

## CHAPTER SIX

### A Profile Of Mass Media Communication System Of India

During the freedom struggle India evolved and developed a communication philosophy and communication modes the significance of which was not restricted to the pre independence period. This is consciously explored and exploited for the post – independence period for nation – building, development and social change.

India is much ahead of all developing countries in increasing awareness of the role of communication in nation- building and development. It is also much ahead of other developing countries in mobilizing talented scientists and experts for evolving a broad perspective and strategy for communication planning suited to the goals of national development and social transformation in a country of subcontinent size and diversity and long historical tradition.

The first step towards this was set up under the chairmanship of Pandit Javaharalal Nehru (National committee) for national planning. This also derived guidelines for a communication plan for India. The recommendations of this panel was to promote radio as a development agent. This recommendation contribute significantly towards planning. All India Radio out of the colonial communication mould and rebuilding it as toll of social and economic development in a newly independent country.

The second major initiative was undertaken during the Indian era when national leadership sought the guidance of eminent scientist like Homi Bhabha and Vikram Sarabhai to provide technical blue print for tapping the great advanced in modern communication technology as an aid for planned economic and social development. (1)

The paper entitled —Television for development || prepared by Vikram Sarabhai constituted a major correspond advance in the field of communicate planning for poor countries. Dr. Sarabhai put forward to views that modern communication technology had tremendous potential to contribute to the war against underdevelopment and poverty in India. Moreover according to him, modern communication had a time saving and distance reducing role and this was enormously significant for latecomers in the race for development for who time was the scarcest resource and distance between the knowledge generating and policy – making centers and the productive classes and masses in a country of India’s size constituted one of the most formidable constraints on development planning.

The new approach of —Developmental communication || put India much ahead among all developing countries. It made India a pioneer in evolving new concepts and approaches to development and nation building. This approach was concretized in the SITE expt. In rural development and mass education. It was a major land mark in communication history, which revealed how communication positional could be used as a resource for development, as a force for poverty eradication and social transformation in a predominantly agrarian country like India. The concept of community TV and community agrarian country like India. The concept of community TV and community oriented. Software for the village helped to blend the Gandhian vision of village reconstruction and mass uplift with the use of most advanced technology. (2)

Following the SITE experiment, India has in recent years made phenomenal progress in extending and expanding its communication capacity and communication ca potentially cover a large part of the country potentially within the reach of policy and decision – making centers through modern communication.

India’s communication revolution is an engineers revolution and get it truly a

national communication revolution. It is predominantly an exercise in —physical engineering|| which is still to be transformed into social engineering, we must recognize that we do not have ready – made model of communication revolution suited to a developing country like India. These is, on the one hand, the untapped potential of modern communication technology for poor countries, and on the other its inability to relies this potential and adopt it to the needs of agrarian societies fighting poverty, illiteracy and social inequality. This untapped potential has to be transformed into development communication model suited to India. Questions about, speculate about, examine, test, and assess the impact of the media on us and our world. Are you one of those people.

### Press and Politics

The fact that newspapers are produced at great speed, often under the stress of competition, and that reporters and sub-editors are working at pressure. The Victorian regarded the press and the enlightenment it gave to people as a factor in the development of political parties and of universal suffrage. Since the 19<sup>th</sup> century, however, there has been a change both in the polarization of political parties and in the place of newspapers in society. A recurring charge in recent decades has been that the press influences the vote against the left at election time. The evidence does not support this, but points rather . to a decline in political influence.

In 1945, when the then biggest British selling daily, the Daiiy Express, fiercely supported conservations and Churchill, Britain's successful war leader, the General Election resulted in a landslide victory for Labour. In 1964 Labour were voted to power 'to end 13 years of Tory rnlrsrule' at the same time as their champion, the Daily Herald, in which the TUC (Trade-Union Congress) had a half share, reached its lowest circulation since the 1930s and was sold to the International Publishing Corporation. A.C.H.

Smith, in a study of the popular press, regarded the working-class partisanship of the Daily Mirror as one of the factors in the 1945 vote. The Mirror was very popular with the forces. Yet Smith adds : 'All the evidence suggests that labour would have won heavily.

Media sociologist Colin Seymour-Ure noted, by 1959, 'a decline in newspaper's unwillingness to recognize merit in opponents and faults in their own party', itself as never before from the party system and might take an anti-government stance regardless of party. Charges of political bias continued to be made, however, and the press council, in response to a complaint about the provincial Burton Daily Mail in 1971, ruled that 'freedom of the press includes the freedom to be partisan ... a newspaper is entitled, if it wishes, to make itself an instrument of propaganda for any cause. It may be better that it should not; but if it does so it is quite impossible to say that its attitude involves any lowering of professional standards'. It was a fallacy, said the Council, to assume that a newspaper had a duty like the BBC or ITV to give equal time to both parties'. It depended on the editor. (3)

Ian Jackson found that the non-partisan view dominated in the provincial press. In a sample of attitudes at the General Election of 1970 he noted that of twenty-five evening papers, 40 per cent had Conservative views, 16 per cent Liberal. 4 per cent Labor and 40 per cent were non-partisan, while of twenty-five weeklies nearly 90 per cent were non-partisan. Speaking at a Media Society seminar in London in July, 1974, TV personality .and some-time Fleet Street editor Alastair Burnett. remarked that 'it has been doubtful for ... (some years) ... that readers' views are regularly altered by newspapers. It appears rather than newspapers tend to confirm their readers' views; that is if the readers want to have views and are not just reading for entertainment'. He, also compared the decline in press political influence with the growth in the importance of TV and local radio at election times. Non-media based opinion polls, too, have become an important factor

in people's voting intentions.

In general, papers like the Daily Herald (later relaunched as the non-political Sun) and the communist Morning Star, each with contents dominated by party loyalties, have shown up poorly in postwar circulation figures. Such party-motivated papers have been of the Left. Yet their failure to attract readers has been at variance with the pendulum swing of General Elections which has indicated an electorate fairly evenly balanced between Left and Right. One is led to two conclusions:

1) newspapers, in Britain at least, do not appear to influence voting intentions, or to reflect them any degree.

2) People on the whole do not seem to buy newspapers for political reasons. In India influence of newspapers is mostly based on voting intentions.

### History of Newspapers

Human beings are considered predated innovator of newspapers. The word Journalism has its origin in a French derivation from the Latin term ,diurnalis meaning, a daily .The invention of the letter press by Johann Gutenberg.The first newspaper was printed in England on1621,. The Daily Courant, was very early English daily in 1702. The history of Indian journalism may be identify from the of the printing press operated by Christian missionaries. The first printing press was established in Goa in 1556 .

The struggle for the freedom was pioneered of the Press movement. The Calcutta Gazette was published under the patronage of the government ,The other newspapers were Bengal Journal (1785), Calcutta Chronicle (1786).Madras Courier, 1785 , Bombay Herald appeared in 1789 , Bombay

Courier (1790), the Bombay Gazette (1792 )

The year 1857 is considered a dark period in the history of Indian press due to the arrest of editors. The establishment of the Indian National Congress in 1885 generate a current of nationalism in the Indian Press and The end of the nineteenth century witnessed the birth of newspapers like Hindu and Amrita Bazar Patrika (1868).

The nationalistic papers were Young India, Navajivan and Harijan, founded by M . G Gandhi a daily Hindi newspaper, other prominent paper were Aj, (1920), Swarajya (1922), The Hindustan Times (1923) .

The year 1857 is considered a black period in the history of Indian journalism .This led to the arrest of several media persons .The establishment of the Indian National Congress in 1885 gave rise to a new wave of nationalism in the Indian Press and saw the birth of several newspapers like Hindu and Amrita Bazar Patrika (1868). Young India, Navajivan and Harijan, started by Gandhiji, Aj (1920), Swarajya (1922), The Hindustan Times (1923) .The Press in India draws its freedom from the Constitution. The Indian Press has remained free and fearless (4).

## News Agencies

The first news agency was Reuters, established by, in 1850. He employed the services of pigeons and steamships to carry news bulletins. After the Establishment of telegraphic news service, Reuters was successful in attracting several Indian newspapers, the first among them being The Bombay Times .The high cost of transmission, lead to launch a local agency.

The result was the establishment of the Associated Press of India (API) in 1910,.The establishment of Press Trust of India (PTI) in 1948, is counted as the landmark in the history of news wire journalism of india . In 1961 (UNI) was launched with the tie-up of Associated Press of America.

## History of Radio

Radio inventor was Guglielmo Marconi. Till 1922 the United States was established a wide network of 500 radio stations. The foundation for commercial broadcasting was laid by AT&T, Broadcasting was introduced in India by amateur radio clubs . 1936 All India Radio (AIR) was launched. It was World War II that gave boom to broadcasting.

Presently AIR broadcasts to about 180 countries and is reachable in remote corners of nation .Later the Indian government de-regulating the airwaves, for the open the entry for private operations in the FM radio. (7 )

## History of Television

The golden age of television between 1953 and 1955 ,. the British Broadcasting Corporation, the major radio broadcaster .The pattern of of privately owned, advertiser-supported television networks is increasing day by day .Demand for television by educational institutions was realized in 1959 .In India By 1970, The duration of the service was increased to three hours.

In 1972, the Bombay centre was set up, , In Terrestrial transmitters were set up at to extend television coverage to a population of about 100 million during the 1977 .The major milestone in the history of Indian television. The first was in 1982, when colour TV was introduced by Doordarshan during the Asian Games. The second milestone was the broadcast of satellite TV by foreign programmers. Doordarshan and AIR were brought under the autonomous Prasar Bharat Corporation to provide the autonomy to public broadcaster (7)

## Technology Impact

In broader sense the means of communication include signs and words, language, post and Telephone, Group and local media mimeographed leaflets, photos, posters, local radios, public address system, pamphlets, slides, tape recorders, exhibitions, local fairs, film and music festivals, puppet shows, street theater etc), Mass Media, Satellites, Computers. The development of communication means' has been continuous, and steady in keeping with demographic, educational, social and political trends.

