were found to be having higher degrees of individualism and consumerism also. But programme preferences were found to be changing with age and longer years of transnational television exposure.
- Based on the media consumption of newspapers, magazines, books, the radio, the television, computer, the Internet, films in cinema halls and plays in theatre, it was found that media consumption is an interplay of socio-cultural, economic and

demographic variables having intra-cultural diversities.

- The media consumption was found to be diverse and inter-cultural activity. The study lend evidence to the concepts of 'cultural proximity, cultural capital and economic capital' for transnational television consumption.
- In the era of globalization, transnational television consumption in India suggests inter-cultural similarities of programme preferences, television consumption patterns and value orientations, but intra-cultural diversities of socio-economic profiles and so media consumption.

Chandra (2000), conducted a study on 'Television and Culture'. The study was taken up with a good size of 350 respondents. Qualitative and quantitative methods were used to collect the data from the respondents.

- The qualitative analysis of the responses pointed at several specific instances from various television programs, each of them showing how they distort certain aspects of the Indian culture.
- The common pattern traced in the incidents reported related to growing vulgarity and violence and commercialism in television advertisements. The resultant impact is sacred relations among family members are questioned and encouragement is given to emulate 'wrong' things.
- The television programs are inflicting crude blows on a unity in a family and social values. It threatens the very structure of Indian cultural values.
- Further, the quantitative analysis reflect distortion of the Indian culture. The findings reveal that psychological distortion is followed by demoralizing traditions.
- Cultural alienation is not a major issue, but demoralizing of traditions is definitely an issue. Mainly television serials or dramas

and songs and dance events are perceived as the prime reason for the demoralizing traditions.

The study implies that respondents were concerned more with preserving traditions and the status quo and, thus, the effect of the television has to have their own position in society.

Bhatt and Chandra (1990), conducted a study on 'An Analysis of Perceptions of the Media Professionals and University Teachers of Baroda City regarding the Portrayal of Women in Selected Primetime Television Programmes'. The study was done during the period of November 1990 to December 1990. It was undertaken to analyze the portrayal of women on primetime television serials. The reasons were analyzed for the projections of negative image of women. Topics were suggested for positive projections of women on primetime television serials and advertisements. The sample of the study was selected from the two groups of the respondents from Baroda, namely the media professionals and university teachers. The systematic random sampling method was followed. The data were collected through personal contacts and the responses were obtained through a structured questionnaire.

- The results showed that a majority of them perceived a weak portrayal of women in television serials.
- The women projected through in television advertisements were depicted merely as consumer goods, beautiful, artificial and just decorative pieces good to consume for joy and satisfaction.
- Major deviations were noticed in the perceptions of the portrayal of women in relation to sex of the respondents.

## **CONCLUSION**

The literature review and the studies conducted on the media, particularly newspapers and the television reveal that majority of them

aimed at finding out coverage of news or views or entertainment through content analysis. Further, the collected literature and studies throughout highlight that medium like newspapers and the television play a vital role in democratic society. Various studies have undoubtedly reflected its influence on the social, cultural and political environment of a society. From both the conceptual and empirical literature studies, following trends can be traced out.

- Earlier the emphasis was laid at using the media for nation building keeping in mind the democratic feature of the state. However, it was apparent from the above studies that media plays an important role in exertion of power and distribution of values.
- Media professionals are real actors in the media profession. They exert powerful influence on people through setting effective media agenda.
- Majority of the studies on role of newspaper and the television in a democratic society were done during the 80s and 90s.
- The tools used for majority of the studies were questionnaire and interviews. Apart from this the observation and survey methods were used in some studies.
- Samples of the referred studies included journalists, students, citizens and teachers etc. using random sampling method.
- Some of the studies were found on the media content coverage and its analysis by the audience in relation to variables like sex, age, income, education, occupation, geographical areas, perceived importance. The variables namely sex, age, education and occupation being studied in the present study are similar to those in the reviewed studies.

However, it is apparent from the preceding detailed information on existing literature and studies on print and electronic media, attempts made so far suffer discerningly from the following limitations:

- The dearth of the research lacks understanding of the media's role a democratic set up of India, as no study has been taken up so far to assess media's role in the context of Indian democratic values inscribed in Constitution of India.
- Democracy and the media, both the fields are gigantic fields for research and studies. They require more exploration to touch the core of reality. It would not be possible to know from the top what is going on at the inner base of reality of the problem. The correct approach necessarily is to dissect the problem and then make an intensive effort to assess the reality,
- In the 21<sup>st</sup> century, India markedly experiences transformation in almost every field with social, cultural, political and economical aspects in relation to the society. In such circumstances, it is very much required to see that people in a society attain progress at par. So, how far mass media use democratization of communication. To enhance the quality of life of democratic citizens it is necessary to evaluate how the media functions in a democracy.
- Changing times to raises wide concern that the mass media need not be a technology of choice, but of control.

All these lead to conclude that, media is a mirror of the society. The cleaner it remains, better it reflects the democratic society. In this context, the present study proposes to focus on democratic values in relation to media's role in a democratic society.