The development which are occurring at the moment in the areas of technology of communication area exceedingly exciting- thanks to the synergetic development in the field of electronics, space, computers, printing technology etc. This is a period of tremendous convergence of technologies. Distinctions between telecommunication, broadcasting, television, telephone, printing in terms of technology is withering away. Essentially it is dependent on two major revolutions which are supported by one basic revolution. The basic revolution in the area of micro-circuits, in the area of b enable to package enormous amounts of information processing and switching equipments into very small volumes. The two major revolutions are the media of communication signals from one part of the world to another as a means of eliminating distance as far as transmission of signals is concerned and the media of optical fibers which can carry very heavy traffic- in fact hundreds of television channels between two fixed points.

All sorts of technological innovations have accompanied or had their roots in the explosion of mass media which opened the door to larger audiences, expanded sources and resources for informatics and entertainment and supported important cultural and social changes. Since the invention of the printing press and in more recent timer of multitude of communication forms including telegraph, telephone, telex camera and film, phonograph, radio, television , satellites, computers, the world has been truly transformed. The

presence of mass media in our daily life has been one of the features of the contemporary world.

Marshal McLuhan's view on the influence of technology on communication and the media centric account of the development of western civilization is as follows: The small close-knit primitive tribe, it does not apply to the scattered millions of the universe who are caught up the little worlds of their own castes, religions, communities and nationalities. (7)

Cable TV Technology has made possible multi-channel and local broadcasting. The choice in communication has become virtually unlimited. The information explosion is no more a reality; it has turned into a might mare thanks to newspaper. He has already bid good bye to Guttenberg!

#### PRINT MEDIA

1. Newspapers and periodicals have a long history and tradition of acceptance .Even after the arrival of TV journalism the press has not been affected in this country or the word over inspite of day and night news service in some countries or on some channels.Although electronic media have the advantages of information first the news events it is the newspaper who make in depth of news in all its dimensions including the interpretation of news. The newspapers give the context as well as all the dimensions of the information.
2. The newspaper can be preserved, perused at leisure and reread. Having stored, it can be retrieved for further reference in future.
3. Newspaper cover a wide variety of subjects and publication devoted to specialized subjects-Films, Sports, women, Fashions, Business, Industry, Money Maker. The advent of financial journalism has led even the language newspapers to devote space for industry, business and money.
4. The advance is printing technology has made it possible to printing more copies at a lesser cost and in a shorter period with letter and attractive type and enable the press to cater to more readers.

5. Print media can reach large population since printing is available in most parts of the country. It is accessible to people at low cost. The improvement in telecommunication and transport facilities has helped in news gathering even from remote places, in quick transmission.
6. In print a large number of stories, articles and other features are set out across several pages. Each one's headlines are identified on some way to make for easy selection. The reader scans the pages choosing to read those items using his own judgment.
7. Print media can spread literacy to the people.
8. Inside of the electronic media, the advertisement revenue has become the main stay of the press.
9. The investigative journalism which received a boost after the Watergate disclosures in the USA, has opened an interesting and attractive chapter in the history of the press throwing daunting challenges to the adventurous and the ambitious. It has made the press more powerful and awesome, and when handled circumspectly.

The press is increasingly setting the agenda, and influencing the decision making, The three ailments afflicting the press with a few exceptions either collectively or singularly depending upon the scale and locale of publication are Elitism, commercialism and Corruption.(8)

## ELITISM

Since the proprietors, the editors and all other decision makers in the newspapers hail from the elite class and the readership particularly of the big newspaper also belongs to the same class. The press over the years has come mainly to deal with the issues, concerns and interests of the elite, and reflects their views, visions and perspective, their likes and dislikes, their prejudices and priorities and their scheme of values even if they are not in the national interests and against the Constitutional goals and objectives. It is the elite agenda which the press has been setting

before the nation and actively pursuing it by trying to sell it to the people and the decision makers. The problems, concerns and the interest's of the vast non- elite section of the society are not only not projected and ignored, but side- tracked and suppressed. The reference to the problems of the majority if and when made are in spasmodic and superficial manner and by way of indulgence without the intention of pursuing the subject sincerely. It is not only the management and the decision making become of a sizable section of the fourth Estate constitutes a real danger to democracy in this country. The danger is potent since it acts subtly but effectively by shaping and molding the minds and views of the people and particularly of the decision makers. What cannot be achieved through the ballot paper may be achieved through the newspaper.

### Mass Communication

Communication is a universal phenomenon and all the creatures communicate for their better existence. The means of communication may be different. It is most important of all of our activities and defines our human behavior. Mass communication means the communication with the large public through the means of mass media. It is not necessary that the sender and receivers are at the same place. Mass media is generally related to newspapers, magazines and books as well as radio, television and films, as these mediums reach to a large population. Communication means to share or impart. Communication provides a common ground of understanding; between two people or a group of people. The public relations professionals perform these functions usually through publicity. (9)

Non paid forms of communication In the present time the success of an organization depends upon its effectiveness in communication with its public Organizations need to communicate with the public and create and maintain positive image. To communicate with its internal as well as external public, most of the organizations have public relations

professionals. These professionals make organized efforts to establish rapport with public on behalf of the organization and communicate information. This helps modify the public ideas and behavior towards the organization and its programmes. A positive public image helps create a strong relationship with the stake holders which in turn increase the business. Feature of public relation is reduce tension between organization and its relevant public. The activities of the public relations departments vary from organization to organization and include all, from solving public grievances, image building, managing conferences and publicity etc.

Communication is essential part of all public relations work. Public Relations is performed appropriately, it can be most valued resources for building brand value, maintaining strength and establishing credibility. It is not easy to measure the value of public relations and effectiveness of communication but can be done. It can be judged from the positive media coverage about the activities, functions, programmes and policies of the organization. Communication is most important function of life. It is not limited to the humans but all the creatures communicate. It is the base for our existence.. Public Relations and Communication Management is a vital management function which needs to be undertaken with utmost efficiency and professionalism. It is essential to improve the image of an organization or an individual. Public relations is reduce tension between organization and its relevant public. Communication is an essential element of public relations.

Public Relations is as old as human civilization. Though the term public relations was not in use but it had existed in one form or other since the time immemorial. The basic elements of influence and persuasion have been in use since the primitive period. In ancient time the kings and rulers used to hire people to assess the public sentiments as well as to inform and make

efforts to improve the image of the monarchy. Some ancient tablets of around 4000 years old found in Iraq are the example public relations. .

Theory of PR say —Public be informed || which means that the public must be told about the truth at first hand. Edward Bernays refined the press release of Ivy Lee and contributed a lot to further the profession of public relations.

In India, Public Relations has been in practice from the ancient time. There has been a tradition of monitoring the public opinion by the ruling class. The Public Relations in the present form was started in India by Indian Railways to attract tourists in India. Various facilities were offered to those who used the services of railways which include travelling cinema, open air fairs and festivals etc. (10)

Government established the central Bureau of Information and presently it is known as Press Information Bureau. Since its inception the bureau has worked as a link between the government and media. It has been the approach of the government that Public Relations is necessary in reduce a gap between the public and the government. Communication is an integral part of public relations. The effective communication is required to disseminate information, educate, entertain and persuade the public.

In the present era effective Public Relations and Communication Management is essential for corporate image building and perception management. The media plays an important role in both image and perception management. Therefore, media management is essential part of the profession. In the earlier period Public Relations was considered to be limited to the media management only. But in the changing scenario the demand of the profession are increasing with every passing day and the environment analysis and crisis management are seen one of the foremost functions of Public Relations. The scope of the functions associated with the public relations also includes the event management. In the present competitive days every developing or developed organization organizes various events. The success of these events casts effects on the growth of

the organization. Internal communication has also been an essential part of the public relations.

Keeping in view its importance, all the public or private, small or big, organizations have their public relations team which Endeavour to make rapport with the public and improve the image of the organization. The profession has now fully groomed and still has lots of opportunities for further growth and expansion. A number of public relations agencies have also come up in the country.

The word public refers to any group of people sharing a common interest, problems, circumstances or goals. It includes shareholders, government, consumers, employees, general public and the media. Public Relations and Communication Management are interrelated and are the basic functions of management and complement each other in an organization for maintaining rapport with the public. Public Relations cannot be practiced aptly without proper management of communication. In public relations, communication is aimed at altering the mindset of public in the desired direction.

The public relations professionals ensure internal consistency in the organization by maintaining a clear communication network between the management and its public. Public image is important to all the organizations as well as to the famous people. The role of public relations professionals becomes important pertinent in crisis situation because correct and timely delivering of information help save the image. Public relations profession is driven by the amorphous quality of perception therefore it is not among the easiest jobs and organizations still view it through the prism of good press or bad Public Relations professionals convince the media to publish favorable stories about their organization. This is achieved by developing good relationship with press people. The public relations cause to improve the image and reputation of the organization as well as in perception management. (10)

In case communication is aimed at disseminating information to the masses scattered at distant places through the media; it is called mass communication

Ivy Lee defined public relations as actual relationship of the company with public and the relationship involve more than talk .According to Fortune magazine Media relations can be defined as good performance, publically appreciated because adequately communicated. Carl Byoir one of the most successful US publicists defines public relations as whatever the individual practitioner think it is.

The term Media Relations was developed in the beginning of 19<sup>th</sup> century but it is as old as human civilization and was in practice for influence and persuasion. There are numerous examples of its diverse forms, content and use.

Example of sowing and harvesting crops In ancient time many countries used public relations as a tool for the growth and development of religion, culture and expanding kingdoms. There are numerous examples when the rulers lost power on alienating from the mass.

Queen Elizabeth I was just 25 years when she came to throne in 1558 and had no previous experience of administration.. She was the most popular monarch that had ever sat on the throne. She could do so by establishing a proper channel of communication between her and her subjects besides appointing suitable people to carry out the affairs of the nation The explorers like Magellan, Columbus and Raleigh are considered the public relations practitioners. Their requests to rulers for providing financial help. (11)

Public Relations in the real meaning started in 20<sup>th</sup> century and the contribution of Ivy Lee and Edward Bernays was imperative. He started modern press releases as one way propaganda for his client. Edward Bernays advanced Lee's press release as a Public Release tool and developed the theories of public relations. Bernays has written several books on PR,□. In USA before Lee, Barnum, a professional, developed the

theory that "The public be fooled". One more thinker Vanderbilt stressed that "The public be damned". Both of these theories could not succeed. After the second world war a number of large and widely circulated newspapers came into existence which led to development of public relations. Mass communication has been in practice and existence in India from the time immemorial in different forms to communicate and win over the people. There have been countless examples where the Indian kings monitored public opinion and perceptions. The great religious teachers like Gautam Budha, Mahavir, Guru Nanak, Shankarcharya, Swami Vivekanand and Swami Dayanand were great communicators. The rock inscriptions of King Ashoka were in local dialects so that the general public may easily understand. His daughter Sanghmitra who went to Sri Lanka for spreading Buddhism is considered first public relations executive in history. Professional poets were employed to sing the glory of the kings.

Indian population remained under slavery of Mughals followed by Englishmen for centuries. The general public spearheaded for independence and the rulers tried to continue in power. The rulers highlighted their good work and sought the support of the people. The general public revolted and wanted freedom and persuaded masses to join their struggle.

Mahatma Gandhi was the great Public Relations personality who instilled faith among the masses to join hands for achieving political independence. Its publicity bureau undertook extensive advertising in newspapers and magazines; and introduced various attractions to encourage the domestic tourists.

First organized public relations initiative by Government of India was setup during the First World War when it established Central Publicity Board Bureau that in the present day terminologies it is called —feedback ||.

After independence, the Government of India took a revolutionary step and formed a full-fledged ministry for Information and Broadcasting. At that time very few multinational companies had their professionals and its need and

importance was realized to communicate and maintain relations with the public. The need for public relations increased gradually and both the government and nongovernment sectors appreciated its role.

Now, all the state governments and union territories, public sector enterprises, non-government organizations, corporate houses and private firms have departments for public relations and information dissemination. The organizations who do not have in house public relations setups, take the services of the professional public relations firms to reach out to the public.

Effective communication is a building block of successful organizations and important indicator in the success of its public relations initiatives. The first objective of public relations is to develop channels of communication with public to improve mutual understanding. Every organization whether public or corporate and the notable individuals desirous of creating their good image uses and reaching the target public use public relations as well as other methods to establish communication with the public. The main objectives for which organizations and individuals generally needs public relations are as under:

- a) Building Awareness
- b) Creating Interest
- c) Providing Information
- d) Stimulating Demand
- e) Reinforcing the Brand
- f) Managing Reputation
- g) Managing Crisis

Content of Communication:

In communication a message is sent through some media so that the receiver can understand it. It is not necessary that both sender and receiver

are present at the same place the basic communication model consists of following five elements of communication:

#### Kinds of Communication

Communication is vital to our existence and essential for the functioning of organizations.. The communication is considered to be successful if the receiver understand what the sender is intending to convey. The process of communication can be classified into various types based on its various features

In broad way the organizational communication, interlinking it with the public relations aspect, can be classified in to the following:

Based on the territory of the audiences:

- a) Internal Communication
- b) External Communication

Based on the number of audiences:

- a) Interpersonal Communication
- b) Mass Communication

Internal Communication:

The communication with the internal public of the organizations can be termed as internal communication. Internal public include employees, board of directors etc. the effective internal communication promotes a spirit of understanding, mutual trust, confidence, coordination, cooperation and proper execution.

External Communication:

External communication means the communication with the public outside the organization. This may include general public, customers, government agencies, other organizations, media and other stake holders.

Mass communication means the communication with the large public through the means of mass media. It is not necessary that the sender and

receivers are at the same place. Mass media is generally relates to newspapers, magazines and books as well as radio, television and films, as these medium reach to a large populations.

#### Importance of mass communication

- a) Information dissemination
- b) Education
- c) Entertainment
- d) Persuasion and Public Relation

#### Significance of Mass Media

Media Relations is all about influencing the perception of the people in favors of the organization or the individual. Though other forms of reaching to the public are paid form of communication, however, public relations generate credibility through third party endorsements such as media. Of late this field of communication has evolved into a consulting practice and has spawned many public relations consulting firms across the country. (5)

Media Relations professionals vividly use the mass media to reach to the masses and create a positive image of the organization they are working for. The professionals require communication and use mass media, as an essential part of practice, for the following:

##### Corporate Image Building

- a) Perception Management
- b) Media Relations
- c) Environment Analysis
- d) Crisis Management
- e) Event Management
- f) Internal Communication

## Traditional Media

This form of media is a part of our rich heritage and culture and is deeply associated with our traditions, agriculture and religions. These festivals are celebrated with spontaneous songs and dances. There has also been tradition of holding fairs and community gatherings on these festivals. The artists using the traditional media inform, educate and entertain people. Through these traditional forms various historical or mythological stories are retold. With the coming of faster forms of media; the use of traditional media has come down.

## Outdoor Media

Outdoor media focuses to communicate the message to the targeted public when they are —on move ||; in public places, in transit, in waiting or in specific commercial locations. The outdoor media is also called out of home media. Presently, both government and nongovernmental agencies are extensively using this media to reach the public.

With the advent of new technology the outdoor medium has also been digitalized. The Digital out of home or outdoor network is not limited to cafes, bars, restaurants, health clubs, petrol pumps etc. only but its network includes independently addressable screens, kiosks, jukeboxes etc.

The non-digital outdoor media includes Billboards, Bus and Train panels, lamppost panels, street advertising etc.

If mass communications used strategically it provides the greatest value to an organization. In an effective organization, It is essential to develop a strategy to properly implement the public relation objectives and improve the image of the organization and help them form a meaningful relationship with the public. The process of strategy starts with planning duly determination of the main focus areas and predetermination of roles. The objectives must be decided and action plan needs to be chalked out accordingly.

Attending public events; the media Relations practitioners take get opportunity to directly reach to the public and communicate with them directly or indirectly. Active participation in conferences, fairs, exhibitions,

festivals, seminars etc help the public relations professionals to showcase the positive image of their organization and communicate the desired messages to the target groups. Apart from participation in these events, the public relations professionals also sponsor these events to enhance the visibility of the organization and reach the public strategically.

#### Press Releases

It is one of the oldest and most effective PR tools. The publication of news stories has bigger impact than advertisements. Since the initial days of organized public relations initiatives, the public relations practitioners have been using press releases to get coverage in print, electronic and other media. There is a public perception that people consider information of news items or articles more trustworthy and meaningful than paid publicity such advertisements.

#### Newsletters

This is a practice of strong relationship with the audience by sending them information which is of their interest and use about the organization. Newsletters are published with intention to market their products and services besides sharing news and general information.

#### Social Media and Blogging

PR professionals use social media to reach the online public. It helps them built relationship and continue two way communication. The use of social media is increasing day by day and now all the political parties, social organizations and prominent people are using this media to connect with the public.

#### Media Kits

Media kits or press kits are distributed among the media professionals during press conferences and other events organized by the organization. Promotional material about the person or the organization is placed in the media kit. Generally a media kit consists of Backgrounder, fact sheets, photographs, CDs, DVDs, advertising material, past press coverage and the

detailed information about the event along with the contact details of the spokesperson etc.

The nature of mass communication is reasonably broad and a wide range of activities can be included in it which seems to create confusion of public relations. Though these activities have some element of public relations but these are not surely public relations. It is an admitted fact that the public relations professionals also use a little bit of these activities but these activities or practices cannot be termed as public relations.

### Media Propaganda

. Throughout the history statesmen have used propaganda. In propaganda information disseminated may be to some extent wrong or correct and it is spread using different type of media so as to built desired opinion among the public . parameter are presented selectively with motive to generate response based on emotions rather than rational. In its original sense propaganda was neutral but over the period it has acquired a strongly negative connotation

### Media Campaigns

Campaign is single purpose publicity programme undertaken on an elaborate scale employing coordinated media efforts to reach the target public with focus on specific objectivesThe objectives of a campaign may include the promotion of candidate in election, the promotion of cause, product, ideology or issue. In parlance of Public Relations, campaign is a continuous and extensive effort to create and maintain conducive mental environment to accept the objective. Broadly, the campaigns can be in four categories namely industrial, commercial, institutional and governmental.

### Media Lobbying

Lobbying has both of its negative and positive impacts. On one side the socio-economic powerful people get things done in their favor by twisting or corrupting the law. On the other people lobby so safeguard the interests of deprived and marginal people.

## Media Spin

It is a form of propaganda, in spin mostly involve hypocritical, misleading or highly manipulative tactics are used. In the present era, spin is referred to giving manipulative interpretation of facts to change the public opinion. Many organizations practices spin to build appearance contrary to the facts. Spin is considered an offensive term.

## Media Publicity

Publicity is an intentional effort to manage the public perception about prominent personalities, goods and services and all kind of organizations by attracting media attention and gaining visibility with the public. It is a simple act of making a suggestion to a journalist that results in a story about the organization or its activities .It is a process of analyzing, planning, organizing, producing and distributing the material so that it reaches its targets.

Both print and electronic media depend upon publicists to provide story thoughts and the media carry them free of cost. Publicity is the technique of telling the story of an organization, cause or person . It is the umbrella term which in its meaning covers all the techniques employed to get a story to the public.

## Advertising

Advertising often go hand in hand. Advertising is a paid form of communication and focuses on promotion of products, services or schemes. On the other hand public relations is specialized in communication with the public and media The public perception about the advertisements and articles is quite different and the public consider the article more trustworthy. People understand the difference between advertisement and the news report. The impact and credibility of news item is many time higher than the advertisement. Though there are advantages and disadvantages of both public relations and advertising; many a time they seems to be complimentary to each other. PR is a lot less expensive than advertising.

In most of the organizations the public relations department looks after both the public relations as well as advertising works. (9)

### Mass Media Behavior Of Government Sector

Public Relations is a very important part of public policy or service. A government public relations department disseminate information to the public for education and awareness with a motive the welfare of public and promote the multifaceted progress of the country. The public relations strategies and objectives long term approach and do not change with the political change over. The Government of India has following wings to look after its public relations work:

DAVP is entrusted with the responsibility to take care of the advertising and publicity needs of the central government and its associated offices. It was started during the world war-II .DAVP has been creating awareness among the masses on various issues concerning the common people. Its efforts in spreading awareness on social and economic issues have been praiseworthy.

DAVP came into existence in 1953 under the integrated publicity programme of government to have direct contact with the people. It has been spreading awareness about plans, programmes, schemes, policies and achievements of the government at the doorstep of the public and at their convenience( 5)

In the initially years its services were in remote, tribal and backward areas where media reach is limited but now it has set up information delivery system in every district in the country. This department connects the government with public and disseminates the benefits of the schemes formulated.

The activities are organized in collaboration with the Central and State Governments, public representatives, opinion leaders, local and non-governmental organizations etc.

### Song and Drama Division:

All the states and union territories governments have their dedicated publicity, information and public relations departments. Directorate of Information and Public Relations acts as the official information channel and public relations arms for the Government by disseminating credible information to the citizens through the media. These departments perform and get executed all the obligations of the public relations in the state or union territory.

These departments are dedicated to provide information so as to get favorable response from the public. The activities of these departments include public relations, advertising, event management, publicity and publications etc.

It is equally important for the governments and their entities to communicate their programmes, achievements and policies to spread awareness and win public support. The contribution of public sector has been very significant in the development of the profession of public relations.

PRS to promote professional development of public relations. Now all the PSU and have separate public relations department to deal with all the aspects of public relations.

### Mass Media Nature Of Private Sector

The private sector has also recognized and accepted it. Basic purpose is to communicate the view point of the organization to the public. Now all the private organizations irrespective of their size have professional public relations practitioner. Besides, the services of out sourced professional are also obtained. Advertising is supplemented with an effective public relation exercise to achieve the target.

Though several small agencies and individuals; were working even before that. The scope of public relations was limited to the media relations only. The people who began these services mainly came from the journalism background. Some international public relations agencies, mainly the subsidiaries of advertising agencies, set up base in India in mid 1980. The

liberalization of Indian economy given boost to the opening of many agencies whose main business was public relations. The growth of public relations agencies, have achieved new dimensions and the corporate need them for image building as well as strategic public relations ever than before.

#### Media Moral

Media professionals have willingly stick to the code of conduct to avoid ethical violations.

- a) Advocacy
- b) Honesty
- c) Expertise
- d) Independence
- e) Loyalty
- f) Fairness
- g) During the last two decades there has been significant growth in the field of mass media ,However there are certain weak areas and needs to be given focus. The professional training is essential to improve the competence.

Besides, the case study base literature needs to be published by seasoned practitioners to apprise them of the real challenges. Many practicing professionals face the shortage of skilled support system and adequate in infrastructure. The use of information technology needs to be enlarged to explore the full potential. Furthermore, there is a tendency of distrust between clients and agencies. The clients feel that the agency can afford to charge less; similarly, talent expects much more from their employers than ever before.

Mass media has been considered an associated activity of advertising and it is seen that many a time it goes unappreciated and unrecognized. Many people do not accept the budget of public relations as investment rather it is considered as expenditure. This approach is a deterrent factor for the growth of the sector.

The functioning of the media professionals is very difficult. Sometimes the management has irrational expectations from their public relations team to have complete control on what is being reported in the media which put them under immense pressure. If something good is reported in the media, the management takes its credit but when some negative story is published the onus is put on the public relations team that the media was not handled properly. A common handicap for public relations practitioners in India is that they are not being given the status that they deserve and public relations inputs are not being used in management decision making. The other biggest challenges of the media industry include lure of better pay, leadership crisis, Lack of understanding of the profession, and perception issues. Media relations is gradually getting more acceptances from both the public and private sectors.

Communication passes through every facet of human life. Public Relations and Communication Management is not only the life blood an organization but also the heart of its internal and external communications. Effective communication is prerequisite and essential to all problem solving and is essential part of public relations. It is as old as the human civilization and has existed in one form or the other. The public relations in the present form is in practice for over a century. The media industry in India has grown significantly and increased the role and responsibilities of the public relations professionals. With the growth in traditional media and advent of new media, Communication involves creating mutual understanding between organizations and their publics. Hence, all the organizations and prominent individuals need public relations to reach to the target audiences. There is huge scope for public relations professionals. With the arrival of multinationals companies future of PR very attractive and it is expected that the sector will grow further. It involves a diversity of functions and is very complex and challenging. These functions are interlinked and are heading for towards the achievement of a singular goal of creation of mutual understanding between organizations and their publics. Public relations

involves commitment to protect and enhance the reputation of the organization and maintain openness and integrity.

## INDIAN MEDIA

Indian media is becoming more and more powerful. However, media is showing unnecessary and unreal sensation without facts. India has more than 70,000 newspapers, is the major newspaper centre of the globe. Uday Pratap Singh the first Hindi-language newspaper published in India in 1826. Presently, the nation publishes one thousand Hindi Daily newspapers with a massive 80 million copies in circulation, English newspaper has about 250 dailies with a circulation of about 40 million copies. Leading languages for daily newspapers are Gujarati, Urdu, Bengali and Marathi. (4)

The multiple factors are responsible for sharp increase of circulation, first is the increase in the country's literacy levels growing at a faster pace. Improved newspaper processing and distribution has allowed newspapers to penetrate smaller markets. Newspapers are published from multiple locations is another factor to boost the readership base. The number of pages, quality of production, packaging has improved. Color printing has made the newspapers more appealing.

## Social Responsibility Of Media

Different forms of Mass media have influenced communication patterns of the nation. They have rich sources of information and entertainment for citizens. Print media, Television, Radio which is the backbone of Indian media. Internet is reshaping the way of mass communication. The new media which consists of internet made it easier to disseminate information across the globe. The role of media in India, is not limited to systematic flow of information but also to generate mass awareness to eradicate poverty, unemployment and underdevelopment and other causes. Indian public

service broadcaster All India Radio and Doordarshan, is using as tool of awareness generation and broadcast the educational programs along with information and entertainment. The Ownership structure of media houses in India is a serious concern for spirit of missionary journalism. The tendency to operate newspapers and television networks by the corporate houses for setting their business and professional agenda are grown day by day . A high level stake in media ownership by other business tycoon changes the ownerships pattern of media houses. Entry of foreign media houses in India also create great competition after the post liberalization regime of Govt of India .

The integrated media houses and communication is the need of society . The media as a watchdog was the pioneer of Investigative reporting in print and television media and played role to exposing the corruptions , organized crime and nexus between politician and criminal , bureaucrat which have robbed the nation. The major scam are expose due the result of media activism . Newspaper have educated the masses and Internet has provided the platform for citizens to express their opinions about different socio –economic issues. Social networking sites are used to generate the public support against the any constructive causes of society . Internet has key communication tool for various public service organizations to inform people about their rights and of initiatives taken by government for social welfare of people. Media organizations are in different format have to be accountable to the public. The autonomy of press in the country is a regulated by Press Council of India and it facing serious threat regarding professional misconduct from media conglomerates in form of paid news

#### Print Media in India

Our free media are an asset for democratic India. From centuries print media has been the basic key of mass communication, dissemination of information . Aurangzeb allowed great freedom in News reporting. The

colonial era news-writers were under greater control .The first vernacular language printing press was established in 1557 at Goa. First Indian newspaper, the Bengal Gazette was published in 1780 . Editor of Bengal Gazette James Augustus Hickey is known as the "father of Indian press". The first newspaper in an Indian language was the Samachar Darpan in Bengali language . Bombay Samachar, was published in 1822 which is still in circulation . Samachar Sudha Varshan started its circulation in 1854 was the first Hindi newspaper .The Indian language newspapers, was the torch bearer of the struggle for freedom. The newspapers are no active against social causes poverty, disease, illiteracy. Raja Ram Mohan Rai is the father of Indian language journalism, In 1829 he founded newspaper 'Brahminical Magazine' in Bengali and 'Mirat-ul-Akhbar' in Persian language. Annie Besent called Pioneer of Journalism' she started National University to bring discipline in journalism. 214 daily newspapers were published including 44 were English language in 1950s.(12)

## SOURCES OF NEWS

- Development - Human Development Index, Infrastructure , Educational
- Development .
- Crime - Interstate Crime, Crime Against Women , Child , Elderly person and Disable Person, Human trafficking, Drug trafficking, Pornography crime
- Conflicts- international conflicts , national conflict , regional conflict , cross border conflict , ethnic conflict , religious conflict
- Disaster- Natural Disaster like Earthquake, Floods , Tsunamis , Hurricanes
- Famous people –Royal family, Celebrity, Sports person, Business Mogul
- Health – Medical News , Communicable disease , Non Communicable Disease , Life Style Disease , Cosmetic surgery , Medical Tourism , Life Saving Diseases Precautions

- Weather – National Weather News , International Weather News , Weather Alert , Temp Alert .
- Finance- Recession News , Sectors financial status news like Petrochemical , Pharmaceutical , Software , Food Industry etc , Share Market , Profile of Company , IPO .

## News Paper

News Paper of India is the world leaders in circulations i with the commendable mark of 110 million copies daily , the growth trends in circulation and readership are observed specially in the Indian language sectors of the press, more significantly in Hindi language The newspapers are reliable, available, less expensive sources of sharing information and knowledge.

The Newspapers deliver a extensive knowledge and deep analysis of events.. The newspapers are published in different languages with supplements and editions. India is the market leader of newspaper industry in the world. India is a country of diversity due to this unique feature the existence of International , National , Regional , Local newspapers very harmonious manner . The reputation of newspaper reflects from its circulation, number of editions, printed copies, and number of readers. The readership of newspapers are stable, even the Presence of electronic media, social media . Reader can gather information on social-political-business issues, sports, entertainment, art, culture, music, education etc from newspaper .Newspapers serve the need to acquire information.

The newsgathering and processing is a complex activity with participation of manpower like correspondents, editors who select and edit news some are placed d on front pages others are to unimportant positions of the pages. Some outstanding item special placed in bordered boxes.

## Profile Of Leading Newspaper Of India

### English Newspapers

- The Times of India

TOI is the world's leading English Newspaper with readership 7.9 Million. Promoted by Bennett, Coleman & Co. Ltd. Family company also publishes Economic Times", "Mumbai Mirror", the "Navbharat Times" and "Maharashtra Times. The Times of India was founded on 1838 . it is very reputed news paper for its authentic and in- depth news analysis .(13)

### Hindustan Times

HT is Published In English and promoted by of HT Media Ltd . it is popular in northern India, the other publications of HT Media Ltd is Hindustan Times , Mint , Hindustan . Hindustan Times is owned by Birla family. .(13)

### The Hindu

Newspaper has strong presence in south India. Hindu was Founded in 1878 . It is based at Chennai, Hindu is third largest English daily newspaper with a readership of 2.2 million people. Hindu is pioneer to introduced innovative technology in India like to own fleet of aircraft for distribution ,to adopt facsimile system of page transmission , to use satellite for facsimile transmission , to newspaper to go on Internet. To launches its Android app. the oldest surviving major daily newspaper of Indian nationalism. .(13)

### The Telegraph

It is promoted by the ABP Group also a promoter of leading Bengali language newspaper. The Telegraph newspaper having the widest

circulation in Eastern India. The newspaper is the strong customer base English reader in eastern India .(13)

#### The Deccan Chronicle

The Deccan Chronicle is leading English daily of Andhra Pradesh . it is published from Hyderabad since 1938 known for fearless and unbiased journalism over the last 75 years .The Deccan Chronicle has a very strong base in Andhra Pradesh. It is promoted by DCHL which also publishes The Asian Age, an English daily and Telugu paper Andhra Bhoomi. .(13)

#### Deccan Herald

It is English daily from Karnataka founded in 1948 Promoters of Deccan Herald is the Printers (Mysore) Private Limited . it launched Android app and iPhone app edition in 2013. The Printers (Mysore) Private Limited was the first Indian newspaper to launch colour in the main issue rather than supplement . .(13)

- Indian Express

It is English daily established 75 year ago. After The bifurcation southern editions taking the name The New Indian Express. It is major newspaper of india with dominant presence in northern as well western Indian state . The newspaper has been known for investigate journalism and a symbol of fairness.. .(13)

#### The Pioneer

It is a English daily was established during the pre independent time united province published from multiple locations and Hindi language . . newspaper is one of the oldest newspaper of India.(13)

#### The Statesman

The newspaper is English daily and very strong base in eastern India. The Statesman has famous for fair coverage and comply the basic principal Indian missionary journalism newspapers. .(13)

#### The Tribune

it is daily newspaper published in English from major cities of punjab and Haryana ,Chandigarh, New Delhi, It was founded on 1881, it is dominant footprint in Punjab, Haryana, Himachal Pradesh, and the Union Territory of Chandigarh. it is also published Dainik Tribune (in Hindi) and Punjabi Tribune. .(13)

#### Business English daily Newspaper

##### The Financial Express

It was established in the year of 1961. And Indian leading English business newspaper . The newspaper has expertise in India and international business and financial news Daily. (13)

##### Business Standard

It is leading business news daily with strong circulation base in eastern India .it is published from more than dozen Indian major cities . it is known for best English business news coverage from stock exchange to private equity segment .(13)

##### The Economic Times

It is published by the Bennett, Coleman & Co. Ltd. Founded in 1961.The newspaper is published from simultaneously from 12 cities—The Economic Times is headquartered in Mumbai .it also present different format of electronic and social media . .(13)

## Hindi Newspaper

- Amar Ujala

Amar Ujala is India's fourth largest Hindi-language daily newspaper with a readership of over 30 million founded in 1948 . its circulation base in seven north Indian states . .(13)

## Dainik Jagran

It is a daily Hindi Newspaper it is number one newspaper among all Indian newspaper category . The newspaper is promoted by Jagran Prakashan Limited. Jagran Prakashan Limited promoted other flagship brand Mid Day , Naiduniya . .(13)

- Navbharat Times

Navbharat Times is Hindi daily newspaper .According to the figure of Indian Readership, 2010 the newspaper has been the number one newspaper in the respective cities since launching . .(13)

## Punjab Kesari

It is a most circulated Hindi newspaper promoted by The Hindsamachar Ltd .it is published from major cities of Punjab , Haryana . The newspaper has a daily circulation of approximate 3.5 Million copies .(13)

- Prabhat Khabar

Prabhat Khabar was founded in August 1984 is a Hindi-language newspaper has strong readership base in Jharkhand, Bihar . .(13)

- Rajasthan Patrika

It is most reputed news paper from Rajasthan and published from all the major cities of Rajasthan . Newspaper has very strong base in belt of Rajasthan with extensive coverage of national affairs . .(13)

#### Dainik Bhaskar

Dainik Bhaskar was started in 1958 from Bhopal Promoter of Group also launched Business Bhaskar, the First Business daily in Hindi,. As per circulation auditing agency ABC Dainik Bhaskar , was rank No – ONE newspaper of India in 2010 . The Newspaper has strong presence in Rajasthan , Madhya Pradesh , Haryana. .(13)

#### Dainik Hindustan

Dainik 'Hindustan' is promoted by Hindustan Media Ventures Limited. country. Hindustan has 19 editions across the northern Indian states. editions of Hindustan are available online in epaper form. .(13)

#### Regional Language Newspaper

- Malayala Manorama

Malayala Manorama is a 125 year old leading Malayalam language daily newspaper and regional language newspaper published from 1890, with commendable readership base in most literate state Kerala with 20 million readership base. .(13)

#### Daily Thanthi

It is a leading daily Tamil newspaper founded in 1942 and 15 edition across the Tamil Nadu and Puducherry and Karnataka. The publication has strong base in Tamil Nadu and Puducherry and Karnataka states. .(13)

- Mathrubhumi

It is a Malayalam newspaper published, since 1922 . It is the second most widely read newspaper daily in Kerala. .(13)

#### Lokmat

Lokmat is the largest Marathi language newspaper has 11 Marathi editions. It is the fifth largest Indian daily as as per the ABC data editions . The group also IBN-Lokmat, a 24 x 7 Marathi news channel telecasting from 2008 . .(13)

- Anandabazar Patrika

Anandabazar Patrika is an Indian most widely read Bengali language daily newspaper promoted by the ABP Group with a readership base of 6 million readership. The paper was founded in 1922 the current newspaper editor is Aveek Sarkar. .(13)

- Eenadu

It is an Indian leading Telugu newspaper was founded by Ramoji Rao in 1974 with dominant hold in the belt of Andhra Pradesh . the newspaper has ranks No. 6 among the regional languages dailies as per the Indian Readership Survey group also operate the chain television channels with brand name ETV with all regional as well national language . .(13)

#### Sandesh

Sandesh is a a Gujarati daily newspaper published from different major location of Gujarat it was foneded in 1923 Sandesh a household name in Gujarat. .(13)

### Gujarat Samachar

It is a Gujarati newspaper in India The paper was established in 1932. Of Gujarat, with the recorded highest readership 5 million . .(13)

### Vijaya Karnataka

It is a leading Kannada newspaper published from multiple locations in Karnataka . Vijaya Karnataka was founded by VRL group in 2000 recently it was takeover by the Bennett, Coleman & Co. Ltd. .(13)

### Pragavadi

pragavadi is the leading Oriya Daily from Orissa State. Pragativadiet was founded 26 year ago with regional journalism moto . Pragativadi has been the fastest growing daily in Orissa as per ABC. .(13)

### Asomiya Pratidin

Guwahati based daily newspaper published in Assamese language . The newspaper distributed across the state of Assam leading newspaper of India .(13)

- Daily Ajit

Daily Ajit is the world's largest Punjabi daily newspaper published from major towns of Punjab . The newspaper is household name in Punjab and prestigious Punjabi language paper. .(13)

Hind Samachar is a daily Urdu newspaper founded in 1948 and published from in Punjab. Hind Samachar is very popular and dominant urdu newspaper of india . .(13)

- Newswebsite Of India

[timesofindia.indiatimes.com](http://timesofindia.indiatimes.com)

it covers all the latest event .with complete input of the national ,international regional news coverage headlines and pioneer in the hourly breaking news delivery.

[economictimes.indiatimes.com](http://economictimes.indiatimes.com)

The news site is reliable brand in accurate and in-depth delivery of business news comes from the financial world. Site provide exclusive business news content .

[hindustantimes.com](http://hindustantimes.com)

The news site consists of very rich , valuble news content with latest uptade of the day and city editions also provide exclusive stories , supplements .

[ndtv.com](http://ndtv.com)

News site gives you accurate news analysis with in-depth news coverage of national , regional , spotsrs , lifestyle coverage the site has very strong track record to deliver breaking news item

[newsexpressindia.com](http://newsexpressindia.com)

The site to provide fine coverage of regional coverage specially from northern Indian state [deccanherald.com](http://deccanherald.com)

New site provide the headlines at a glance with exclusive coverage of major news event of India and world.

hinduonnet.com

The Hindu site to know the excellent real coverage of all major event in all the news category like politics, sports and business with equal concentration of the national and international happening .

financialexpress.com

the site deliver in-depth coverage on business event and analysis . Extensive coverage and real time facts of the different dimensions of economy coverage of fluctuations of stock market and share to the reader

business standard.com

site offers you the best of best share and stock market coverage . Unique feature of news site various section of economy given equal coverage in very practical wise in area like market,investing, industry, banking finance, fiscal policies.

tehelka.com

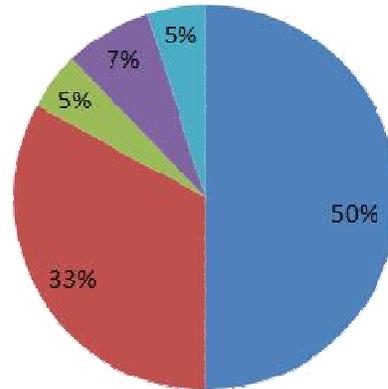
site provide very rich content of national and international news, scam, sting investigation, sting operation.

### Social Media

The number of social media users are expected to grow 91 million in India by 2013, Internet access , smart phones main key to accelerate the Netizen population .The advantage of social media are that it is possible to freely, sharing and discussing information about each other and application of multimedia words, pictures, videos and audio. data, content, image and video sharing, podcast . Social network sites are Facebook and LinkedIn Status- update services. Twitter others are Media-sharing sites.

## New Media Usage

■ Facebook ■ Twitter ■ Youtube ■ Online News ■ Blog/Email



### Media Education

The proliferation of electronic media , new media demand for advertising are new revenue avenue of media industry direct affected the media education industry.The field of journalism ranges from reporting, editing, advertisement, public relations, event management, content writing to cyber journalism . In India, some 120 UGC Recognized universities offer under graduate , Post graduate , industry oriented courses in print media , electronic media , web journalism , in various aspects of mass communication relations .

In pre - independence time. Now the dedicated university to Journalism studies like Makhanlal Chaturvedi National University of Journalism, Bhopal Kushabhau Thakre Patrakarita Awam Jansanchar University, Chhattisgarh and Haridev Joshi journalism University, Jaipur are upgrading the journalism education scenario in india . The southern states that Media Education has become a part of the school curriculum

There are lot many problems related to the field of media education. The main problem is absence of quality teachers in the field. There are Limited numbers of journalism education departments in the nation with inadequate infrastructure & qualified teaching force them into excellent social communicators and responsible journalists. Application of IT and computers have revolutionized dissemination of news and information and broadcasting of content.

### Communication Technology

Communication technology has considerable social and political implications. The industrialized countries are competing with each other in research and development of new communication media to capture world markets, as also to meet their own requirements. They also have an eye on developing countries, where pretty soon the social demand for conventional media such as television and telephone will reach the saturation point. The introduction of media produces a remarkable change in people's communication behavior. To cite an example, even in developing countries that have telephone facilities, children prefer telephoning to writing letters. Their communication behavior, too, is accordingly changing. In the technology scene, the following technological developments in communication are common knowledge.

Media penetration can transform the society in the developing countries it can be used as a 'weapon of mass destruction 'India is a country where diverse ethnic community , religion, faith live, Indian mass media has a Herculean challenge in accessing their demands. The coverage and popularity are concerned, audio-visual media play a major role today, the print media appear as the medium of educated men in urban community . Cinema has not loosened its popularity.(14)

A democratic society needs vigilant and With the implementation of liberalization, privatization, and open market policies , one of the basic dominant feature of Indian mass media is changed and now the Indian media are highly commercialized, with the lack of media ethics .

The factors newspaper revolution, in india are due to improved technology, expanding literacy, growing purchasing capacity , technological publishing,. The audience base for television in India is 563 million (IRS 2012, Q2), the satellite Television Audience Measurement (TAM) system has manipulated and, false ratings system.

The Indian press is more than two centuries old and its association with the freedom struggle movements , social reform.. Today satellite television along with newspapers and to influence the social , religious and democratic reform . Pluralism in the Indian media are exhibit with the presence national integrity with diversity of the nation and their social broadened . press is regularly give its outputs in forms of investigation journalism , expose of political corruption, ministerial misconduct government, and present feel good‘ news content along with Poverty and mass deprivation, livelihood issues, reports of rural distress, farmers‘ suicides.

#### Guidelines On Reportage Of Cases Of Sexual Assault

Media must ensure that no victim is visualize in news report and broadcast and concealing the identification

- Media must exercise sensitivity, discretion and verdict.
- News channels must follow the provisions of and of Section 21 of the Juvenile Justice Act, 2000 which provide for protection of the identity of victims of sexual assault.
- Media coverage on child abuse may have cause severe psychological complications (15)

-

## News Channel

The way news and information is delivered to news reader , viewer has changed at global level, social media tools and citizen journalist are new way of application in media . Advertisements are the main source revenue for the broadcaster . Due to their versatile news content, telecasting technology the Spectrum of news event news is not restricted to political developments now due to global village concept it is extended to all possible corners of the society. with unique feature of telecasting programme in all Indian regional language and covers all 35 states , Union Territory with impartial coverage of all major social , cultural , economic , political events.

Apart of them 24-hour news channels there are several channel which are fully dedicated to one specific theme and 24 hours telecasting on that theme . All these channel are also key player for the changing the 24-hour channels segment . Theme specific 24 hours telecasting channel are the Music channel , Sports channel ,Movie channel , Shopping channel , Religious or Spiritual , Food channel , Adventure channel, Animal channel , Geography channel , History channel , Fashion channel ,Real-Estate channel

These 24-hour channels are telecasting content in Tamil , Oriya ,Kannada ,Telugu , Kannada ,Punjabi , Bhojpuri. Hindi , English language to attract regional audience.

## Media Law

Generally Britain has a free press. There is no censor and no licensing, and anyone can publish a newspaper provided he or she does not break the law in doing so. The press is in private hands. The sessions of Parliament are open to the press and the workings of the Government are reported and commented on, as are the working of all other public institutions.

The freedom of the press is not inscribed on tablets as it is in the American constitution; it exists by consensus, and the freedom British newspapers enjoy and for which journalists fought over the centuries has to be guarded by editors, by political parties and by the people who care about these matters. It is guarded, above all, by the Press Council, the voluntary regulating body for the industry, in whose constitution this duty is spelt out, and which has been mentioned a number of times in these pages. This unwritten but generally accepted concept of press freedom is something Britain shares with most Western countries though in some, notably France, Germany and Sweden. Government help is accepted in various tax concessions or in newsprint subsidies.

It can be argued that the working of some legislation passed to protect the individual, his property and the security of the State can act as an indirect form of censorship. The Official Secrets Act which passed in 1911, makes it an offence for anyone working for the crown to disclose, either by word of mouth or by writing, information acquired as a "result of his or her job. 'Anyone' includes not only civil servants, diplomats and members of the judiciary but soldiers, policemen and even gardeners and porters paid by the Crown. The Act can cover almost any area of Government activity and may be used to keep the press from investigating suspected mistakes or irregularities by Ministers or Government Departments .

Libel where a person complains that his character or his livelihood has been damaged as a result of statements made about him in a newspaper, he may sue for libel and, in some cases, win substantial damages. An editor might plead the truth of the statements or his defence might be that they are not defamatory or that the story was 'fair comment made in good faith and without malice about a matter of public interest.' (16)

## Contempt of Court

This, after libel, constitutes the editor's chief worry in handling crime and investigative stories, though there are some famous occasions - the Yorkshire Ripper case, for example - when the law has been flouted. Contempt of court means broadly any conduct or spoken or written words which, for example, newspaper must not, in most cases, publish a photograph of an accused person before he has been identified in court. An exception would be where the police have issued a photograph in the public interest. Nor can a newspaper comment or adduce new facts in cases which are before the court, or criticize the judge or the proceedings of the court while the case is being heard.

## Reporting Restrictions

The arrangements for the press are anything but simple'. Under the Criminal Justice Act of 1967, reporters at committal hearings can give only details of a defendant's name and address, the charge, the names of counsel, the decision of the court and details of the arrangements for bail and legal aid. Restrictions on reporting the actual evidence, however, can be waived, firstly, where the defendant applies to have the hearing reported; secondly, where the court decides not to commit the defendant for trial; thirdly, where the court decides to deal with one or more of a number of defendants summarily (i.e. at the lower court); and fourthly, once the defendants have had their trial before the higher court, when committal evidence can then be published and treated as being contemporaneous. In repeating and clarifying these provisions the Magistrates Court Act of 1980, in addition, allows magistrates in the lower court to dispense with oral evidence and to rely on written statements - but even if a defendant elects to have reporting restrictions lifted, there is no provision for these written statements to be made available to the press.

Strictly, a reporter should sit through all lower court committal hearings and take a note of the evidence in case it can be reported in his paper at the time. Under the 1980 Act, for instance, if the court decides to deal with one or more of several defendants in a case on the spot, while committing others for trial, then all the proceedings can be reported, and the reporter has a story. If only one of several defendants wants reporting restrictions lifted and not the others, however, a ticklish situation arises. To deal with this a further refinement of the provisions was made under the Criminal Justice (Amendment) Act of 1981 by which the examining magistrate at the lower court may lift reporting restrictions only if he is satisfied, after hearing the representations of all the accused, that it is in the interest of justice to do so.

The Sexual Offences (Amendment) Act of 1976, which bars the press from mentioning the names of rape victims and also of the accused except where there has been a conviction or if the judge decrees that the accused's name should be mentioned. ' (16)

Even more worrying as far as day-to-day editing of a paper is concerned, is a provision of the Race Relations Act, which came into force in 1977, which makes a newspaper and its staff liable to conviction for reporting an inflammatory speech or election manifesto, such as that of an extremist sentiments, even though there is no intention by the newspaper of stirring up race hatred. The growth of all legislation, however justified in law, has made the job of the editor more difficult and has resulted in accusations by some critics of anti-press bias by governments. The Press Law in India

Under the constitution "the right to freedom of speech and expression" is guaranteed to all citizens. This has been interpreted by the courts to include freedom of the press; Parliament can enact legislation, "Reasonably restricting the freedom of expression from the interests of the security of the State, friendly relations with foreign States, public order, decency or

morality, or in relation to contempt of court, defamation Of- incitement to an offence". Such legislation has been made justifiable to assure that restrictions are reasonable.

The working Journalists Act was amended in 1962 to provide for payment of gratuity to a working journalist if he voluntarily resigns on any ground whatsoever after a total service of ten years and also on ground of conscience if his total service is not less than three years. It- also provides for the setting up of wage boards for journalists from time to time.

The 'Constitution of free India adopted on January 26, 1950, defined the freedom of speech' and expression as a fundamental right under Article 19 (a). There is no special provision in the fundamental rights on the freedom of press of speech and expression. The strength to the freedom of speech and expression can be obtained from a. few Supreme Court judgments in different cases which came before it. For example, while delivering judgment in Sakal Paper Pvt. Ltd.; Versus The Union of India, the Supreme Court stated that the right to propagate one's ideas was inherent in the concept of freedom of speech and expression and that for the purpose of propagating his ideas, every citizen has a right to publish them, to disseminate them and to circulate them. (16)

freedom is fundamental, the exercise of this freedom is not absolute. constitution has been enacted, an amendment to the constitution made in 1951, as started earlier, provided freedom of speech and expression could be curbed by such 'reasonable restrictions' as the legislators may deem-necessary to impose in the interest of the security of the state, friendly relations with foreign states, public order, decency, morality or in relation to contempt of court, defamation or incitement of a public offence.

In 1962, further amendment was made to provide for restrictions "in the

interest of sovereignty and integrity of the country". The most important legislation in India however was the enactment of the Press Council Bill in 1965. The Press Commission appointed to report on the press freedom has recommended the establishment of the Press Council. It was stipulated that the Indian Press would voluntarily set up such a body as had been done in several other countries. However, this was not done. The Press Council of India, official appointed in July - 1966, charged with the responsibility to preserve the freedom of the press and maintain and improve the standards of newspapers and news agencies in 'India.

The most important legislation in India however was the enactment of the press council bill in 1965. The press commission appointed to report on the press freedom has recommended the establishment of the press council. It was stipulated that the Indian Press would voluntarily set up such a body as had been done in several other countries. However, this was not done. The press council of India, officially appointed in July 1966, with the objective of to improves the standards of newspapers and news agencies in India.

Media law covers the following area

- Defamation
- Freedom of information
- Contempt
- Privacy
- Entertainment
- Advertising
- entertainment
- online media
- social media

Authorities Regulating Media Regulating Bodies In India

## Ministry of Information and Broadcasting

I & B regulate the print and electronic media establishment, publications, houses advertising segment of Indian media. The following comes under administrative control of the Ministry of Information and Broadcasting –

- Cable television policy
- Radio, Doordarshan, Films
- Advertising, Publicity, Press, Publications

## PIB

The Press Information Bureau unit of ministry for the dissemination of information on government schemes, briefing salient features of government decisions to media personnel.

## The Registrar of Newspapers

RNI are responsible for registration of newspapers in Hindi and vernacular languages and update the registration figures. It is also responsible for compliance of provisions of the Press and Registration of Books Act, maintain newspaper data and related work.

## Directorate of Field Publicity

Directorate of Field rural oriented communication and government unit in the country. It acts as a bridge between the people and the Government.

## Press Council of India

PCI is a statutory regulatory body that regulates the media pattern of India. Council censure the media in violation of media law cases and media

malpractices like paid news syndrome sting operation misuse . it is headed by apex court member along with other eminent person of field

### Central Board of Film certification

The board is regulatory body to examine the content of film for releasing for public domain film releasing issuing authority. The Board issued different categories of certificates according to the content of film and documentary.

### ASCI

It is a self regulatory body of advertising business industry. Council regulate the misleading and fake advertisement affairs of reported in council for grievance redressed (17)

### New Tools In Media

#### Sting Operation

Indian media is becoming more and more power full. they can make a hero to zero and zero to hero. is showing unnecessary and unreal sensation. In the name of live, Public demand and fastest they are making storey themselves without laying too much importance on the facts either. of the Constitution. Let's see if this turns out to be just another Right that the press ignores. Sting operation is a secret operation carried out by undercover agents to unveil criminal. the sting operations are being conducted by the law enforcement bodies media houses , individual person , NGO to a trap wrongdoers.

## Paid News

The phenomenon of selling news space to for advertisements surfaced in India during general elections state assembly elections. an advertisement in the garb of news Paid News is deep rooted drawback in the media system. Paid News is highly structured trade involving the media houses . Media house is now demanding payment for publication of news. The rate cards that had been formulated by media houses . Paid news undermines the basic spirit of journalism. It adulterates news and make question mark on journalism ethics . 24x7 news channels are major source unethical practice of paid news and consider the pioneer to launching paid news syndrome in India .Paid News' is the nexus between media and corporate in the form of Private agreement .

### Causes for Paid News

- Shareholder pattern in media houses
- Pressure to generate advertisement revenue
- Ethical and missionary journalism in developing country
- Un-ethical and professional journalism model in western country
- Concept of space selling The rate cards for selling the editorial content and news are by med (18)

### Specialized Areas in Journalism

Day by day journalists are supposed to become specialists; for instance, most of the newspapers have separate correspondents for different branches of coverage - economics, politics, commerce, stock exchange, courts, sports and, in fact, quite a few for each if the newspapers is well established. No wonder, such specialization or specialized areas demands effective handling of each item covered. The journalists should not only have on his finger tips all the facts and figures but also be a competent analyst of such data. He should be able to focus (19)

When you have completed your outline and only when you have established what will be included in your writing, can you decide what you have already known and what you must find out. Sometimes you will find, as a result of your research; that you need to change your outline to include or exclude material. Remember that the outline should be flexible. It is a guide, not a law. Style is concerned with the manner in which you present your information, not the content. The following tips for developing a style may be helpful.

- Identity the basic elements of style
- Select Q format of a particular writing project.
- Follow consistent usage in language
- Punctuate clearly and consistently

#### Aspects of the Indian Press

#### Putting Teeth into Journalism

Investment journalism in India bloomed in the early eighties, with the Indian Express taking the lead. The most notable of its reports being an expose of the doings of the former chief minister of Maharashtra, A.R. Antulay. The services of hard-hitting articles cost him his job. Every newspaper and publication, it seemed, sought to catch up with the trend set by the Express. A plethora of reports invaded the print media, all of them purporting to be specimens of investigative journalism. And the Statesman took a leaf out of the London Sunday Times, to set up its own "insight team"

The quality of much of this reporting was poor, with often biased, badly researched articles doing duty for investigative reports. Indeed, the attempt seemed to be to make a splash- never mind the one-sided nature of the reports – and the tendency was to knock public figures, with little opportunity given to them to tell their side of the story. There were some 'scoops' of a relatively minor nature, but it was left to The Hindu of

Chennai to net the biggest fish. In a hammered home the point that bribes were paid to those in authority by the Swedish manufacturer of the Bofors fired gun to secure a major contract. Bofors became a synonym for corruption in India and the controversy over the gun contributed to the inability of the Congress party of Rajiv Gandhi to win enough votes in the general election to form the new government.

Even the Express, drunk with its success seemed to luxuriate in a succession of so-called investigative reports. Many of the investigative reports are biased and hastily written. And one of the two person, working on The Hindu expose of the Bofors gun deal, was so taken up with the story that he wanted to defy his editor to go on publishing fresh installments without regard to their value or the format of the traditional newspaper. The contest between the reporter and his editor, both of them part- oners of the family- run newspaper, led to a family feud, which resulted in the editor's resignation and the reporter's move from The Hindu to a sister publication. Those feverish days of "investigative reporting" are now behind us, and the vogue for such reporting largely died down as quickly as it had emerged, with most publications remaining content with occasional scoops.

The traditional risks investigative reporting carriers, are compounded by the peculiarities of the Indian situation. The Indian judicial system is so slow-paced that the victims of a libelous report have no hope of Redressal to introduce new anti-libel legislation with provisions for special trial procedures were given up in the face of an unanimous outlay from the press. The press rightly felt that the medicine was worse than the disease and would have represented a threat to its freedom.

Ideally, a standing committee appointed by representative journalist's organizations would be the answer. It could adjudicate on the accuracy of, justification for, an investigative report. The verdict of such a committee would carry the weight of peer pressure. But committee or even the need for

having one. In practice, the semi-official Press Council of India, presided over by a retired judge, is the only avenue upon to a an injured party. It has no teeth and relies on its moral weight in passing judgments on complaints, which are published in most newspaper.(20)

The Time of India is the only newspaper in the country to have tired the experiment of an ombudsman. But the experiment has not worked well because of the part-time nature of the appointment and the fact that the incumbent is a retired Chief justice iwht no first hand knowledge of how a newspaper functions. Besides, he has been given a limited tenure and has chosen to interpret his job narrowly. The press council has sought to wrestle with the problems of investigative reporting by suggesting guidelines. It sought the support of Clark.

. He should strike a balance between openness and secrecy, placing the public good above everything else. He should avoid breaching laws governing secrecy unless he is prepared to run the risk and face the consequences for overriding public interest without prejudicing the chances of a fair trial to the subject he investigates. A reporter, in the Council's view should resist the temptation of " quick gains' by relaying on incomplete or dubious reports not verified by him. He should rein in his imagination and cross-check details till the last minutes. The reporter must take into account constitutional and legal provisions aimed at protecting such persons from frivolous prosecution or harassment.

These are in the nature of all encompassing guidelines. But the problem remains. How can an injured party obtain justice and compensation ? And the temptation for the press fraternity to turn into investigative reports overnight proves irresistible if a major scandal breaks. The recent scandal over stock market dealings saw newspapers and magazines going overboard with their versions of investigative reporting. There were some good well-researched reports, but for the most part, the press was content to

flaunt bits and pieces of information which did not add much to the basic thrust of the original reports.

#### Language Press: Problems and Prospects

The reason for the growth of language dailies is, the phenomenal growth in population, the pressure of political awareness combined with literacy-rise, and availability of sophisticated printing technology. Today most major language dailies are using fax machines, offset printing and modern systems with PCs to issue fresh editions of papers nearer the delivery point. An Indian make of offset –press (costs about Rs. 1 Crore) can print upto 25,000 copies of a 16 page paper in an hour. Photocomposing is also adaptable to intricate Indian scripts and, of course, the language readers love the colour printing of film and Entertainment pages, which this new technology has made possible.

The success story of Punjab Kesari, a Hindi daily, published not in the Hindi headland, but in the prosperous Jalandhar district of Punjab – speaking Punjab, is illustrative of how and why language journalism has grown. With the aid of modern technology this paper has captured enormous chunks of readership in Delhi, Himachal Pradesh and Western UP, from several Delhi-based rival Hindi papers. Its color printing is an added attraction to its readers, but for the Hindi readers its appeal lies just as much in its anti-terrorists stand which has made it almost the sole forum for non-Sikhs in the last decade. Its philanthropic gesture of donating large sums of money and goods to terrorist-hit families out of Shaheed Memorial Fund that it has established, has further guaranteed it, the unshakable loyalty of the Punjabis generally. (21)

Similarly, Ramoji Rao, an ex-advertising man and the dynamic owner of the Telugu Eenadu who is also a supporter of the strong regional political party, Telugu Desam, has been able to project his paper as a symbol of regional hopes. Today he prints a district edition for each district in

Andhra Pradesh and his paper is now indispensable for the Telugu speaking people of Andhra Pradesh. But the social snobbery attached to the English language by the uniformly English –speaking Indian marketing experts still lets English dailies walk off with 50 per cent of the total advertising budget earmarked for the print media.

As one can make out by now, the purchasing power of a reader in India does not always determine his or her predilection for buying reading material. Priorities differ region-wise. Bengali and Keralite lower middle – classes are big buyers of printed matter notwithstanding their relatively small family budgets, whereas in prosperous Punjab and Delhi, the biggest spending is reserved by and large, for consumer durables and non-durables. Rural areas which consume no more than 10 percent of language newspapers are similarly the biggest consumers of items like transistors, watches, edible oils, soaps and PVC footwear. Such imbalances and pressures generated by the Indian socio-economic scenario and the nature of new publishers' 'new money' have often resulted in strange anomalies. For example, today many small business entrepreneurs may suddenly float papers near Election –time. These mavericks often use their papers to generate a political clout. Information dissemination or news gathering is not their priority . They may be lavish with funds for production, but are reluctant of spend money in employing professional journalists. Instead, they hire stringers on a contractual basis at abysmally low to o wages, and expect hem to net in advertisement sand also boost circulation. This has led one, to the emergence of a sub-species of journalists in our small towns, who are basically fixers and blackmailers, and two, to a gradual retrenching of professional staff . They have no journalistic back ground. They acquire enormous clout and resources within a very short span after bring out a paper. Most of the charges such papers bring in are, therefore, superficial and professionally dubious.

Since, most advertising agencies now prefer to buy space in "area leaders", they prefer not to take note of professional standards. The generational change in visual values has changed reading habits drastically among the new generation of readers, raised on a steady diet of T.V. Commercial Hindi Cinema. Their prediction now run more in the direction of what TV newsman, Dan Rather recently described as 'powder puff stories', and scandal. News about developmental issues, rural areas, women and children is frequently being substituted or relegated to back pages in favor of political bitching among parties and monetary scandals involving top officials. In view of all this, certain facts may be worth pointing out:

- 1) The higher circulation figures of languages papers today do not automatically mean better and more comprehensive news coverage nor better pay scales for the news gatherers.
- 2) Wherever there has been a big growth and spread of a language daily it has led to a shrinking of circulation for English papers. Example, in Indore, the popularity of Nai Dunia, has limited the growth of English dailies there.
- 3) Gross discrimination against language publications at the level of bureaucrats and politician still exists in new Delhi. English dailies are routinely sought out for making important policy announcements and giving of major interviews.
- 4) Women's low employment rate in the language press is a reflection of both the low- newsworthiness of women's issues and lower female literacy rates in the lower middle classes, from where these women journalists mostly come. Women editors or bureau chiefs are almost non-existent in language publications.

5) Coverage of Crimes against poorer women, communal riots and pre-election surveys by small regional papers have often been questionable.

6) In community sensitive areas, Urdu reporting is extremely important since often it is the sole source of information to a small minority. It is lamentable, therefore, that hardly any studies on the periodic growth and decline of Urdu journalism have been commissioned and carried out for the Urdu programmes.

7) Capitalism and consumerism have been let in suddenly in a big way by the opening up of the Indian economy to the international members. The language papers stand to gain the most by this, while English publications are feeling threatened. As the advertising and purchasing power of the middle classes grow, language dailies shall mop up precious consumer issues, and glamour and a simultaneous neglect of vital areas such as environment, the state of (unorganized) daily wage workers, child-laborers, prostitutes, education and public health. So far these areas were made viable due to good advertising support from government departments such as once connected with Human Resource Department and Welfare.(22)

## REFERENCES

1-Natarajan S., History of Indian Journalism, Cambridge CUP., 1994

2-Nancy Van Leuven (2007 ) Hard News, Soft News, and Tough Issues: ProQuest, - 198 pages

3- Vinayak Purohit (1973 ) The Press and the people - Vartman Prakashan 162 pages

4-Indian Newspaper society Handbook (2012) 450 pages

- 5-K. M. Shrivastava, (2005 ) India. Media ethics: Veda to Gandhi & beyond Ministry of Information and Broadcasting. Publications Division ,305 page
- 6-G. N. S. Raghavan (1994 ) The Press in India Gyan Publishing House, - 245 pages
- 7-Monroe Edwin Price, Stefaan G. Verhulst (2001 ) Broadcasting reform in India: Oxford University Press ,377 pages
- 8-Prem Bhatia, Asharani Mathur (2006 );, Multidimensional Media Rupa - 320 pages
- 9-Satish Chandra Tyagi, (2005) , The Fourth Estate Gyan Publishing House, - 217 pages-
- 10-Adeltha P. Siitaa Devii (1967 )- Indian language highway for all: a broad - language highway Adyar Library and Research Centre, 427 pages 11- Lesley L. Johnson (2001) Media, and Change , Lang , 182 pages 12-Nadig Krishna Moorthy (1996), History of Indian Journalism, Mysore, 13 - Registrar of News Paper of India ( 2012)
- 14-S. C. Bhatt (1994) ,Satellite Invasion of India ,Gyan Books, 286 pages
- 15-Press council of India Media Guideline for reporting sexual assault case on
- 16- Kiran Prasad (2011 ) Media Law in India , Kluwer Law International, ,240 pages
- 17 -Ministry of Information and Broadcasting, Press in India 2003, New Delhi.
- 18--M. K. Joseph (2010 )Mass Media and Challenge of Change , Anmol Publications, 271 pages
- 19-Vanita Kohli (2006 ) The Indian Media Business SAGE - 264 pages
- 20-A report by IAMA and IMRB International (2012)

21-Indian Readership Survey Report (2012)

22-R. Bhat, Narendra Tiwari, Ratilal Sheth (1979 ) Role of ILNA in Indian Newspaper Industry ,112 page-